**A REPORT ON**

**FLUID MILK MARKETING SYSTEM IN PATIYA AND CHITTAGONG METROPOLITAN AREA.**

**Report Presented in Partial Fulfillment of the Requirement for the Degree of Doctor of Veterinary Medicine**

**A Production Report Submitted By-**

**Roll no : 2008/62**

**Reg. No : 404**

**Intern ID No : E-41**

**Session : 2007-2008**

**Faculty of Veterinary Medicine**

**Chittagong Veterinary and Animal Sciences University**

**Khulshi, Chittagong-4202**

**January,2014**

**A REPORT ON**

**FLUID MILK MARKETING SYSTEM IN PATIYA AND CHITTAGONG METROPOLITAN AREA**

****

**A Production & Management Report Submitted as per Approved Style & Content**

###### Signature of the Supervisor

**Name: Meherunnesa Chowdhury Sumy**

**Designation: Assistant Professor**

**Department: Agricultural Economics & Social Sciences.**

**Chittagong Veterinary and Animal Sciences University**

**Khulshi, Chittagong-4202**

**Date:**

Signature of the Author

**Name:** Tapash kumer paul

**Roll No: 08/62**

**Reg. No.:** 404

**Intern ID:** E-41

**Session: 2007-2008**

**Date Of Submissiom:**

**Date of submission: 05/04/2010**

**CONTENTS**

|  |  |  |
| --- | --- | --- |
| **Chapter** |  **Content** | **Page no** |
|  | Acknowledgement |  |
|  | Abstract | **2** |
|  **1.** | Introduction | **3-5** |
|  **2.** | Review of Literature | **6** |
|  **3.** | Methodology | **7** |
|  **4.** | Results & Discussion | **8-15** |
|  **5.** | Problems and suggested probable solution | **16-18** |
|  **6.** | Conclusion | **19** |
|  **7.** | Bibliography | **20** |

**List of Tables**

|  |  |
| --- | --- |
|  **Name of table** |  **Page no.** |
| **Table-1: District wise of fluid price milk.** | **4** |
| **Table-2: Price differences between indirect and direct channel** | **09** |
| **Table-3: Cost items with average cost of fluid milk marketing system.** | **10** |
| **Table-4: Net marketing margin in the direct market.** | **12** |
| **Table-5: Marketing cost per farm of fluid milk marketing.** | **13** |
| **Table-6: Marketing margin, profit and producer sharing consumer Taka in the indirect market.** | **14** |
| **Table-7: Problems faced by dairy farmers.** | **16** |

**List of figures**

|  |  |
| --- | --- |
|  **Name of figure** |  **Page no.** |
| Figure-1: **Seasonal milk price** | **4** |
| **Figure-2: Direct marketing channel** | **8** |
| **Figure-3: Indirect marketing channel** | **9** |
| **Figure-4: Pie chart of marketing system(as percentage)** | **10** |
| **Figure-5: Percentage of marketing costs in various sectors** | **11** |
| **Figure-6: problems faced by dairy farm owners** | **17** |