

MODE OF SELLING BROILER BIRDS AT PRODUCER LEVEL IN ASSAM

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ABSTRACT

A study was conducted in two districts of Assam namely Lakhimpur and Sonitpur on the mode of selling of broiler birds at producer level. The study revealed that majority of the respondents in both districts (45.45 percent in Lakhimpur and 49.43 percent in Sonitpur) preferred marketing broiler birds through wholesaler by cash transaction. It was found that the price fixation of broiler depended upon the market demand and supply in both districts. Majority of the respondent in Lakhimpur district (62 percent) and in Sonitpur district used hired Vehicle for transportation of broiler birds.

Key words: Broiler, marketing, producer level.

Although poultry farming has been a popular source of income to a large number of families in Assam, it is seen that after few years of farming they shifted to other occupation for their income. This might be due to the economic loss to the producer caused by unorganized marketing system, where the price fixation of the ready birds is under the control of middleman or traders, irrespective of the cost of production. Therefore, a survey was conducted in two district of Assam – Lakhimpur and Sonitpur to study the mode of selling of broiler birds at producer level.

The study was conducted in the Sonitpur and Lakhimpur district of Assam for six months *i.e.* from October 2011 to March 2012. For this study, two blocks from each district and five villages from each block was considered. Ten broiler farmers each having minimum 100 numbers of birds were selected for this study. Fifty numbers of respondents from each district were considered

for the study. The data related to the marketing variables of broiler birds were direct questioning through a pre-tested interview schedule.

From the study it was observed that the most prevailing mode of selling of broiler in Lakhimpur district and Sonitpur district was through wholesalers, and the frequencies were 45.45 percent and 49.43 percent respectively. This might be due to the fact that the farmers could sale relatively large number of birds at the same time and also get larger amount of money to purchase another batch of chicks in addition to meet their household demands. Selling birds through the wholesalers was also reported by other workers³. The next preferred mode of selling in Lakhimpur district was retailer (21.59 percent) and followed by directly to the consumer (17.04 percent) and vendor (15.90 per cent), whereas in Sonitpur district the next preferred mode of selling was directly to the consumer (19.10 percent) followed by retailer (17.97 percent) and vendor (13.48 per cent). The pattern of frequency distribution revealed that the respondents adopted

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more than one channel for marketing of broilers. Marketing of birds by more than one channel was also reported by other workers^{1,2}. The cash system of transaction between the producer and the trader, retailer, vendors and consumer was found to be dominating in Lakhimpur district (80 percent) and Sonitpur district (62 per cent), *i.e.* the average is 71 percent. This is might be due to the fact that majority of the respondents adopted farming as a main source of income for livelihood in both the districts. In Nagaland, both the cash and credit transaction used for marketing of chicken has been reported⁵. It was also found that the price of broiler birds was mostly influenced by the market demand and supply in both the

districts *i.e.* Lakhimpur district (54 percent) and Sonitpur district (56 percent). Other factors that influence the price factor were festival change, seasonal change and natural calamities; and their respective frequencies were about 26, 16 and 4 percent respectively in Lakhimpur district, and 28, 14 and 2 percent respectively in Sonitpur district. Similar findings were also reported by other workers^{2,5}. It was also observed that majority of the respondent used hired vehicle (Lakhimpur-62 percent and Sonitpur-60 percent) for transportation of broiler birds including the implements and feed etc. Less numbers of farmers used own vehicle for the transportation purpose. The present findings are in supported by the findings of other workers^{2,4}.

Table 1: Distribution of respondents according to the mode of selling at producer level and mode of transportation

Attributes	Type	Frequency		
		Lakhimpur	Sonitpur	Pooled sample
Marketing channel	Directly to consumer	15(17.04)	17(19.10)	32(18.07)
	Wholesaler	40(45.45)	44(49.43)	84(47.45)
	Retailer	19(21.59)	16(17.97)	35(19.77)
	Vendor	14(15.90)	12(13.48)	26(14.69)
Type of transaction	Credit	10(20)	19(38)	29(29)
	Cash	40(80)	31(62)	71(71)
Price fixation	Market demand and supply	27(54)	28(56)	55(55)
	Festival change	13(26)	14(28)	27(27)
	Seasonal change	8(16)	7(14)	15(15)
	Natural calamities	2(4)	1(2)	3(3)
Mode of transportation	Own vehicle	19(38)	20(40)	39(39)
	Hired vehicle	31(62)	30(60)	61(61)

Note: Figures in the parentheses indicate percentage

Mode of selling broiler birds

From the present study it is concluded that majority of the respondents preferred marketing of broiler birds through wholesaler on cash transaction in Sonitpur and Lakhimpur district of Assam. In both

the districts, farmers used hired vehicle for transportation of birds and the price of the birds was mostly influenced by market demand and supply.

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