STUDY ON THE **MARKETING SYSTEM OF COMMERCIALLY PRODUCED EGGS IN SOME SELECTED AREAS OF CHITTAGONG DISTRICT**

# Veterinary Logo

**A production Report Submitted by**

Roll No: 2011/12

Reg. No: 00653

Intern ID: B-12

Session: 2010 - 2011

A Production Report Submitted In Part of Fulfillment of The

Degree of Doctor of Veterinary Medicine (DVM).

**Chittagong Veterinary and Animal Sciences University**

**Khulshi, Chittagong - 4225.**

STUDY ON THE **MARKETING SYSTEM OF COMMERCIALLY PRODUCED EGGS IN SOME SELECTED AREAS OF CHITTAGONG DISTRICT**

****

**A Production Report Submitted as per Approved Style and Content**

|  |  |
| --- | --- |
| **Signature of Author**  **Md. Ridoan Pasha**  Roll No. 2011/12  Intern ID: B-12  Reg No. 00653  Session: 2010-2011 | **Signature of Supervisor**  **Md. Abdul Halim** Professor  Dept. of Agricultural Economics and Social Sciences.  Chittagong Veterinary and Animal Sciences University. |

**PLAGIARISM CERTIFICATE**

I, MD Ridoan Pasha, would like to strongly assure that I have performed all the works furnished here in this report. The Information has been collected from books, national and international journals, websites and other references. All references have been acknowledged duly.

Therefore, I hold entire responsibility of collection, compilation, preservation and publication of all data accumulation here in this report.

…………………….

The Author

December, 2016

i

**INDEX**

|  |  |  |
| --- | --- | --- |
| **CHAPTER** | **CONTENTS** | **PAGE NO** |
| I | Introduction | 1-3 |
| II | Materials and Method | 4-5 |
| III | Results | 6-17 |
| IV | Discussion | 18-19 |
| V | Limitations | 20 |
| VI | Conclusion | 21 |
| VII | References | 22-23 |
| VIII | Acnowledgements | 24 |

**List of Abbreviations**

|  |  |
| --- | --- |
| **Abbreviations** | **Elaborations** |
| DLS | Directorate of Livestock Service |
| GDP | Gross Domestic Product |
| MOFL | Ministry of Fisheries and Livestock |
| TK | Taka |
| NOS. | Number |
| BBS | Bangladesh Breau of Statistics |
| BLRI | Bangladesh Livestock and Research Institute |

**ii**

**LIST OF TABLES**

|  |  |  |
| --- | --- | --- |
| TABLES | CONTENTS | PAGE No. |
| 1.1 | Projected Supply and demand Gap of Egg production in Bangladesh. | 1 |
| 3.1 | Average volume of sale in different periods of the studied farms(n=22) | 13 |
| 3.2 | Method of price fixation at the time of sell. | 13 |
| 3.3 | Marketing Cost Aratdar- com- wholesaler (Table for 100 eggs) | 14 |
| 3.4 | Marketing Cost of Retailer (Taka for 100 eggs.) | 14 |
| 3.5 | Marketing Cost of suppliers. (Taka for 100 eggs) | 15 |
| 3.6 | Marketing Margin and Profit of Aratdar- cum- wholesaler (Taka per 100 eggs). | 15 |
| 3.7 | Marketing Margin and Profit of Retailer (Taka per 100 eggs) | 16 |
| 3.8 | Marketing Margin and Profit of Supplier. (Taka Per 100 eggs) | 16 |
| 3.9 | Price spreads and producer's share in consumer's price under the marketing channels. | 17 |
|  |  | |

List of figure

|  |  |  |
| --- | --- | --- |
| Figures | Contents | Page No |
| 3.1 | Marketing Channels of Eggs in the study area | 6 |
| 3.2 | Channel wise Price Spread and Share of Producer's | 12 |

iii

**ABSTRACT**

The study was under taken to analyze the existing egg marketing system of Commercially produced eggs in some selected areas of Chittagong District to estimate cost and margin of egg traders and to identify problems and suggested measures to improve the existing marketing system of eggs. Total sample was 70 where farmers were 22 and rest were egg traders. Farmers were selected conveniently while traders were selected both randomly and purposively. The study identified five different channels in present egg marketing system. The average gross return of Aratdars-cum-wholesaler, retailers and suppliers for 100 eggs are found TK. 42.50, TK.42.50 and TK.43.75respectively.The average cost of Aratders-cum-wholesaler, retailers and suppliers for 100 eggs were found TK.9.41, TK.7.51 and TK.10.74 respectively. The net margin of 100 eggs were calculated and found tk. 33.09, tk. 34.99 and tk. 33.01 respectively for Aratdars-cum-wholesaler, retailers and suppliers. So development of this enterprise is helpful in employment generation and poverty alleviation. Finally, the study also identified some problems associated with marketing of commercially produced eggs and there remedial measures for improving the existing marketing system.

**Key words:** commercial eggs, farm owners, aratdars–cum-wholesaler, retailers, suppliers, consumers.

iv