Price spread in marketing of fig (*Ficus carica* Linn.) in Maharashtra

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ABSTRACT

An attempt was made to study price spread in marketing of fig (*Ficus carica* Linn.) in Maharashtra with cross sectional random sample of 60 fig growers from Aurangabad market and Gultekadi market yard from Pune district. In the marketing of fig following channels are studied *viz.*, I) Producer - Consumer, II) Producer - Retailer - Consumer, III) Producer - Commission Agent-cum-wholesaler - Retailer - Consumer. Maximum percentage of produce of fig growers was sold through channel-II. Marketing cost was maximum in channel-III as compared to other channels. Producer's share in consumer's rupee was maximum in Channel-I, while it was minimum in Channel-III.

Key words : Fig, Marketing channels, Marketing cost, Marketing margin, Price spread, Producer's share

The economic aspect of fruit cultivation is of no less importance.

Well maintained and established orchards bring better returns than field crops from the same piece of land. The fig is an important fruit and is consumed fresh or in processed form. The fresh fruit is rich in carbohydrate, vit. A and C while dried fig contain 45 to 60 per cent sugar. The nutritive index of fig is reported by Condit (1951) as high as compared to 9 of apple and 6 dates and pears.

The marketing of fig is associated with a unique set of conditions, which makes the task difficult and highly risky. Firstly, due to the highly perishable nature of produce, it is difficult to create time and place utilities for fig when it is in fresh condition. An efficient marketing system plays a crucial role in boosting the production. But ineffective marketing causes problems like low marketed surplus, large price spread. However, an improved and efficient marketing system can overcome these constraints to the considerable extent. An attempt in this paper has been made to study price spread in marketing of fig in Maharashtra.

MATERIALS AND METHODS

A cross section data were collected from Aurangabad tahsil and Purandar tahsil from Aurangabad and Pune districts. 5 villages from each tahsil were purposively selected on the basis of area under fig. Total sample was of 60 fig growers from each tahsil, separately.

In addition to sample of fig growers, market intermediaries were selected from Jadhav Mandi, Aurangabad market and Gultekadi market yard, Pune were purposively selected. From this area, 5 wholesalers and 10 retailers from each market were selected. Data pertains for the year 2006-2007. The data collected were further processed, tabulated and analysed for arriving useful conclusions.

Price spread :

It is difference between price paid by ultimate consumer and the net price received by the producer.

Producer's share in consumer's rupee (PSCR):

$$PSCR = \frac{\text{Net price received by producer}}{\text{Price paid by consumer}} \times 100$$

Marketing channels :

It indicated how produce passes through different agencies from producer to final consumer. In present study, marketing channels are as below:

Channel I   - Producer - Consumer
Channel II   - Producer - Retailer - Consumer
Channel III - Producer - Commission Agent-cum-Wholesaler - Retailer -Consumer

RESULTS AND DISCUSSION

Sale of fig produce through different channels from various farms:

Quantities of fig sold through different channels in various farms were calculated and presented in Table 1. It was observed that maximum quantity was sold through channel-III in both the districts of farms. It was observed that, the proportionate sale through channel-I was more in Aurangabad districts farm (7.26 per cent) than in Pune districts farm (5.16 per cent).