

MARKETING EFFICIENCY AND CONSTRAINTS IN POULTRY FARMING: (A Study of Prayagraj District of Uttar Pradesh)

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ABSTRACT

This study examines the marketing of poultry farming in the Prayagraj district of Uttar Pradesh, focusing on farmers' socio-economic characteristics, marketing channels, marketing efficiency, price spread, and key marketing constraints. Primary data were collected from 100 poultry farmers through a structured interview schedule. The findings revealed that small and medium-scale farmers predominantly practise poultry farming. Three major marketing channels were identified: Producer → Consumer, Producer → Retailer → Consumer, and Producer → Wholesaler → Retailer → Consumer. Among these, direct marketing (Producer → Consumer) provided the highest producer's share and marketing efficiency, while channels involving multiple intermediaries resulted in higher marketing costs and price spread. Major constraints faced by farmers included price fluctuations, high transportation costs, inadequate storage and cold-chain facilities, limited market information, and dependence on intermediaries. The study suggests strengthening direct marketing channels, improving infrastructure, and enhancing market information systems to increase marketing efficiency and farmers' income.

Keywords: Poultry Farming, Marketing Channels, Marketing Efficiency, Price Spread, Producer's Share.

INTRODUCTION

Poultry farming is one of the fastest-growing sectors of Indian agriculture, contributing significantly to employment generation, nutritional security, and rural income. Poultry products, particularly eggs and meat, are important sources of high-quality protein, vitamins, and minerals. The poultry industry has evolved from a traditional backyard activity into a modern commercial enterprise characterized by improved breeds, scientific management practices, and efficient feeding systems.

Rising population, urbanization, higher income levels, and changing dietary preferences have driven a rapid increase in demand for poultry products. Consequently, India has emerged as one of the world's leading poultry-producing countries.

The sector supports millions of farmers and creates opportunities in allied industries, including feed manufacturing, hatcheries, veterinary services, processing, transportation, and marketing.



Due to its relatively low investment requirement and quick returns, poultry farming is particularly beneficial for small and marginal farmers.

Marketing plays a crucial role in determining the profitability of poultry farming. Since poultry products are highly perishable, efficient marketing systems involving proper handling, storage, transportation, and distribution are essential. Inefficiencies in marketing channels often increase costs and reduce farmers' share of the consumer's expenditure. Therefore, a systematic analysis of poultry marketing is necessary to improve market efficiency and enhance farmers' income.

The present study, entitled "*Study on Marketing of Poultry Farming in Prayagraj District of Uttar Pradesh*," aims to examine the socio-economic characteristics of poultry farmers, identify prevailing marketing channels, estimate marketing costs and price spread, evaluate marketing efficiency, and analyze the constraints faced by poultry farmers in marketing their products. The study also proposes measures to improve the efficiency of poultry marketing systems and strengthen farmers' livelihoods.

World Scenario of Poultry Farming

Poultry farming is among the most rapidly expanding livestock sectors globally due to the growing demand for affordable and nutritious sources of animal protein. Global poultry meat production exceeds 130 million tonnes annually, while egg production continues to rise steadily. Advances in breeding, feed management, and production technologies have significantly improved productivity worldwide. Major poultry-producing countries include the United States, China,

Brazil, and India, reflecting the increasing global importance of the poultry industry.

RESEARCH METHODOLOGY

This chapter outlines the methodology adopted for the study entitled "*Study on Marketing of Poultry Farming in Prayagraj District of Uttar Pradesh*." It describes the sampling design, selection of the study area and respondents, data sources, data collection methods, and the analytical techniques employed to achieve the study's objectives.

Sampling Procedure

A stratified random sampling technique was employed to ensure adequate representation of poultry farmers and marketing intermediaries. The sampling process involved selecting the district, block, villages, and respondents using a multistage approach.

Selection of District

Prayagraj district in Uttar Pradesh was purposively selected due to the growing importance of poultry farming as a source of income and employment in the region. The district has witnessed significant growth in poultry production owing to increasing demand for poultry products, favourable infrastructure, availability of veterinary services, feed supply centres, and access to urban markets.

3.1.2 Selection of Block

Among the development blocks of Prayagraj district, Karchhana Block was purposively selected for its substantial poultry farming activities and farmers' active participation in poultry production and marketing. The block offers favourable conditions, including market accessibility, transportation facilities, veterinary support, and feed availability, making it suitable for the study.



3.1.3 Selection of Villages

Five villages from Karchhana Block were selected purposively based on the intensity of poultry farming, the number of poultry farmers, accessibility, and involvement in poultry marketing activities. The selected villages represented diverse categories of poultry producers and served as important centres for poultry production and marketing within the block.

