



MARKETING CHANNELS IN BROILER SALES – A CASE STUDY IN THENI DISTRICT

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Abstract

Broiler farming has a new dimension today when compared to the past. It has been transformed from the traditional small-scale backyard farming to large-scale commercial farming. Poultry meat is the fastest growing component of global meat production, consumption and trade, with developing economies playing a leading role in the expansion. price-spread in Channel III is the lowest with Rs.3219.56 per 100 kilogram of broiler because of lesser marketing cost and higher producer's price. The producer's price was the maximum in Channel III with Rs.6895.78 per 100 kilograms of broiler followed by Rs.6493.89 per 100 kilograms in Channel II. The price-spread in Channel I was the highest among all the channels because of the existence of more number of marketing intermediaries and more marketing cost. 'Price fluctuation' was the most important constraint in marketing of broiler birds by the integrator, followed by 'Price cutting' and 'Competition' in marketing of broiler birds.

INTRODUCTION

India is the second largest egg and third largest broiler-chicken producer in the world — 65,000 million eggs and 3.8 million tonne of poultry meat a year. The market is estimated to be worth about Rs.90,000 crore. At present, urban markets account for about 80% of demand, but analysts and industry players' project rural demand to pick up significantly, thanks to lower chicken prices, improving prosperity and changing lifestyles, helping the sector post at least 8-10% expansion. India is emerging as the world's 2nd largest poultry market with an annual growth of more than 14%, producing 61 million tonnes or 3.6 percent of global egg production. The annual growth rate of egg production is 5-8%. Apart from this, India ranks 6th in broiler production (125 billion Rupees) with an annual output of 2.39 million tonnes of broiler meat, as per the estimates of the Ministry of Agriculture, Govt. of India. The total poultry industry is valued at about 350 billion rupees. The per capita consumption per year is approximately 2.4 kg, which is much lower than the National Institute of Nutrition's recommendations of 1 1 kg.

The success of marketing of any product or service depends upon the existence of a well-developed marketing system. The success of broiler farming depends upon the existence of an efficient marketing system. Marketing of broilers require special efforts because of the peculiar characteristics of broilers. If the broilers are not disposed of as soon as they reach marketable weight, the producers called Integrators have to incur additional costs in terms of feed. The demand for broilers also varies from season to season.

An attempt is made to study the practices, alternative channels used for broiler marketing, price-spread, marketing efficiency, problems of Integrator / Producer, Wholesaler and Retailer marketing are analysed from the point of view of the integrators since the contract farmers are not at all involved in broiler marketing.

NEED OF THE STUDY

Broiler farming has a new dimension today when compared to the past. It has been transformed from the traditional small-scale backyard farming to large-scale commercial farming. Poultry meat is the fastest growing component of global meat production, consumption and trade, with developing economies playing a leading role in the expansion. In addition to providing opportunities to increase poultry exports, rising poultry production spur growth in global import demand for feeds and other inputs and in investment opportunities in these sectors. India, the world's second largest developing country, has a large and rapidly expanding poultry sector. Expansion in India is being driven by rising incomes and a shift in industry structure toward integrated ownership and coordination of the input, production and marketing operations involved in poultry production.

Consumer demand for poultry is rising, driven by both income growth and change in prices of poultry meat in relation to other goods. Secondly, the structure of India's poultry market is changing. In particular, the introduction of vertical integration in poultry production and marketing has lowered costs of production, marketing margins and consumer prices of poultry meat.

Theni district, basically agriculture oriented district wherein large number of people are engaged in broiler farming. The district has the potential for broiler farming and the production is significantly contributed to the requirement of the Theni District, and Kerala State.

Though modern husbandry production methods are adopted, the farmers feel that a state of uncertainty is largely prevailing. This may be due to outbreak of diseases, increasing feed cost, mortality of birds, non-availability of organized marketing structure, fluctuating prices, demand-supply imbalances, requirement of large capital, low returns and the like. Under the aforesaid contexts a micro level study about the economics of integrated broiler farming and the problems faced by the farmers, integrators and other functionaries is felt socially relevant and hence the present study.

