Market Information on High Value Crops

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INTRODUCTION

- Crop diversification helps in minimizing risks, enhancing farm income, generating employment, and improving land quality.
- In India, government is promoting cultivation of horticultural crops as a part of overall strategy towards crop diversification.
- Marketing is a serious challenge.
Setting up of Agricultural Market Information System (AMIS) is one of the priority areas.

But, studies indicate that AMIS in developing countries rarely operates under ideal market conditions and several factors limit its contribution.

Most studies deal with marketing of staples, whose sale is either restricted by government regulations or is not unduly influenced by lack storage facilities.

Do risks unique to horticultural crops influence use of AMIS by farmers and its effect on their income?
METHODOLOGY

- State – Kerala
- District – Wayanad
- Villages – Vythiri & Pulpally.
- Distance from the main agriculture market was taken into consideration.
- 120 farmers.
- 60 users and 60 non users.
About a dozen varieties of banana are cultivated in the state.

Nendran and Robusta are the two common varieties cultivated by all the respondents.
## FINDINGS

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MARKET LED EXTENSION

- Indian agriculture has become trade/market oriented in recent years.

- The role of Public Extension System, which has traditionally been confined to giving production advice, is no longer adequate.

- PES has to extend its services to other aspects, especially market related advisory, including market trends, demands and prices.
FINDINGS

- There is significant difference in the mean price obtained by farmers using AMIS and non users.
- The difference is significant in both the villages.
- The difference is significant for both the common varieties.
Fruits and vegetables account for 18% of the country’s agricultural output.

Their production and marketing is hampered by small holdings, low volume, absence of cold storage, poor infrastructure.

Access to reliable and up-to-date market information, through AMIS, is especially critical for future growth of high value agriculture in India.
Farmers who use AMIS were also members of Self Help Groups formed by Vegetable and Fruit Promotion Council Keralam.

They had greater access to extension advice, credit and training programs on fertilizer application, pest control, selection of suckers and post harvest management.

They were involved in collective/group marketing.
More than 80% of farmers in India are small holders, which limits their access to inputs, services and market.

Farmers’ groups are better equipped to access critical services and inputs.

Marketing through cooperative institutions fetch greater price to the producer s’ due to large volume and greater bargaining power.
RECOMMENDATIONS

• #1 Market led extension.
• #2 Price information through AMIS.
• #3 Farmers’ cooperatives.
CONCLUSION

Greater benefits

Cooperative Institution

AMIS

Government Support