

PRODUCTION AND MARKETING OF PINEAPPLE IN MADHUPUR UPAZILLA UNDER TANGAIL DISTRICT

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Abstract

The main focus of the study was production and marketing of pineapple in Madhupur upazilla under Tangail district. Sixty farmers were selected randomly. Among the sixty selected farmers, 23 were small, 27 were medium and 10 were under large category. Among the three categories of farm size, large farmer used labor, fertilizer and other variable inputs properly. As a result, the gross return was the highest for large farm. The per hectare total cost of pineapple production was highest for large farms Tk. 140059 and lowest for small farms Tk. 124432. On the return side, per hectare gross return of pineapple cultivation under small, medium and large farms were Tk. 207592, Tk. 242862 and Tk. 261150 respectively. Per hectare gross margin of pineapple cultivation under small, medium and large farms were Tk 147316, Tk. 175024 and Tk. 187634 respectively. The net return of pineapple per hectare was Tk. 83160, Tk. 111744 and Tk. 121091 for small, medium and large farms. The benefit cost ratio of small, medium and large farmers were 1.66, 1.85, and 1.86 respectively. The local marketing channel-II consisted of producers, different intermediaries and consumers appeared more efficient which supplied major portion to the consumers. Within the marketing channel the net marketing margins were Tk. 46, Tk. 99, Tk. 54, Tk. 131 and Tk. 130 per hundred pineapples for faria, bepari, aratdar, wholesaler and retailer respectively while marketing costs were Tk. 34, Tk 49, Tk 40, Tk. 52 and Tk. 55 per hundred pineapples for faria, bepari, aratdar, wholesaler and retailer respectively. The important problems related to the production and marketing of pineapple were lack of capital and knowledge, high brokerage and commission, poor communication and transportation, Lack of market facilities.