OBJECTIVES

1. To study the process of broiler marketing in the study area.
2. To evaluate marketing cost, marketing margin, price-spread and marketing efficiency of different channels
3. To study the problems encountered by the integrators and intermediaries.
4. To offer suitable suggestions based on findings.

DATA COLLECTION

The data were collected from the sample of wholesalers, Commission Agents and Retailers in Theni District of Tamil Nadu 20 numbers in each category. There are five integrators operating in the study area namely Suguna Poultry Farm Pvt. Ltd, Shanthy Poultry Farms (India) Ltd., VKS Broilers, Mani Hatcheries.

METHODOLOGY

The primary data were collected from the broiler farmers through personal interview method. The researcher undertook a pilot study in order to gather first-hand information and based on such information he designed an interview schedule consisting of questions covering personal profile, marketing aspects and problems of Broiler integrator and intermediaries. The interview schedule so prepared was pre-tested and finalized after making necessary changes.

TOOLS FOR ANALYSIS

1. To measure the marketing efficiency of the various channels in the marketing of broiler chicken meat, Sheperd's formula method was used.
2. To analyse the problems faced by the integrator, wholesaler and retailers in marketing of broilers, Garrett's Ranking Technique was used.

PROCESS IN BROILER MARKETING

Marketing of broiler birds is a peculiar operation because it deals with the live-birds. Utmost care is to be taken in rearing the birds with feed, medicine, supervision and the like. In marketing of these birds, they have to be lifted in time, and dispose through the easily in possible Channels. Any delay or fault in the process of marketing will play havoc in terms of loss in profit, mortality and delay in lifting will result in the broiler becoming fibrous which is usually not preferred and excess feed also will be required.

Wholesalers and Commission agents are mainly involved in purchase of broiler chicken from integrators. A commission agent generally acts as an agent between integrator and wholesalers. The wholesalers purchase broilers in huge quantity from the integrators and sell it to retailers. The Broiler Co-ordination Committee (BCC), situated in Palladam, is an Association of Broiler Integrators. They regulate the functions of the integrators and it is empowered to fix broiler live bird price.

MARKETING PRACTICES

The practices followed in the marketing of broilers in the study area have been discussed.

Catching of Birds

The catching of broilers is mainly undertaken by the wholesalers and at times by the integrators also. When the broilers are sold to the wholesalers, the collection work is done by the wholesalers themselves. The broilers are collected from the sheds and put them into iron meshed cages. While loading in vehicles the broiler cages are arranged row-wise by leaving sufficient space between the rows for ventilation.

Transporting

The caged broilers are transported from the farms to the stock points of the wholesalers or to the spots of retailers either by the wholesalers or by the integrators through open vans and open Lorries. The wholesalers and retailers have to take delivery of broilers from the farms at their own cost and risk. Generally broilers are not transported during the day time as there are chances for high mortality due to open crowding and the heat of the sun. Hence, night time is preferred for safe transportation of birds.

Stocking

Generally the wholesaler sends the birds immediately to the retailer shops without holding them as stock for a long period.

Grading

Grading of birds at the specified stage is impossible and hence no such activity is done at the marketing level. However weak bird, generally which are few in number will be separated and sold at a lesser cost.

Price Fixation

Broiler Coordination Committee (BCC), Palladam, Coimbatore district, is empowered to fix price of broiler. The price is fixed by the BCC every Monday and Thursday by 11.00 am according to the stock position and demand. That price will prevail for the whole week. The members of BCC quote such prices for their broilers. The price so fixed by BCC is the farm price. The price fixed by BCC is considered as a guideline price.

Price – Cutting

Many a time such price fixed by the BCC is not strictly taken as such by all the integrators. A few integrators charge lesser price than the price declared by the BCC with a view to attract wholesalers and the retailers particularly during the period of falling prices. This practice is known as price cutting in broiler marketing.

Price Premium

Sometimes the integrator charges higher price than the one fixed by BCC particularly during the period of rising prices to avail themselves of the benefit of the high demand for broilers. This practice of charging extra price is called premium.

