



Research Paper

Marketing cost and price spread for spider lily in south Gujarat

■ V. S. Kanugade, J. J. Makadia and K. U. Mungalpara

Correspondence to :

J.J. Makadia

Department of Agricultural Economics, N.M. College of Agriculture, Navsari Agricultural University, Navsari (Gujarat) India
(Email : jjmakadia@yahoo.com)

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ABSTRACT : This study was conducted for estimation of marketing cost, marketing margin and price spread through different marketing channels of spider lily in South Gujarat region. The primary and secondary data was collected for year 2015-16. The flower market of Surat and Valsad were selected. Five village level wholesalers, five commission agent cum wholesalers, ten retailers and 140 spider lily producers were selected for present study. Two major marketing channels were identified for the spider lily flowers *i.e.* Channel-I: Producer → Retailer → Consumer and Channel-II: Producer → Village level wholesaler → Wholesaler cum commission agent → Retailer → Consumer. The net price realization for was found higher in Channel-II (Rs. 31.15/kg) as compared to Channel-I (Rs. 28.45/kg). The major constraint related to marketing of spider lily flowers were high perishability of flower buds, low price of produce, absence of regulated market for flowers, high cost of transportation and high margin of middleman.

KEY WORDS : Spider lily marketing channels, Marketing cost, Marketing margin price spread

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