

PRODUCTION AND MARKETING OF SOME SELECTED EXPORTABLE HORTICULTURAL CROPS IN BANGLADESH

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ABSTRACT

The study was designed to assess the present status and future prospect, profitability, domestic resource cost, policy analysis of matrix, factor share, marketing channel and cost, marketable surplus and post harvest losses, endogeneity and factors affecting these horticultural crops in Bangladesh. Regarding this study, a survey was carried out at Comilla, Narsingdi, Jessore, Bogra, Rangpur, Tangail, Dhaka and Rangamati districts. Availability of the exportable horticultural crops namely; Potato, Brinjal, Pineapple and Tuberose were chosen from the selected area. Data were collected from January to December, 2010 and the samples of the study were drawn by Tailored design method. Production of vegetables and fruits had soared from the period of 1997-98 to 2009-10. It was clear that export earning of vegetables, fruits and flowers had went up from 1999-00 to 2008-09.. From the export point of view, DRC results indicated that Bangladesh had comparative advantage in the production of potato, brinjal, pineapple and tuberose. The PAM analysis indicated that, the national profitability value of the enterprise was encouraging considering potato seed for import substitution and horticultural crops production for export promotion. The SBC ratios were more than unity indicating that the country could earn or save foreign exchange confirming comparative advantage potato seed for import substitution and horticultural crops production for export promotion. The most favored channel by the farmer was: Producer - Selected Agent - Exporter. It was crystal clear from the study that the highest marketing cost was incurred by exporter followed by selected agent, petty trader, wholesaler and aratder as well as the volume of production was found to be the most important factor. Elasticity of marketable surplus with respect to total production was greater as compared to unity and it also indicated the positive coefficient. However the functional analysis divulged that insufficient storage and inadequate transportation activities coupled with bad weather influenced the post-harvest losses at the farm level. The elasticity of post-harvest losses with respect to total production was greater than unity and that was positive. The major constraints which were identified by the exporters are cargo space capacity availability, timely plane service and easy custom procedure, high airfreight charge, high cost of quality packaging, improvement of domestic transportation service, insufficient storage facility and adequate market information.