Dressing

Broiler industry predominantly operates as a live bird market (wet market). Converting the live broilers into the consumable chicken is called dressing. Dressing is performed in two ways namely dressing with skin and without skin depending upon the preference of the consumer.

Dressing with Skin

This type of dressing is done either by a specially designed machine or manually. It is noted that the small retailers adopt manual dressing method and only that big retailers use machines for this purposes.

Dressing without Skin

This type of dressing is performed purely on manual basis. Head, lungs and corner of the wings are cut from the slaughtered broiler and the skin with feather is removed.

Dressing Loss

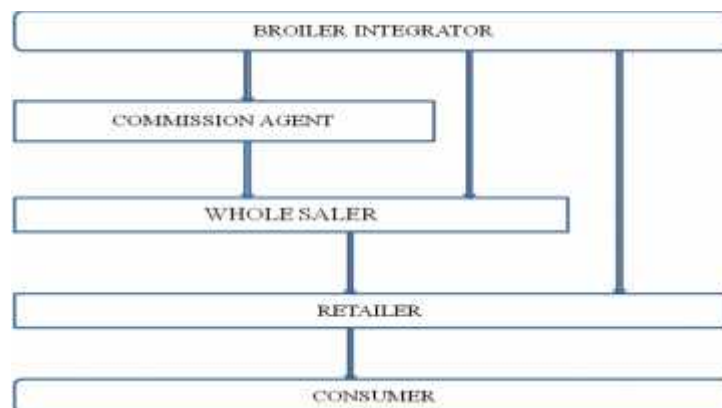
In case of with-skin dressing, the dressing loss will be 20 to 25 per cent excluding chicken liver and gizzard while in the case of without skin, the dressing loss will be one third of live weight of broilers excluding chicken liver and gizzard.

RESULTS AND DISCUSSIONS

MARKETING CHANNELS

Marketing channels are sets of interdependent organisations involved in the process of making a product or service available for use or consumption. Thus Marketing Channels refer to the path through which the broiler travels from the integration to the ultimate consumer. The survey reveals that the integrator of the study area use three alternative channels for marketing their broilers.

Figure 1, Marketing Channels for Broiler Chicken Marketing



The flow chart presented in figure 1 shows the presence of different participants in the process of marketing of broiler birds. The different marketing channels identified in the marketing of broiler chicken in the study area are presented below.

Channel I – Broiler Integrator – Commission Agent – Wholesaler – Retailer – Consumer.

Channel II – Broiler Integrator – Wholesaler – Retailer – Consumer.

Channel III - Broiler Integrator – Retailer – Consumer.

COST OF MARKETING OF BROILERS

Marketing functions add value to the produce to be sold but they also involve costs which have ultimate impact on the profitability of the sellers. The cost involved in moving the broilers from the point of production to the point of consumption otherwise known as the cost of performing marketing functions is discussed in this section.

Marketing Cost of Integrator

In integrated broiler farming the integrators are the real owners of the birds and the farmers are mere growers. The entire responsibility of marketing of the birds lies only with the integrator. The integrators in the study area sold their broilers through different channels. While marketing the birds the integrator has to meet some expenses on heads like weighment charges, lifting of birds and supervisor salary. The cost incurred by the integrators in marketing of 100 kilograms of broiler chicken under different channels was worked out and the results are presented in Table 1.

Table- 1, Marketing Cost of Integrator

S.No.	Particulars	Channel I		Channel II		Channel III	
		Rs / quintal	%	Rs / quintal	%	Rs / quintal	%
1.	Weighment Charges	23.54	11.78	51.23	17.16	43.56	13.83
2.	Birds Lifting	83.29	41.69	111.12	37.22	130.16	41.32
3.	Supervisor Salary	92.95	46.53	136.21	45.62	141.28	44.85
Total		199.78	100	298.56	100	315	100

Source: Primary data.

