A REPORT ON

**MARKETING SYSTEM 0F EGGS AT PIRGANJ UPAZILA UNDER RANGPUR DISTRICT**.

# Veterinary Logo

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 **CONTENTS**

|  |  |  |
| --- | --- | --- |
| **Chapter** | **Topics** | **Page No.** |
|  | List of table | IV |
|  | Acknowledgement | V |
|  | Abstract | VI |
| 1 | Introduction | 1 - 4 |
| 2 | Review of Literature |  5 - 7 |
| 3 | Research Methodology | 8 – 11 |
| 4 | Marketing system of egg | 12 – 15 |
| 5 | Marketing cost and margin | 16 - 19 |
| 6 | Problem and suggestion | 20 – 21 |
| 7 | Summary and Recommendation | 22 – 24 |
| 8 | Conclusion | 25 |
|  | References | 26 – 28 |
|  | Appendix | 29 - 31 |

**LIST OF TABLES**

|  |  |  |
| --- | --- | --- |
| **SL. NO.** | **NAME OF THE TABLES** | **PAGE NO.** |
| 01 | Contribution of livestock and poultry on national economy | 01 |
| 02 | Poultry population in Bangladesh | 02 |
| 03 | Production of egg | 03 |
| 04 | Marketing cost of layer farm owners | 16 |
| 05 | Marketing cost of aratdar- cum- wholesaler | 17 |
| 06 | Marketing cost of retailer | 17 |
| 07 | Total Marketing cost of eggs for various intermediaries | 18 |
| 08 | Marketing margin of market participants | 19 |
| 09 | Problems faced by layer farm owner | 20 |
| 10 | Problems faced by aratdar- cum- wholesaler and retailers. | 21 |

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**ABSTRACT**

The present study is an attempt to examine marketing of egg in Pirganj Upazila under Rangpur District. The sample size of the study was 30 which included 10 layer farm owners, 20 egg traders. Data was collected during the month of September 2012. The findings of the study were based on analysis of both primary and secondary data. In egg marketing system, four different channels were identified. The average marketing cost for layer farm owners, aratdar-cum-wholesaler and retailer were Tk.75, Tk.2.71, Tk.39.2 per 100 eggs respectively. The net marketing margin for Aratdar-cum-wholesaler and retailer were estimated at Tk.22.29 and Tk.60.8 respectively. Analysis of market integration showed that all the selected egg markets were well integrated which indicated that the markets were significantly correlated in respect of their price change. The study also identified some problems associated with economic, technical, marketing, social and natural calamities aspects and also suggested measures for these problems.

**Key words:** Egg, Marketing, Wholesaler, Retailer, Marketing Channels.