

## International Journal of Agriculture Extension and Social Development

Volume 8; SP-Issue 8; August 2025; Page No. 271-274

Received: 04-06-2025  
Accepted: 06-07-2025

Indexed Journal  
Peer Reviewed Journal

### Marketing of broiler farms in Renapur tehsil of Latur district

<sup>1</sup>ST Waghmare, <sup>2</sup>BM Thombre, <sup>3</sup>DS Chauhan and <sup>4</sup>AT Shinde

<sup>1</sup>M.Sc. Student, Livestock Production and Management, College of Agriculture, Latur, Maharashtra, India

<sup>2</sup>Dean, College of Agriculture, Latur, Maharashtra, India

<sup>3</sup>Professor, Department of AHDS, College of agriculture, Latur, Maharashtra, India

<sup>4</sup>Associate Professor, Department of AHDS, College of agriculture, Latur, Maharashtra, India

DOI: <https://www.doi.org/10.33545/26180723.2025.v8.i8d.2283>

Corresponding Author: ST Waghmare

#### Abstract

Present study was undertaken to understand marketing pattern of broiler birds. In this study total 24 broiler farms were selected randomly from Renapur tehsil. Out of 24 broiler farmers 8 farms from Kumbhari, 2 from Rajewadi, 4 from Kolgaon, 5 from Renapur, 5 from Gawhan in Renapur tehsil that were selected. Result showed that, in channel-I net price received by the producer was high (83.25 percent) for large broiler farms. 78.51 and 80.58 percent for small and medium farm, respectively. In channel-II the net price received by the producer was found highest (85.86 percent) for large size group of farm and 82.66 percent and 80.57 percent in medium and small size group of farm, respectively. Study indicated that among the all three channel the net price received by the producer was highest in channel III which is about (96.70 percent) in large size group of farms followed by medium (96.50 percent) and small (95.79 percent).

**Keywords:** Marketing channels, Latur, Broiler, Price spread

#### Introduction

The total Poultry in the country is 851.81 million in 2019, increased by 16.80% over previous Census. The total Backyard Poultry in the country is 317.07 million in 2019, increased by 45.8% over previous Census. The total Commercial Poultry in the country is 534.74 million in 2019, increased by 4.5% over previous Census. (Anonymus, 2022) <sup>[1]</sup>. The world's population is rapidly growing and is projected to increase by 2 billion people over the next 27 yr. It is expected to reach a remarkable 9.7 billion by 2050 (United Nations, 2019). An increase in population increases food demand and supply (Bist *et.al* 2024) <sup>[2]</sup>.

In Maharashtra state, the poultry industry has flourished in Private sector. Commercial production of layer poultry birds as well as broiler poultry has been concentrated at the hands of big entrepreneurs. The poultry population in Maharashtra state was 647.56 lakhs as per the 18<sup>th</sup> livestock census (of the year 2007). Considering the district-wise poultry population and the estimated annual chicken meat production was 279.878 thousand MT as per the Integrated Sample Survey report of the year 2008-09. The average annual growth rate in egg production as well as meat production in the state during the span of years 2006-07 to 2008-09 was 2-5% & 1.45% respectively. The total poultry population has been increased by 46.34% over livestock census 2012 and the total poultry population is 74.3 million during 2019.

In Latur district as per the 19<sup>th</sup> livestock census the total number poultry population was 4,83,662 which include total

number of 1,72,212 of broiler. Broiler chicken production has undergone drastic changes and development over the last few decades (Shariatmadari 2012) <sup>[3]</sup>. The study on status of broiler farm in Renapur tehsil of Latur district was undertaken to investigate the real situation, major hurdles, factors influencing profitability, the market structure and dependence of broiler farmers on various agencies. A well planned questionnaire, its output and personal interviews of broiler farmers were planned to access the situation.

#### Materials and Methods

The goal of the current study was to examine the status of broiler farm in the Latur district of Renapur tehsil. It contains the instruments and methods used to completion of the study. The Department of Animal Husbandry and Dairy Science, College of Agriculture, Latur, VNMKV, Parbhani, Maharashtra state, is where the current study was conducted.

