

Analysing the constraints and suggestions of farmers and consumers in farmers' market

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Abstract: The present study was carried out at R.S.Puram Farmer's Market at Coimbatore district of Tamil Nadu. A total of 120 respondents (60 farmers and 60 consumers) were selected for the study by applying simple random sampling technique. Getting stall in the farmer's market and non-availability of vegetables at late hours in the morning were the major constraints reported by farmers and consumers respectively.

Key words : Farmers market, Constraints, Consumers.

Introduction

One of the weakest links in the chain of activities concerned with production and disposal of agricultural products is marketing. Besides the farmers, other major sufferers due to lack of proper marketing facilities are the consumer who are deprived of the fresh farm products. Hence, the marketing system like farmers' market, if properly organised not only facilitates the proper and smooth disposal of what the farmer produces, but also acts as a catalyst to stimulate increased production and satisfy the consumer need.

Materials and Methods

The present investigation was conducted in purposively selected R.S.Puram farmers' market of Coimbatore district of Tamil Nadu.

The lacunae in proper functioning of farmers' market, constraints faced by both farmers and consumers in farmers' market were studied in the present investigation. Simple random investigation technique was used to select respondents. Sixty respondents from farmers' side and 60 from consumer's side were selected and they were interviewed using pre-tested well-structured interview schedule.

Results and Discussion

Constraints faced by farmers in using farmers' market

There are many constraints faced by the farmers in the effective utilization of farmers' market some of them had been identified, listed and discussed below (Table 1).

It is evident from the above table that majority of the farmers (90.00%) were facing the problem in getting stall, followed by lack of transport facility in return journey to home (86.67%). Though 80.00 per cent of the respondents mentioned unsuitability of the timing of the farmer's market. Price fixation by the market committee and amount of quantity of produce to bring in the stall was realised as constraints by 46.67 per cent of the respondents. For effective marketing, distance of the farmers market (36.67%) and storage of the unsold produce in the market (35.00%) were the other constraints faced by them. Other difficulties like, transportation of the produce (20.00%) inadequate space to keep the produce in the stall and lack of market information (18.33% each) was revealed as constraints by the respondents. The reasons for the major problems faced by producers were

- Farmers flow in the shandy was found to be high, that might have created difficulty in getting the stall.
- Lack of fund with the market committee to spend it on transport to take the producers back to their home.
- Difficulty faced by the producers to look after their farm and their daily activities due to unsuitable market timings.
- Price fixed by the market committee would have been less than the whole sale and retail markets nearby that would have been dissatisfied the producers.

Table 1. Constraints faced by farmers in using farmers' market

n=60)

Sl.No.	Constraints	Number	Per cent
1.	Getting stall	54	90.00
2.	Transport facility for return journey to home	52	86.67
3.	Timing of the market	48	80.00
4.	Price fixation by the market committee	28	46.67
5.	Amount of quantity of produce to bring in the stall	28	46.67
6.	Distance of the farmers' market	22	36.67
7.	Storing the unsold produce in the market	21	35.00
8.	Transporting the produce	12	20.00
9.	Inadequate space to keep the produce in the stall	11	18.33
10.	Lack of market information	11	18.33

* Multiple response

Table 2. Constraints faced by consumers in using farmers' market

Sl.No.	Constraints	Number	Per cent
1.	Non-availability of vegetables at late hours of the day	54	90.00
2.	No facility for indoor marketing during rainy season	54	90.00
3.	Timings of farmers market	52	86.67
4.	Lack of compartmentalization of the stall according to the type of vegetables	51	85.00
5.	Lack of more number of farmers market	48	80.00
6.	Farmers market is highly crowded	47	78.33
7.	Less bus frequency	42	70.00
8.	Farmers market is untidy	32	53.33
9.	Hesitation of producers to give small quantity of vegetables	28	46.57
10.	All varieties of vegetables and other commodities are not available	18	30.00

* Multiple response

- Due to lack of space within the stall it was entrusted by the market committee to bring only 300kg of produce per producer.

Constraints faced by consumers in using farmers' market

There are many constraints faced by the consumers which hinders the effective utilization of farmer's market. The constraints faced by the consumers were identified, listed and discussed below (Table 2).

The above table reveals that as high as 90.00 per cent of the respondents reported that non-availability of vegetables at late hours of the day and no facility for indoor marketing

during rainy season was brought out as second major constraint. Also 86.67 per cent of consumers reported that timings of the farmers market and lack of compartmentalization of the stall according to the type of the vegetables (85.00%) were the other constraints they were facing in the farmers market. Besides this the other hurdles in the proper utilisation of farmer's market were lack of more number of farmers market (80.00%), crowdedness of farmers market (78.33%), less bus frequency (70.00%) and untidiness of farmers market (53.33%). 46.57 and 30.00 per cent of the respondents came out with the constraints of hesitation of producers in selling small quantities of vegetables and unavailability of all varieties of vegetables and other commodities in the market, respectively.

