

# PROFITABILITY AND EFFICIENCY OF PINEAPPLE PRODUCTION IN SOME SELECTED AREAS OF TANGAIL DISTRICT

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## ABSTRACT

The present study was undertaken to find out the socio-economic characteristics, pineapple production practices, profitability, factors affecting profitability of pineapple production, technical efficiency and factors affecting inefficiency of pineapple production in the study area. Madhupur thana under Tangail district was selected purposively for the present study. Pineapple producers of the Madhupur thana were the population of the study and sixty farmers were selected randomly from the population using table of random number. Among the sixty selected farmers, 20 were small, 33 were medium and 7 were large. Seventy three percent of the sample farmers and seventy nine percent of family members of the study area were literate which is slight higher than the national literacy level. It was found that total cost of pineapple per hectare was the highest for large farms (Tk. 150838) and lowest for small farms (Tk. 132342). On the return side, per hectare gross return of pineapple cultivation under small, medium and large farms were Tk.219780, Tk. 237894 and Tk. 271939 respectively. Per hectare gross margin of pineapple cultivation under small, medium and large farms were Tk. 140750, Tk. 148372 and Tk. 174667 respectively. Net return of pineapple was Tk.87438/ha, Tk.98351/ha and Tk.121101/ha for small, medium and large farms and the benefit cost ratio of small, medium and large farmers were 1.67, 1.70 and 1.80 respectively. Estimated benefit cost ratios indicated that return over per taka investment was higher for large farms, which was Tk. 1.80 followed by medium (Tk. 1.70) and small (Tk. 1.67). The study also indicates that the large farms was most profitable compared to others. Per hectare human labor cost, sucker cost, fertilizer cost and bamboo cost were significant at 1% level and hormone cost was significant at 5% level. The mean technical efficiency of pineapple production was 86.12% which means that they were making production loss of 13.88% due to inefficiency factors. Low output price of inputs was the 1<sup>st</sup> most acute problem according to the rank of problem followed by high rate of input price and lack of adequate capital. Supply of adequate capital was the first suggestion given by the farmers in the study area.