#### Selection of area

The current study was carried out in the Renapur tehsil of the Latur district, both in urban and rural areas. There are ten tehsil in the district of Latur. The research project, which falls under the preview of VNMKV Agriculture University, Parbhani, was choose for investigation in Renapur tehsil. The three categories of broiler farms are small, medium, and big farms. The farms classified as small size are those with 500-1500 birds, medium size farms are those with 1500-2500 birds, and large size farms are those with more than

2500 birds. 8 farms that raised broilers made up each category.

### Selection of respondents

For every research project, the responses are crucial. After asking the whole population of broiler farmers in particular villages, scientific broiler farms were chosen. The sample's scientific broiler farm was chosen at random. From each of the chosen villages, a total of 24 respondents were chosen for the study.

### Statistical analysis

#### Marketing of broiler farming

Estimating the expenses incurred during the marketing of chicken sales allowed for the calculation of marketing costs. Marketing costs are typically the expenses incurred from the time a product is ready for sale until it is in the hands of the customer. It covers market fees, handling costs, storage costs, and shipping costs. Analysing the pricing spread also involves estimating the percentage of overall marketing expenses and total marketing profits.

### Results and Discussion

#### Marketing infrastructure for broiler products in Renapur tehsil of Latur district

An investigation on the marketing issues facing broiler farmers in Renapur tehsil was attempted in this chapter. There are three components to it. The market structure is covered in the first part. The marketing channels are covered in the second section. The price spread and changes in chicken prices are covered in the third section.

#### 1. Market Structure

Feed producers in Renapur tehsil have their own trader agents assigned to different production facilities to purchase chicken and provide feed and day-old chicks. The growth of broiler farming in Renapur tehsil has been greatly aided by

these kinds of exchanges. Generally speaking, the dealers provide day-old chicks and poultry feed at the going rates in the market. Farmers who obtain bank loans typically pay the traders for the day-old chicks right away. However, feed is purchased from traders on a credit basis.

When it comes to broilers, the vendors provide feed and day-old chicks. The trader and the broiler farmer split the earnings in a particular proportion after the previously mentioned batch is sold. In the district, retired government employees, businesspeople, and former service members typically make these kinds of arrangements. The local chicken centre, hotels, pubs, and restaurants purchase the broiler chicken.

#### 2. Marketing Channels

Despite this, Latur district includes Renapur tehsil. Once a week, vehicles are sent by wholesale traders and commission brokers from different cities in the Renapur district to pick up birds from the broiler farmers. However, transport costs are subtracted from the market price by Rs. 2.55. The Renapur tehsil's chicken marketing route is represented via a cartogram. The following three categories of marketing channels were found to be active in the area.

Type I	:	Producers - Wholesalers - Retailers - Consumers
Type II	:	Producers - Retailers - Consumers
Type III	:	Producers - Consumers

The consumer's purchase price was taken into consideration at 100.00% for the sake of economic study. The producer's margin and production costs are included in the net price they receive. It has been noted that different channel types have different economic implications for broiler farming. For broiler farming, the price differential across various marketing channels was noted.

#### A. Price spread in marketing channel-I in broiler farm

**Table 1:** Price spread in marketing channels-1 for broilers in small, medium and large size groups of farms.

A. Channel - 1 producer-wholesaler-retailer-consumer				
Sr. No.	Particulars	Small	Medium	Large
1.	Net price received by the producer	59.71 (78.51%)	60.25 (80.58%)	60.00 (83.25%)
2.	a) Purchase price of wholesaler/producer sale price	59.71 (78.51%)	60.25 (80.58%)	60.00 (83.25%)
	a) Cost incurred by wholesaler			
	1 Transport charges	3.5 (4.60%)	2.75 (3.67%)	2.75 (3.81%)
	2 Shrinkage and mortality	2.75 (3.61%)	2.62 (3.50%)	2.75 (3.81%)
	3. Loading and unloading	1.71 (2.24%)	1.05 (1.40%)	1.12 (1.55%)
3.	a) Purchase price of retailer	67.67 (88.98%)	66.67 (89.16%)	66.62 (92.43%)
	b) Cost incurred by retailer			
	1 Transport charges	2.9 (3.81%)	2.5 (3.34%)	1.37 (1.90%)
	2 Shrinkage mortality	1.75 (2.30%)	1.56 (2.08%)	1.56 (2.16%)
	3.Storage	2.12 (2.78%)	1.87 (2.50%)	1.62 (2.24%)
4.	4.Slaughtering and dressing	2.06 (2.70%)	2.12 (2.83%)	1.5 (2.08%)
	Retailers sale price/consumer purchase price	76.05 (100%)	74.77 (100%)	72.07 (100%)

