

## **AN ECONOMIC ANALYSIS OF MARKETING COST, PRICE SPREAD AND MARKETING EFFICIENCY OF POTATO IN MIDDLE GUJARAT**

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### **ABSTRACT**

This study was undertaken with a view to study pattern and practices in marketing, price spread and marketing efficiency of potato growers of middle Gujarat. A sample of 200 potato growers spread over ten villages of three talukas of Anand and Kheda districts of middle Gujarat was selected for the detailed inquiry by adopting multi-stage sampling technique. For studying price spread in marketing of potato 10 market functionaries of each type were chosen from regulated markets of study area. The Producer-Wholesaler-cum-Commission agent-Retailer-Consumer was the major marketing channel as more than 60% of marketed surplus moved through this route. On an average, the total marketing cost incurred by growers amounted to Rs. 29.22 per quintal. The important cost items were cost of transportation, packaging charges and loading and unloading charges of the produce. The average cost of production was Rs 281.84 per quintal. The average price and net return received by farmer was Rs 370.07 and Rs 59.01 per quintal. Large farmers received higher prices due to sell in distant markets. Per quintal cost and margins in potato marketing recorded to Rs. 188.19 (26.28%) and 187.10 (26.12%), respectively. Thus, the producer's share in consumer's rupee was only 47.60%, which was lower due to lack of storage facilities and presence of unorganized markets.

**KEYWORDS:** Marketing Efficiency, Multi Stage Sampling, Price Spread, Producer's Share, Unorganized Markets