Table 3. Suggestions from farmers to improve farmers market

Sl.No.	Constraints	Number	Per cent
1.	More number of stalls	58	96.67
2.	Facilities to provide loan to the member farmer of farmers market	54	90.00
3.	Increase the number of such markets in other places too	53	88.33
4.	Increasing the space of the farmer's market	52	86.67
5.	Preventing bargaining of vegetables	49	81.67
6.	Increasing the quantity of vegetables to be brought in the shandy	48	80.00
7.	Transport facility should be provided for the return journey to home after the shandy hours	47	78.33
8.	Timings should be changed	46	76.67

* Multiple response

Table 4. Suggestions from consumers to improve farmers market

Sl.No.	Suggestions	Number	Per cent
1.	Timings should be changed	56	93.33
2.	Providing indoor marketing facility during rainy season	52	86.67
3.	Compartmentalization of produce based on its type	48	80.00
4.	Providing more space for the commodity used vegetables	39	65.00
5.	Increasing the space of the market	37	64.67
6.	Wholesale purchase of vegetables should be avoided	23	38.00
7.	Increasing bus frequency	23	38.00
8.	Maintaining cleanliness in the market	23	35.00

* Multiple response

The possible reasons for the problem faced by consumers were:

- Arrival of produce in the farmers market may be low. Due to this reason, the vegetables would have been sold very early following the non-availability of vegetables at late hours of the day.
- Due to lack of fund with the marketing committee and huge crowd in the farmers market, indoor marketing facility during rainy season might not have been provided.
- Evening timings would have been convenient to purchase vegetables because the flow of employed population are more in this time.
- Arrival of farmers with the vegetables and flow of consumers to purchase it were more at the same time, therefore it might be

difficult to compartmentalise the stall according to the types of the vegetables.

- Consumers from distant places were finding it difficult to reach this farmers market, it might be due to the poor bus frequency in this area and of such farmers market in other places.
- Due to the heavy flow of farmers and consumers the farmers market is highly crowded, every day.

Suggestions from farmers to improve farmers market

Suggestions from the farmers had been collected to improve the functioning of farmers market and the same were listed and discussed below (Table 3).

It could be inferred from the above table that the suggestions provided by the farmers in improving the farmers were; providing more number of stalls (96.67%), facilities to provide loan to the member farmer of farmers market (90.00%) increasing the number of sub-markets in other places to (88.33%) and increasing the space of the farmers market (86.67%). Preventing bargaining of vegetables (81.67%), increasing the quantity of vegetables to be brought in the shandy (80.00%), transport facility should be provided for the return journey to home after the shandy hours (78.33%) and timings should be changed (76.67%) were the other suggestions to improve the functioning of the shandi.

The possible reasons for the above suggestions given by producers

- Change in time is needed probably more in evening hours, as they are entrusted to look after their farms during the day time.
- Opening of more numbers of stalls to accommodate more number of farmers.
- To protect the farmers from the clutches of the middle man even in future, it is necessary to provide loan to farmers, members of the farmers market to meet out his/her farming requirements.
- Farmers and consumers of other places would be benefited, if such markets will be opened in other places too.
- To avoid the over crowd of this market it was suggested to increase the space of the market.

Suggestions from consumers to improve farmers market

To get the benefit of the farmers' market, these were some of the suggestions rendered by the consumers which were listed and discussed below (Table 4).

It could be inferred from the above table that 93.33 per cent of the consumers suggested that timings should be changed, providing indoor marketing facility during rainy season (86.67%), compartmentalization of produce based on its type (80.00%), providing more space for the commonly used vegetables (65.00%) and increasing the space of the market (61.67%) respectively. Apart from this, the other suggestions offered by the consumers were avoiding the wholesale purchase of vegetables (38.00%) increasing bus frequency (35.00%) and maintaining cleanliness in the market (35.00%) for the improvement of the farmers market.

The possible reasons for the above suggestions might be

- To utilise the benefits of farmers' market even in off seasons, indoor marketing facility were suggested.
- To have easy access of the items needed and for proper maintenance, item-wise compartmentalization of produce were suggested
- To prevent the unavailability of commonly used vegetables, more space might have been recommended for such items.
- To avoid the crowd and to maintain the markets cleanliness, it was suggested to increase its space.

Conclusions

For the welfare of producers and consumers the concept of farmers market was introduced. Therefore to realise the success of the farmer market, snags at both the ends i.e. farmer and consumers should be removed so that the primary producers could get their due share in consumers price, while the consumers pay the reasonable price for the products.

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