The conclusion shows that, for large broiler farms, the producer obtained a high net price of 83.25 per cent. The percentages for small and medium farms are 80.58 and 78.51 per cent, respectively. According to data, the product that the wholesaler received was subject to additional costs

for transportation, shrinkage and mortality, loading, and unloading in order to get to the retailer's counter. The results indicate that the small group of farms had the highest transportation, shrinkage and mortality, loading, and unloading costs of the three groups. Similar findings concur

with Puram (2022)<sup>[4]</sup>.

Since the produce had to be transported from the farms to the retailers and hotels, the wholesaler cost in Channel I was Rs. 67.67, 66.67, and 66.62 per kg live broiler for small, medium, and large farms, and the transportation charges were Rs. 4.60, 3.67, and 3.81 per cent, respectively for small, medium, and large farms. The shrinkage charges in Channel I were Rs. 3.61, 3.50, and 3.81 per cent, respectively for small, medium, and large farms. The current findings concur with those of Amarapurkar and Murthy

(2017)<sup>[5]</sup>.

Based on the rate in rupees for 1 kg living weight broiler, the optimal price at which customers buy the product was investigated. Retailers' sale prices per kg of live broiler chicken were found to be highest in small groups of broiler farmers (Rs. 76.05), followed by medium and large groups (Rs. 74.77 and Rs. 72.07, respectively).

## B. Price spread in marketing channel-II in broiler farm

**Table 2:** Price spread in marketing channel -II for broiler in small, medium and large size group of farms.

B. Channel -2 producer-retailer-consumer				
Sr. No.	Particulars	Small	Medium	Large
1.	a) Net price received by the producer	59.05 (80.57%)	60.37 (82.66%)	61.05 (85.86%)
	b) Cost incurred by the retailer	59.05 (80.57%)	60.37 (82.66%)	61.05 (85.86%)
	1) Transport charges	2.87 (3.91%)	2.68 (3.66%)	2.50 (3.51%)
	2) Shrinkage and mortality	2.56 (3.53%)	2.43 (3.32%)	1.50 (2.10%)
	3) Loading and unloading	2.19 (2.98%)	2.12 (2.90%)	1.68 (2.36%)
	4) Slaughtering and dressing	4.50 (6.13%)	3.68 (5.03%)	3.31 (4.65%)
	5) storage	2.06 (2.81%)	1.75 (2.39%)	1.06 (1.49%)
2.	Retailers sale price /consumer purchase price	73.29 (100%)	73.03 (100%)	71.10 (100%)

Retailers were shown to be another agent that buys broilers from both wholesalers and broiler producers/farmers during the study. According to Table 6, the producer's net price was highest (85.86 per cent) for large farm groups and 82.66 and 80.57 per cent for medium and small farm groups, respectively.

According to the results, the small farm had the highest retailing costs at Rs. 73.29 per kg live weight basis, followed by the medium and large size groups of farms in channel-II at Rs. 73.03 and Rs. 71.10, respectively. among these three avenues for marketing. The primary focus of channel II is storage (godown charges), which were determined to be 2.81 per cent for small farm groups, 2.39 per cent for medium-sized country groups, and 1.49 per cent

for large farm groups.

It was noted that another major expense was shrinkage charges, which were highest for small farms (3.53 per cent), followed by smaller farms (3.32 per cent) and large farms (2.10 per cent), respectively. Additionally, loading and unloading charges were highest for small farms (2.98 per cent), followed by medium and large farms (2.90 per cent) and 2.36 per cent for channel-II. The godown cost is the primary expense in this channel since the retailer buys the goods straight from the farmer. Storage becomes crucial since the broilers must be kept in Table Singh *et al.* (2010)<sup>[6]</sup> found a similar conclusion.