Tools used

1. **Descriptive Statistics**–Mean, percentages
2. **Chi-Square Test**–Association between variables
3. **Garrett’s Ranking Technique** Constraint analysis
4. **Price Sensitivity Analysis** Distribution across companies
5. **Marketing Cost and Margin Analysis** –Data were collected through structured schedules and interviews during the 2025–2026 agricultural year.

RESULTS AND DISCUSSION.

Table 1: Socio–Economic Profile of Sample Respondents

Particulars	Value	Calculation	Percentage (%)
Male members	3.20	$(3.20 \div 7.20) \times 100$	44.44
Female members	2.50	$(2.50 \div 7.20) \times 100$	34.72
Children	1.50	$(1.50 \div 7.20) \times 100$	20.83
Total family size	7.20	---	100

Table 1.2: Educational Status

Education Level	Number	Percentage (%)
Illiterate	10	10.00
Primary	20	20.00
Secondary	45	45.00
College	25	25.00

Table 1.3: Occupational Pattern of Respondents

Occupation	Number	Calculation	Percentage (%)
Poultry only	40	$(40 \div 100) \times 100$	40.00
Poultry + Dairy	25	$(25 \div 100) \times 100$	25.00
Poultry + Business	20	$(20 \div 100) \times 100$	20.00
Poultry + Service Sector	15	$(15 \div 100) \times 100$	15.00


Table 1.4: Derivation of Age Group Percentages

Age Group (Years)	Number of Farmers	Calculation	Percentage (%)
18-30	15	$(15 \div 100) \times 100$	15.00
31 – 50	55	$(55 \div 100) \times 100$	55.00
Above 51	30	$(30 \div 100) \times 100$	30.00
Total	100	—	100.00

Table 1.5: Farm Size and Mango Area

Category	No. of Farmers	Avg. Farm Area (ha)	Poultry Shed Area (ha)
Marginal	20	0.75	0.20
Small	35	1.50	0.40
Semi Medium	25	2.80	0.75
Medium	15	1.20	1.20
Large	5	12.00	2.50

Table 1.6: Marketing Cost in Different Channels (Rs/q)

Channel	Packing Cost	Transport Cost	Labor Charges	Market Charges	Commission	Total Cost
Channel I	20	30	12	8	0	70
Channel II	25	45	15	10	0	95
Channel III	35	65	20	15	40	175

Table 1.7: Marketing Cost in Different Channels (Rs/q)

Income category (₹/ Year)	Before joining FPO	After joining FPO	Change (%)
₹<1,00,000	2800	1500	-46.43%
₹1,00,001- 2,50,000	2200	2000	-9.09%
₹2,50,001- 5,00,000	1200	2100	+75.00%
₹>5,00,001	600	1200	+100%
Total	6800	6800	-

Table 1.8: Price Spread

Channel	Producer Price (Rs)	Marketing Cost (Rs)	Margin	Consumer Price (Rs)	Price Spread (Rs)
Channel I	2200	70	0	2270	70
Channel II	2100	95	150	2345	245
Channel III	2000	175	350	2525	525



Table 1.9: Major Marketing Constraints

Constraints	Farmers Reporting	Percentage (%)	Rank
Price Fluctuation	92	92.00	I
High Feed Cost	88	88.00	II
Diseases Outbreak	80	80.00	III
High Transportation Cost	72	72.00	IV
Lack of Market Information	65	65.00	V

CONCLUSION

The study on the marketing of poultry farming in Prayagraj district, Uttar Pradesh, revealed that poultry farming is an important source of income, employment, and nutritional security for rural households. Its low land requirement and relatively modest investment make it a viable enterprise for small and marginal farmers.

The study identified various poultry marketing channels and found that direct marketing was the most efficient, as it ensured a higher producer's share in the consumer's rupee by reducing intermediary involvement. However, most farmers preferred marketing through wholesalers and retailers due to better market access and lower marketing risks. Marketing costs and price spread increased with the number of intermediaries, reducing overall marketing efficiency.

Major constraints faced by poultry farmers included price fluctuations, high feed costs, disease outbreaks, inadequate veterinary services, poor transportation facilities, limited cold storage infrastructure, and dependence on intermediaries. These factors adversely affected profitability and market performance.

The study concludes that improving marketing infrastructure, transportation, cold-chain facilities, and market information systems, along with promoting direct marketing channels, can enhance marketing efficiency and farmers' income. Strengthened institutional support through credit facilities, training programs, veterinary services, and farmer organizations is essential for the sustainable growth and profitability of the poultry sector in the study area.

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