

AN ANALYSIS OF PRODUCTION AND MARKETING OF TOMATO

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ABSTRACT

A study was conducted in Dharmapuri district with sixty sample farmers with the objective to find out the production cost of tomato, and to identify the problems associated with tomato cultivation and marketing. The study revealed that pusa ruby was the rulling variety with 54 per cent of the farmers followed by PKM 1 with 27 per cent of the farmers. Tomato was cultivated under irrigated condition in 78 per cent of the area and 22 per cent under rainfed situations. The cost of cultivation of tomato per ha was Rs.4,328.12 and the marketing cost to tomato per quintal was Rs.12.50. The major problems are low price, lack of processing and storage facilities.

Tomato is one of the important vegetable crop grown in 10832 ha in Tamil Nadu (1985-86). Nearly 40 per cent of the area is in Salem and Dharmapuri districts. Rainfed tomato cultivation is concentrated in Mecheri and Shoolagiri areas. It is a poor mans crop of marginal and small farmers and grown through out the year. The production and price structure are highly fluctuating across the season. Remunerative prices are seldom realised by the growers mainly due to unfavourable factors in production and marketing.

The objectives of the study is

- i) to study the cost of cultivation of tomato and
- ii) to identify the problems in marketing

Rao and Hiranandan (1956) said in case of perishables like fruits and vegetabl, the study should be of facilities for storage, packages and packing condition, transport facilities and formation of co-operatives. Tayade and patick (1981) observed that unchecked profit making tendency of the middle man is the main reason for low farm income of the farmers. They also found that tomato is the unique vegetable in which producers share in consumer's rupee was the lowest (32.71%), while the retailers margin was highest (60.24%).

Subramanyam (1984) found that economic constraints in the production of vegetables are bulky nature, highly seasonal, highly perishable, the lag between investment and returns is considerably high and highly labour intensive. Ramamoorthy (1981) observed that marketing efficiency was determined by the market margin received by each intermediary and their proportion to the consumer's price.

MATERIALS AND METHODS:

The study was conducted in Dharmapuri district with a sample size of sixty respondents. Six villages were selected in six taluks based on area under tomato cultivation. Sixty sample farmers were interviewed for this study in 1986 using purposive random sampling technique. The collected data were analysed through percentage analysis and inferences drawn.

RESULTS AND DISCUSSION

Eventhough tomato is cultivated throughout the year, the two main seasons are June-July to September-October and December-January to March-April. The study revealed that cultivated area under tomato in the study area was 19.90 ha, of which 36 per cent area was cultivated by marginal farmers, 19 per cent by small farmers and 45 per cent by large farmers.

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Table 1. Marketing cost of tomato per quintal (In Rs.)

S.No.	Village	Preparation to market	Transport	Market fee	Total cost
1.	Jagadevi	6.00	3.75	1.50	11.25
2.	Chikkamarandahalli pudur	6.00	5.00	1.75	13.25
3.	Gopinathanpatti	6.00	5.00	1.50	12.50
4.	Melumalai	5.00	3.75	1.75	10.50
5.	Annasagaram	4.50	2.00	12.00	18.50
6.	Erihalanoor	5.00	2.50	1.50	9.00
	Average	5.50	3.66	3.34	12.50
		(44.00)	(29.28)	(26.72)	(100.00)

Tomato is cultivated in both irrigated and rainfed conditions in North Western Zone. Irrigated tomato accounts for 77.40 per cent of the area and dry tomato in 22.60 per cent of the area. Dry tomato was cultivated to some extent in Shoolagiri, Harur and Pennagaram areas. With regard to varieties pusa ruby is the ruling variety in 53.67 per cent of the area followed by PKM 1 in 26.55, local varieties 17.51 and Co 1 in 2.27 per cent of the area respectively. Pusa ruby is the ruling variety in almost all the areas of the study area.

The mode of transport of tomato to the near by market centres was through bus (86.67%), cycle (58.33%), cart (21.67%) head load (13.33%) and lorry (3.33%). (The percentage is more than hundred due to multiple response). In general, bus and cycle are the prime modes of transport. The reason for low price for tomato as attributed by the respondents was market glut, absence of storage facilities and collusion among the traders. Problems in the marketing of tomato as felt by the respondents were lack of processing and storage facilities, collusion among traders and low price for tomato particularly during market glut, farmers are forced to sell their produce at a very low price for instance Rs.10/- per basket of 20 to 25 Kg of tomato during market glut i.e., during the summer months, the prices are very low. This fact was also reported in another study on

production and marketing of tomato in Maduri district.

It could be seen from the Table.1 that the marketing cost per quintal of tomato was found to be Rs.12.50 which includes 44.00 per cent for preparation to market, 29.28 per cent for transport and 26.72 per cent as market fee which includes gate money or octroi or Toll in the shandies/markets. The marketing cost was highest in Annasagaram which was due to the fact that collection of market fee was high and it was Rs.12/- per quintal. The marketing cost was lowest in Erihalanoor with Rs.9. Commission agents charges 10 per cent as commission from the producers. Commission agents are concentrated in Krishnagiri, Dharmapuri, Harur, Royakotta and Hosur.

The cost of cultivation of tomato per ha in the study area was presented Table 2. The cost of cultivation per ha worked out to Rs.4328.12 which includes 28.14 per cent for manuring, 24.79 per cent for harvesting, 11.32 per cent for preparatory cultivation, 10.33 per cent for irrigation, 10.26 per cent for after cultivation, 9.44 per cent for plant protection and 5.72 per cent for seeds and sowing. The cost of cultivation of tomato varies from Rs.4035.80 for marginal farmers to Rs.4512.83 to large farmers. The difference was due to higher cost on after cultivation and plant protection by large farmers. The average yield of tomato per ha was

Table 2. Cost of cultivation of tomato per ha (In Rs.)

S.No.	Operations	Marginal farmers (upto 1 ha)	Small farmers (1-2 ha)	Large farmers (more than 2 ha)	Average
1.	Preparatory cultivation	467.52	494.75	506.75	489.67 (11.32)
2.	Manures and manuring	1109.10	1303.12	1242.83	1218.35 (28.14)
3.	Seeds and sowing	237.55	255.20	249.82	247.52 (5.72)
4.	Irrigation	473.00	427.48	440.75	447.08 (10.33)
5.	After cultivation	373.10	475.00	484.05	444.05 (10.26)
6.	Plant protection	358.15	448.42	418.65	408.40 (9.44)
7.	Harvesting	1017.38	1031.78	1169.98	1073.05 (24.79)
	Total	4035.80	4433.75	4512.83	4328.12 (100.00)

quintal to 150 quintal per ha and the average income is Rs.10,000. So it is clear that the net income from cultivation of tomato per ha was Rs.5,672/-

Tomato is mostly sold to local merchants, wholesalers and commission agents in the nearby local shandies/markets who inturn make sales to retailers and far-off market centres such as Bangalore, Salem, Madras, Tiruchy, Erode and to other places. Tomato is even transported to other states like Kerala, Karnataka, Andhra and Maharashtra.

CONCLUSION

The findings of the study explains the share of various operations in the cost of cultivation and share of transport, packing and market fee in the marketing cost of tomato. It has also brought out the various problems in the production and marketing of

tomato as perceived by the the tomato growers. The study emphasised the need for creation of processing and storage facilities in this area where there is a great scope for cultivation of tomato through out the year besides scope for other fruit crops particularly mango and grapes.

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