

Economics of production and marketing of vegetables and fruit —A case study of district Allahabad, India

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ABSTRACT : The present study was carried out in Allahabad District, India during November 2011 to March 2012 to determine the economics of major vegetable and fruits viz., tomato, green chilli, cauliflower, brinjal, cabbage and guava (Allahabad safeda and Apple guava). Twenty five growers for each crop were selected randomly covering the major part of Allahabad District. The primary data for various cost components on variable and fixed costs were collected using pre-tested, structured schedule and questionnaire by personal interview. The findings reflected that cost of cultivation amongst tomato, green chilli, cauliflower, brinjal, cabbage and guava varied significantly due to variation in fixed and variable cost. The significantly higher net return was found for apple guava followed by tomato, cabbage, green chilli, Allahabad safeda, brinjal and cauliflower. The significantly higher Benefit – Cost Ratio was found for tomato/apple guava followed by brinjal/cabbage/Allahabad safed /green chilli and cauliflower. The net profit of the producer were significantly higher for apple guava followed by tomato, green chilli, Allahabad safeda, cauliflower, cabbage and brinjal. The net profit of the producer declined significantly with the increase in number of intermediaries in the marketing supply chain.

Key Words: Cost of cultivation, cost of production, net return, benefit-cost ratio, net profit of producer, vegetables and fruit.