It is observed from Table 1 that cost incurred by the integrator in marketing of 100 kilograms of broiler chicken worked out to Rs.199.78 in channel I, Rs.298.56 in channel II and Rs.315 in Channel III. Among the various costs in marketing of broiler in channel I, supervisors' salary had a major share of 46.53 per cent in total marketing cost followed by lifting cost with 41.69 percent. Both these items constituted 88.22 percent of the total marketing cost. Supervisor salary had a major share in channel II also. Supervisor salary accounted for 45.62 percent to the total marketing cost followed by the lifting cost with 37.22 percent. In channel III, supervisor salary constituted a major share with Rs.141.28 per 100 kilogram accounting 44.85 percent of the total marketing cost. The cost of birds lifting was the second major item accounting 41.32 percent of the total marketing cost.

Marketing Cost of Retailer

The details of marketing cost incurred by the retailer in marketing of 100 kilogram of broiler chicken was worked out and the results obtained are presented in Table 2.

Table -2,Cost Incurred by the Retailer in Marketing of Broiler Chicken

S.No	Particulars	Channel I		Channel II		Channel III	
		Cost (Rs/ quintal)	(%)	Cost (Rs/ quintal)	(%)	Cost (Rs/ quintal)	(%)
1	Transport	-	-	-	-	542.81	27.16
2	Weight loss and Mortality	93.56	6.43	93.56	6.43	93.56	4.68
3	Establishment	50.66	3.48	50.66	3.48	50.66	2.53
4	Labour Cost	113.24	7.78	113.24	7.78	113.24	5.67
5	Dressing Wastage	1198.56	82.32	1198.56	82.32	1198.56	59.96
Total		1456.02	100	1456.02	100	1998.83	100

Source: Primary data

It is observed from Table 5.2 that cost incurred by the retailer in marketing of 100 kilograms of broiler chicken worked out to Rs.1456.02 in Channel I and Channel II and Rs.1998.83 in Channel III. The excess marketing cost Rs.542.81 in Channel III was due to additional transport cost incurred by the retailer which was more than the cost in Channel I and II. Among different components of marketing cost incurred, dressing wastage had a major share in all the three channels. The same cost worked out to 82.32 percent each in Channel I and II and 59.96 percent in Channel III. The major cost on dressing wastage is normally due to removing feathers, skin, gizzards and the like. Among the various costs in marketing of broiler in Channel I and II, labour cost had a second major share of 7.78 percent each in the total marketing cost followed by weight loss and mortality with 6.43 percent in each channel. The transportation cost worked out to 27.16 percent which was the second major item in Channel III followed by labour cost with 5.67 percent and weight loss and mortality with 4.68 percent.

Marketing Cost of Wholesaler

The details of marketing cost incurred by wholesaler in marketing of broiler chicken were worked out and the results obtained are furnished in Table 3.

Table – 3, Cost Incurred by the Wholesaler in Marketing of Broiler Chicken

Sl. No.	Particulars	Cost (Rs / quintal)	(%)
1.	Transport	168.95	21.09
2.	Weight loss and Mortality	231.89	28.95
3.	Establishment	89.52	11.17
4.	Labour Cost	310.74	38.79
	Total	801.10	100.00

Source: Primary data

It could be observed from Table 3 that the total marketing cost incurred by the Wholesaler was Rs.801.10 per 100 kilogram of broiler purchase. The labour cost constituted a major share accounting for 38.79 per cent of the total marketing cost, followed by cost of weight loss and mortality with 28.95 per cent and transport including loading and unloading with 21.09 per cent. The cost on labour is high since the wholesaler engages more number of labourers than the retailer and commission agent. During transportation, the birds are more and congested and the heat rose from crowded birds lead to death. The weight loss is due to the fact that feed is not taken two hours before bird catching. No feed is given from the point of feed control to reaching the wholesaler destination and thereafter only, the birds are to be fed. The cost incurred for establishment had 11.17 per cent out of total marketing cost of wholesaler.

Marketing Cost of Commission Agent

The details of marketing cost incurred by commission agent in marketing of broiler chicken were worked out and the results obtained are furnished in Table 4.

