

STUDY THE MARKETING COST AND PRICE SPREAD UNDER DIFFERENT MARKETING CHANNEL OF TOMATO IN JASHPUR DISTRICT OF CHHATTISGARH

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Abstract: The present study was conducted in the Jashpur districts of Chhattisgarh. Sixty farmers were selected randomly from three villages namely Ludeg, Saraitola and Katangjor and were categorized into marginal, small, medium and large farmers based on their holding size. The primary data were collected for the year 2010-11. The major findings of this study revealed that the average size of farm was worked out to be 1.93 hectares, overall on an average cropping intensity was observed to be 101.64 per cent. Out of total cropped area kharif, rabi, and zaid crops occupied about 88.38, 8.32 and 3.22 per cent of total cropped area respectively. On an average the cost of cultivation per hectare of tomato was found Rs. 26576.89. Overall on an average the cost of production per quintal of tomato was observed as Rs. 222.84. Cost of production per quintal of these vegetables shows decreasing trend with increase in farm size where as cost of cultivation increases with increase in the farm size. There were two marketing Channels for tomato, which are: Channel-I: Producer–Village-merchant–Wholesaler–Retailer–Consumer and Channel-II: Producer–Retailer–Consumer. That price received by tomato producer was 800 Rs/qtl. in both Channels. The major constraints pertaining to cultivation of tomato was problem of decreasing yield due to growing the crop regularly in same field and lack of irrigation. A major constraint in marketing of tomato was fluctuation of price and storage facility in the study area. In view of findings study suggested that the Irrigation facilities are to be developed in the proper way so that farmers can adopt improved technologies with assured irrigation facilities. Extension agencies should provide information on new varieties and package of practices as well as procedures of standardization, grading of produce and their benefits. Horticultural crop producer's co-operative societies should be formed for better performance and achievement. Some specific minimum prices should be declared for tomato to ensure benefit for the producers.

Keyword: Constraints marketing channel, Tomato

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