EARLY BEAN MARKETING SYSTEM IN SOME SELECTED AREAS OF BANGLADESH

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ABSTRACT

The research work investigated the early bean marketing system in some selected areas of Bangladesh. The objectives of the present study were to determine the socio-economic characteristics of farmers and the marketing intermediaries, to analyses the existing marketing system and marketing channel, to estimate the marketing efficiency of different intermediaries, to explore the factors affecting marketing margin of different intermediaries, and to identify the problems and to suggest measures for its improvement. This study was mainly based as data of 90 sample, which were randomly selected from the study areas in Bangladesh. The sample included 60 farmers, 30 intermediaries (10 wholesaler, 10 petty traders, 10 retailers). Primary data were collected during the month of October to December 2001 and secondary data were collected from publications of different institutions including BBS. The marketing channel was derived based on the data collected from early bean farmers and traders. The intermediaries of the channel were petty traders, wholesalers and retailers. Shepherd marketing efficiency and another method of measuring inefficiency were used to determine their marketing efficiency. According to the Shepherd marketing efficiency, the marketing efficiency for different traders ranged from 92.96 to 95.05 percent. The retailers were comparatively more efficient than the wholesaler and petty traders. But in terms of another method for measuring marketing inefficiency, the petty traders were more inefficientjn earning profit. To identify the factors influencing marketing margin, a double-log form of function was fitted for early bean. The coefficient of early bean sale price had positive sign, which was constant with the real situation. Transportation cost was significant, indicating that it was the most important factor influencing the marketing margin of all traders. The coefficient of storage cost had positive sign, which was consistent with the real situation and the coefficient of storage cost was found significant for each model. Lack of capital, lack of good quality seed, lack of labour availability, high price of inputs, diseases and pest attack, lack of training of bean production technology, inadequate transportation and communication system, lack of siorage facilities, and lack of marketing facilities were the major problem associated with production and marketing of early bean. Increased credit t'icilities, supply of inputs, improvement of transportation facilities, 2H-angement of storage facilities were suggested to solve the problems.