**Table 4
COST INCURRED BY THE COMMISSION AGENT IN MARKETING OF BROILER CHICKEN**

Sl. No.	Particulars	Cost (Rs/quintal)	%
1	Establishment Cost	129.19	64.42
2	Communication Cost	22.88	11.41
3	Staffing	48.46	24.17
Total		200.53	100.00

Source: Primary data

From Table 4 it could be observed that the total marketing cost incurred by the commission agent was Rs.200.53 per 100 kilograms of broiler. Among the different items of marketing cost, establishment cost was the largest item, accounting for 64.42 percent of the total marketing cost, followed by Staffing cost with 24.17 percent.

PRICE-SPREAD IN BROILER SALES

The price-spread refers to the difference between the actual price received by producers and the price paid by the consumers or margin between the farm price and the ultimate consumers' price. The study of price-spread in broiler marketing is an important aspect, since it reflects the shares of the producer and different market functionaries as well as the cost of marketing met from the price paid by the consumer. The price-spread varies depending on the number of intermediaries involved in the marketing channel. Hence more the number of intermediaries, higher are the price-spread preferred. The

price-spread is one of the important factors which will have a decisive impact on the profit margin of the producers. The costs incurred and margin earned by various market intermediaries in different channels in the process of marketing of 100 kilograms of broiler in the study area are presented in Table 5.

Table- 5.5, Price-Spread in Broiler Marketing

S.No.	Particulars	Channel I		Channel II		Channel III	
		Cost (Rs. / 100 Kg)	(%)	Cost (Rs. / 100 Kg)	(%)	Cost (Rs. / 100 Kg)	(%)
1.0	Integrator						
1.1	Net price received	6215.56	61.45	6493.89	64.20	6895.78	68.17
1.2	Marketing cost	199.78	1.98	298.56	2.95	315.00	3.11
1.3	Gross price received	6415.34	63.42	6792.45	67.15	7210.78	71.29
2.0	Commission Agent						
2.1	Price paid	6415.34	63.42	0.00	-	0.00	-
2.2	Marketing cost	200.53	1.98	0.00	-	0.00	-
2.3	Marketing margin	199.47	1.97	0.00	-	0.00	-
2.4	Price received	6815.34	67.38	0.00	-	0.00	-
3.0	Wholesaler						
3.1	Price paid	6815.34	67.38	6792.45	67.15	0.00	-
3.2	Marketing cost	801.13	7.92	801.13	7.92	0.00	-
3.3	Marketing margin	275.98	2.73	298.87	2.95	0.00	-
3.4	Price received	7892.45	78.02	7892.45	78.02	0.00	-
4.0	Retailer						
4.1	Price paid	7892.45	78.02	7892.45	78.02	7210.78	71.29
4.2	Marketing cost	1456.02	14.39	1456.02	14.39	1998.73	19.76
4.3	Marketing margin	766.87	7.58	766.87	7.58	905.83	8.96
5.0	Price received/ Price Paid by Consumer	10115.34	100.0	10115.34	100.0	10115.34	100.0

Source: Primary data

It could be observed from Table 5 that the producers share the price paid by the consumer was 63.42 percent in channel I, 67.15 percent in channel II and 71.29 percent in Channel III. The net share of the producer is found to be the highest in the channel III. This is due to fact that the producer directly sells his produce to the retailers. The net share of the producer is found to be the lowest in channel I because of involvement of one more intermediary between the integrator and the wholesaler that is commission agent. The commission agent earned 1.97 percent of margin while he incurred 1.98 percent of marketing cost in channel I. The wholesalers incurred 7.92 percent of marketing cost and earned 2.73 percent of the margin

in the case of channel I whereas the wholesalers earned 2.95 percent of margin in channel II. The increase of 0.22 percent marketing margin in channel II over channel I is due to direct purchase from the integrators in channel II. The marketing cost incurred by the retailer was found to be the largest among all intermediaries. This was due to the loss of weight of feather, skin and inner organs of chicken before sale. The retailers incurred 14.39 percent of marketing cost in channel I and II and 19.76 per cent in channel III. The increase in marketing cost in channel III was due to additional transport cost incurred in channel III. The margin earned by the retailer was found to be the highest among all the intermediaries with 7.5 percent of consumer price in channel I & II and 8.96 percent in channel III. Price-spread analysis shows that of all, Channel III is the best from the integrators' point of view. In broiler marketing, the stock should be cleared as early as possible since it is perishable in nature. The producer may not expect retailer all the time to sell their produce. A sustainable marketing intermediary is wholesaler, though the price paid was lesser than retailer who purchases more quantity. However the producer prefers Wholesaler marketing intermediaries. Among the three Channels, Channel III is more preferable and profitable to the integrator.