## C. Price spread in marketing channel-III in broilers

**Table 3:** Price spread in marketing channels-III for broilers in small, medium and large size groups of farms.

C. Channel-3 producer-consumer				
Sr. No.	Particulars	Small	Medium	Large
1	a) Net price received by the producer	61.00 (95.79%)	60.25 (96.50%)	60.25 (96.70%)
	b) Cost incurred by the producer	61.00 (95.79%)	60.25 (96.50%)	60.25 (96.70%)
	1. Transport charges	1 (1.57%)	0.68 (1.08%)	0.68 (1.09%)
	2. Slaughtering and dressing	0.93 (1.46%)	0.75 (1.20%)	0.62 (0.99%)
	3. Packaging	0.75 (1.17%)	0.75 (1.20%)	0.75 (1.20%)
2	Consumer purchase price	63.68 (100%)	62.43 (100%)	62.30 (100%)

According to the study, among the three channels, the producer's net price was the greatest in channel 3, which is about 96.70 per cent for large farms, followed by medium farms (96.50 per cent) and small farms (95.79 per cent). The results of Channel 3 indicate that the marketing cost was highest in Channel III for small farms (Rs. 63.68), followed by medium farms (Rs. 62.43) and large farms (Rs. 62.30). Other significant costs in the marketing cost include transportation, slaughtering and dressing, and packaging. Large farms (0.99 per cent) had the highest slaughtering and dressing values in channel III, followed by medium farms (1.20 per cent) and small farms (1.46 per cent).

The cost of transportation is another major component of marketing expenses, accounting for roughly 1.09 percent for big and 1.08 per cent for medium-sized farm groups and 1.57 per cent for small farms in channel 3. In the large size category, the packaging cost was the greatest at 1.17 per cent, followed by the medium at 1.20 per cent and the small at 1.20 per cent. Table.7 shows that the small size group of farms had the highest costs of all the mentioned items, followed by the medium and large size groups. The consumer's purchase price, which was the highest, is ultimately determined by the producer's net price. Kemrin *et al.*, (2018)<sup>[7]</sup> found a similar result.

## Conclusion

It was discovered throughout the investigation that 53.33 percent of broilers were sold through channel I, 23.33 percent through channel II, and 23.33 percent through channel III. Channel-III was determined to be more advantageous/profitable for both producers and consumers out of the three dominant channels in the Renapur tehsil during the study. Because they are (i) Too far away from retailers or consumers, (ii) Unable to perform the necessary tasks, and (iii) Small in terms of output, the majority of broiler producers sold their animals to retailers at the farm level. Once more, it was noted that customers were individuals who bought live broilers from retailers only for their own use and not for resale. Customers were thus the final stage of the broiler marketing route. The market's price swings have caused a great deal of anxiety in the company.

## References

1. Anonymus. 2022.  
<https://www.pib.gov.in/PressReleaseIframePage.aspx?PRID=1813802>
2. Bist RB, Yadav AS, Singh DP, Prasad S, Kumar S, Kumar S, *et al.* Sustainable poultry farming practices: a critical review of current strategies and future prospects. *Poult Sci.* 2024;103(12):104295.
3. Shariatmadari F. Plans of feeding broiler chickens. *Worlds Poult Sci J.* 2012;6(8).
4. Puram PN. Status of broiler farm in Latur Tahsil of Latur District [dissertation]. Parbhani: Vasant Rao Naik Marathwada Krishi Vidyapeeth; 2020.
5. Amarapurkar S, Murthy C. Marketing channels and problems of commercial broiler rearing in Dharwad district. *Int J Commer Bus Manag.* 2017;10(1):25-28.
6. Singh VP, Sharma VK, Sidhu MS, Kingra HS. Broiler production in Punjab: an economic analysis. *Agric Econ Res Rev.* 2010;23(3):315-324.
7. Kemrin A, Sethi B, Singh R, Devarani L, Hemochandra L. Marketing of broiler birds in Manipur. *Indian J Hill Farming.* 2018;32(1):46-49.