

MARKETING AND CONSUMPTION OF JACKFRUIT IN SOME SELECTED AREAS OF MYMENSINGH AND GAZIPUR DISTRICTS

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Abstract

The objectives of the present study were to analyze the existing marketing system, estimate the marketing costs and margins observe the consumers' preference and identify the problems and suggest measures for its improvement. This study was mainly based on primary data of 90 sample, which were purposively selected from the study area. The sample included 30 growers, 30 intermediaries and 30 consumers. Ten villages and 6 markets of Mymensingh and Gazipur districts were selected for this study. Primary data were collected during June to August 2001. Secondary data were also used in this study. Various intermediaries participated in the Jackfruit marketing channels were petty traders, wholesalers and retailers. The marketing cost incurred per hundred jackfruit sales were Tk. 318, Tk 204, Tk. 320 and Tk 218 for wholesalers, Petty traders, retailers and growers respectively. The gross margins of wholesalers, retailers and petty traders were Tk.492.50, Tk 554, and Tk. 325 per hundred Jackfruit. The corresponding net margins were estimated at Tk. 174.9, Tk 234, and Tk 120.75. per hundred fruit respectively. The margins of them were 5.67, 7.09 and 4.49 percent respectively. In the study area it was found that Jackfruit and its seeds are the preferable products to consumer. Consumers consumed it as a fruit and vegetable. According to consumer opinion, "Fairly sweet" was more preferable and "Ghila" was less preferable among the three types of Jackfruit. Major problems faced by the growers, intermediaries and consumers were natural calamities, lack of scientific knowledge and technology, low price in the harvesting season, lack of physical facilities, lack of adequate storage facilities, lack of market information, inadequate capital, price instability, lack of transport facilities, lack of processing industry, lack of desire quality and perishability. The growers, intermediaries and consumers also suggested some sort of solutions to remove the problems. These were: providing extension services, ensuring better and incentive prices, establishment of processing industry and ensuring availability of better quality of Jackfruit in the market.