OVERVIEW OF CHANNELS WITH THEIR PRICE-SPREAD

In order to identify the channel having the lowest price-spread comparison was made among different channels and the details are presented in Table 6.

Table -6, Price-Spread under Different Marketing Channels

Sl. No.	Particulars	Channel I	Channel II	Channel III
1.	Consumers' Price	10115.34	10115.34	10115.34
2.	Producers' Price	6215.56	6493.89	6895.78
3.	Price-Spread	3899.78	3621.45	3219.56
4.	Marketing Cost	2657.46	2555.71	2313.73
5.	Marketing Margin	1242.32	1065.74	905.83

Source: Primary data

Table 6 reveals that price-spread in Channel III is the lowest with Rs.3219.56 per 100 kilogram of broiler because of lesser marketing cost and higher producer's price. The producer's price was the maximum in Channel III with Rs.6895.78 per 100 kilograms of broiler followed by Rs.6493.89 per 100 kilograms in Channel II. The price-spread in Channel I was the highest among all the channels because of the existence of more number of marketing intermediaries and more marketing cost.

MARKETING EFFICIENCY

Marketing efficiency refers to the effectiveness or competence with which a market structure performs its designated function. Marketing efficiency is directly related to the cost involved in moving goods from the producer to the consumer and the quantity of service offered. A reduction in marketing cost without reduction in consumer satisfaction indicates improvement in efficiency. A higher level of consumer satisfaction at higher marketing cost might have increased efficiency if the additional satisfaction derived by consumer outweighs the additional cost incurred on the marketing process. But a change that reduces cost as well as consumer satisfaction need not indicate increase in marketing efficiency. In the present study the marketing efficiency of the different channels has been studied under Shepherd's method.

Shepherd's Method

The economic efficiency of the marketing system can be measured as the ratio of the consumer price per unit of broiler chicken to the marketing cost per unit. The higher the ratio the greater is the efficiency of the marketing system.

In order to assess the marketing efficiency in the sale of broiler birds Shepherd's formula of the following form is used.

$$(ME) = \frac{V}{I}$$

Where, V – Value of produce sold (or) Consumer Price per unit of broiler; I – Total Marketing Cost incurred (or) Marketing Cost per unit; ME – Marketing Efficiency

The marketing efficiency of the different channels is worked out using Shepherd's Method and the results obtained are furnished in Table 7.

Table – 7, Marketing Efficiency Analysis Using Shepherd’s Method

S.No.	Particulars	Channel		
		I	II	III
1	Consumer Price (V) (Rs. Per 100 Kg)	10115.34	10115.34	10115.34
2	Total Marketing Cost (I) (Rs. Per 100 Kg)	2657.46	2555.71	2313.73
3	Marketing Efficiency	3.81	3.96	4.37

Source: Primary data

Table 7 reveals that among the three channels. Channel III is seen to be the most efficient. The efficiency index for Channel III is the maximum with 4.37, followed by Channel II with 3.96. The marketing efficiency in Channel III is higher than Channel I and II due to absence of intermediaries like wholesaler and commission Agent.

PROBLEMS IN MARKETING OF BROILER BIRDS

The problems faced by the integrators in marketing of broilers were identified and they were asked to rank them in the order of importance. The problems of the integrators in the marketing of broiler chicken are analysed with the help of Garrett’s Ranking Technique and the results are presented in Table 8.

