

Price spread in marketing channels of grape wine in Maharashtra

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ABSTRACT

The study was conducted for estimation of price spread in different channels of grape wine production in Maharashtra. One champing unit, five wine dealers, five rural wine shop owners, five urban wine shop owners and five metropolitan city wine shop owners were selected for the present study. The data pertained for year 2009-2010. The results revealed that price paid by consumer was Rs. 419.25 per litre in channel-III (P-C-W-M-C) in which producer's share in consumer's rupee was 24.92 per cent and price spread was found to be Rs.304.75. In channel-II (P-C-U-C) price paid by consumer was Rs. 313.49 per litre in which producer's share in consumer's rupee was 51.12 per cent and price spread was found to be Rs.198.99. In channel-I (P-R-C) price paid by consumer was Rs. 179.50 per litre in which producer's share in consumer's rupee was 42.11 per cent and price spread was found to be Rs.103.91. Thus, in absolute term, net price received by producer was the highest in channel-III.

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Key words : Marketing channel, Price spread, Grape wine, Champagne unit, Wine consumer

Grape wine is nutritious physiologically active complex drink and it is a fairly good source of minerals like calcium, phosphorus, iron and vitamins like B and B₂. Glucose tolerance factor (GTF) synthesized by yeast and realized in fermentation medium used in India has total wine production about 2.25 crore litres of which Maharashtra has 2.11 crore litre of wine productions. In Maharashtra grape wine is prepared on large scale about like white wine 1.11 crore litres. In present scenario, table-wine accounts for 85 per cent of market and expensive varieties of vintage-wine accounts for 15 per cent. Wine drinking countries are like France and Italy where per capita consumption of wine is 60 to 70 litres per annum. In USA, Australia and China wine consumption is 25, 25 and 4 litres per person per year, respectively. But in India consumption of wine per person per year is literally a sip of 5 to 6 mm. The biggest consumption up to 80 per cent is however confined to major cities like Mumbai (39 per cent), Delhi (23 per cent) Bangalore (9 per cent) and foreign tourist dominated state of Goa (9 per cent), where rest of India has only 20 per cent consumption. India's share in export of value added products of grape like raisin,

wine and juice was 0.071, 0.003 and 0.003 per cent, respectively (Patil *et al.*, 2006).

Government of Maharashtra has declared two mother units one is Godavari wine park at Vinchur in Nasik district and another is Krishna wine park at Palus in Sangli district. The mother unit helps in exploring the domestic and international markets to the wine processors and providing the machinery on the rent basis. Highest quantity of wine disposed through champagne unit, which is collecting the wine from producer. In that champagne unit wine is processed by using yeast and secondary fermentation. Racking, aging and also suitable packaging are done and disposed to urban and metropolitan city wine shops. On the contrary, some of the quantity is disposed in rural areas for table purpose. It is necessary to know efficient marketing channels for grape wine marketing. Hence, present study has been undertaken.

METHODOLOGY

In all 32 grape winery units were selected from the Pune, Nasik and Sangli districts of Maharashtra. Among the different intermediaries, one champing unit, five wine dealers, five rural wine shop owners, five urban wine shop owners and five metropolitan city wine shop owners were selected for the present study. The data pertained for the year 2009-2010. The required data were collected by personal interview method with help of pretested schedule.

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