Table – 8, The Problem Faced by Integrator in Marketing of Broiler Chicken

S.No.	Problem	Rank	Mean Score
1.	Price Fluctuation	I	60.45
2.	Price Cutting	II	59.75
3.	Competition among Integrators	III	56.42
4.	Absence of assured Market	IV	50.66
5.	Inadequate transport facility	V	47.43
6.	Too many Middlemen	VI	42.63

Source: Primary data

It could be observed from Table 8 that price fluctuation is the major problem faced by the integrator with a mean score of 60.45. The integrators could not get right price for their produce due to price cutting that means selling the birds less than price fixed by BCC. The mean score of price cutting is the second important problem with a mean score of 59.75. There are competitions among integrators to market their broiler birds with a mean score of 56.42. The integrators could not get right price for their birds in the absence of assured market. The absence of assured market is the fourth important problem with a mean score of 50.66. There is another problem of inadequate transport facility to move the broiler birds from farm to market. It is fifth problem of marketing of broiler birds with a mean score of 47.43. There are too many middlemen acting in the broiler marketing. They are to be paid by integrator and ranked as sixth problem in broiler marketing with a mean score of 42.63.

Table – 9, Problems faced by Wholesaler

S.No.	Problem	Rank	Mean Score
1.	Inadequate Transport Facility	I	64.15
2.	Mortality	II	60.00
3.	Labour	III	52.68
4.	Stock point Maintenance	IV	45.00
5.	Competition	V	40.32
6.	Weight Loss of birds.	VI	37.85

Source: Primary data

It could be observed from Table 9 that the foremost problem of Wholesaler in broiler marketing is inadequate transport facility. It is ranked first with a mean score of 64.15. In livestock marketing the mortality is a common phenomenon, the rate of mortality during the shift of birds from farm to selling point was high and ranked second with a mean score of 60.00. Problem of labour in any organisation is common. In broiler marketing the importance of labour is high and they are not availed easily. It is ranked third with a mean score of 52.68. All purchased birds are not sold out in a day, most of the time the birds should be stocked. In stocking it requires additional investment to keep it well till it is sold out. This problem is ranked fourth with a mean score of 45.00. There is a high competition among wholesalers to buy birds and retain their market share, by maintaining regular supply of birds required. It is the fifth problem in broiler marketing with a mean score of 40.32. As broilers are livestock, it may loss its weight during transportation and till they are feed. It has 37.85 as mean score of ranking.

Table – 10, Problems faced by Retailer

S. No.	Problem	Rank	Mean Score
1.	High competition among retailers	I	60.18
2.	Fluctuations of Sales due to religious and seasonal demands	II	59.16
3.	Sanitation and Environment problem	II	58.50
4.	Price fluctuation	IV	36.72
5.	Quick disposal of chicken due to perishable nature	V	35.44

Now a days the consumption of broiler birds more. The retail shops are available in every street. Even in a village have at least two or three retail shops. There arise a competition among retailers in selling broiler chicken and was ranked first with a mean score of 60.18. There is no regular flow of sales in quantity due to religious and seasonal demands. During Ramzan, Sabarimala, Purattasi, Aadi Festival, the volume of sales is considerably reduced. It is a second problem with a mean score of 59.16. The retailer sells the birds after dressing, these wastages should be disposed properly, and otherwise it is sanitary issue in the surrounding. It is ranked third with a mean score of 58.50. There is another of fluctuation in price of broiler birds and ranked as fourth with a mean score of 36.72. The broiler birds could not be stocked for weeks or months, as it is livestock and perishable in nature it should be sold out quickly irrespective the price prevailing in the market. Sometimes the retailer incurs loss due to low demand, with a mean score of 35.44.

CONCLUSION

Though Broiler farming started its debut as a backyard venture, it has today transformed itself into the fastest growing sector due to introduction of Integration of support activities. Easy adaptability of broiler to different agro climatic conditions and substantial employment opportunity coupled with high profit encouraged people to involve them. Price-spread analysis revealed that Channel III was the most efficient channel and the most profitable one for integrators. The overall analysis of marketing efficiency indicated that Channel III was the most efficient of all the Channels. 'Price fluctuation' was the most important constraint in marketing of broiler birds by the integrator, followed by 'Price cutting' and 'Competition' in marketing of broiler birds in the study area.

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