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Economic evaluation of turmeric marketing and constraints in *Satara* district of Maharashtra

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ABSTRACT

This study examined the marketing channels, marketing cost, price spread, marketing efficiency and major constraints faced by turmeric growers in *Satara* district of Maharashtra. Primary data for 2025–26 were collected from 90 randomly selected turmeric growers from *Satara* and *Karad* tehsils. Three marketing channels were identified: Channel-I (Producer–Village Trader–Consumer), Channel-II (Producer–Village Trader–Wholesaler–Retailer–Consumer) and Channel-III (Producer–Wholesaler–Processor–Consumer). The total marketing cost was ₹709.35, ₹710.18 and ₹688.63 per quintal in Channels I, II and III, respectively. Commission charges constituted the largest component of marketing cost in all channels. The net price realized by producers was ₹13,340.65, ₹13,589.82 and ₹13,611.37 per quintal, respectively. Price spread was ₹896.35, ₹1,161.75 and ₹1,170.18 per quintal, while marketing efficiency was 17.67, 14.69 and 14.92 in Channels I, II and III, respectively. Thus, Channel-I was the most efficient channel, whereas Channel-III provided the highest net price realization to producers. The major marketing constraints were price fluctuation, high transportation cost, lack of market intelligence, higher middlemen and commission rates, and delayed payment, ranked first to fifth, respectively. The study suggests strengthening market information services, improving transportation facilities, reducing avoidable intermediary and commission costs, and ensuring timely payment to improve the marketing performance of turmeric.

Keywords: Turmeric, Marketing channels, Price spread, Marketing cost, Marketing efficiency, Constraints, *Satara*

Introduction

Turmeric (*Curcuma longa* L.) is an important commercial spice crop of India with culinary, medicinal, industrial and export significance. India occupies a leading position in turmeric production, consumption and trade. The economic returns from turmeric cultivation depend not only on production efficiency but also on the organization of the marketing system through which produce moves from farmers to final users. Maharashtra is an important turmeric-growing state and *Satara* district has favourable agro-climatic conditions, irrigation facilities and market linkages supporting commercial cultivation. Nevertheless, farmers may face high marketing costs, price uncertainty, information gaps and dependence on intermediaries. Efficient channels that minimize avoidable costs while ensuring remunerative producer prices are therefore important for improving farm income.

Earlier research has examined turmeric marketing and profitability in different production regions. Studies including *Dodke et al. (2002)* [1], *Patil et al. (2009)*, *Mane et al. (2011)*, *Diddi et al. (2015)*, *Kadte et al. (2018)* and *Paladugu Praveen Kumar et al. (2018)* [2] reported variations in marketing channels, costs, price spread and producer returns. More recently, *Zod et al. (2025)* [3] examined turmeric economics and constraints in *Wardha* district of Maharashtra using primary data and standard economic analysis. The present study focuses specifically on marketing performance and constraints in *Satara* district.

Objectives

1. To identify the major marketing channels and estimate marketing cost, price spread and marketing efficiency of turmeric in *Satara* district.
2. To identify and rank the major constraints faced by turmeric growers in marketing.

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Materials and methods

Sampling and data collection

Satara and Karad tehsils were purposively selected based on the area under turmeric cultivation. Three villages from each selected tehsil were covered and 90 turmeric growers were selected randomly. Primary data for the agricultural year 2025–26 were collected through personal interviews using a pre-tested structured schedule. Information was also obtained from relevant market intermediaries to map the movement of turmeric from producer to the final user.

Marketing cost

Total marketing cost was estimated by summing the costs incurred by the producer and different intermediaries in performing marketing functions:

$$C = C_p + \sum C_i$$

Where,

C = total marketing cost,

C_p = cost incurred by the producer and C_i = cost incurred by the i^{th} intermediary.

Marketing margin and price spread

The absolute marketing margin of an intermediary was estimated as the difference between the sale value and purchase value after accounting for the quantity handled. Price spread was calculated as the difference between the consumer's price and the net price received by the producer.

Marketing efficiency

Marketing efficiency was estimated using the modified measure of Acharya *et al.* (1999) [4]:

$$MME = RP / (MC + MM)$$

Where,

RP = net price received by the producer, MC = total marketing cost and

MM = net marketing margin.

Constraints analysis

The constraints faced by growers were ranked using the Garrett ranking technique. For each constraint, percentage position was calculated as $100(R_{ij} - 0.5)/N_j$, where R_{ij} is the rank assigned by the i^{th} factor by the j^{th} respondent and N_j is the number of factors ranked by that respondent. Percentage positions were converted into Garrett scores and mean scores were used to obtain the final ranking.

Results and discussion

Marketing channels

Three major marketing channels were identified in the study area: Channel-I (Producer → Village Trader → Consumer), Channel-II (Producer → Village Trader → Wholesaler → Retailer → Consumer), and Channel-III (Producer → Wholesaler → Processor → Consumer). The existence of multiple channels reflects differences in the functions performed by intermediaries and the destination of the turmeric produce.

Channel-wise marketing cost and producer realization

Total marketing cost was ₹709.35, ₹710.18 and ₹688.63 per quintal in Channels I, II and III, respectively. Commission charges were the largest cost component, accounting for 48.89, 45.01 and 45.12 per cent, followed by grading charges at 42.29, 40.83 and 40.66 per cent, respectively. Channel-III had the

Table 1. Marketing channels of turmeric identified in Satara district

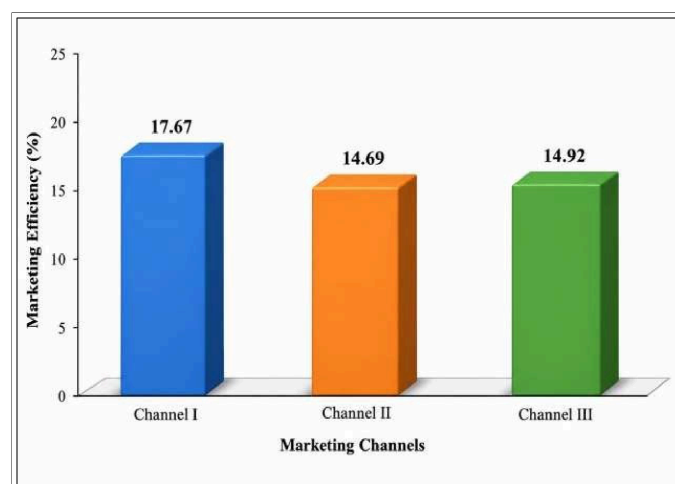
Channel	Marketing route
I	Producer → Village Trader → Consumer
II	Producer → Village Trader → Wholesaler → Retailer → Consumer
III	Producer → Wholesaler → Processor → Consumer

lowest total marketing cost and the highest net price realized by the producer. The results suggest that the nature and number of marketing functions performed in each channel influence the cost burden borne by the producer.

Price spread and marketing efficiency

Price spread was lowest in Channel-I at ₹896.35 per quintal and highest in Channel-III at

₹1,170.18 per quintal. Despite the wider price spread, Channel-III provided the highest net price realization (₹13,611.37/q), reflecting the comparatively higher producer price received through this route. Marketing efficiency was highest in Channel-I (17.67), followed by Channel-III (14.92) and Channel-II (14.69). Therefore, Channel-I was the most efficient in terms of the modified marketing-efficiency measure, while Channel-III was advantageous in terms of absolute net price realization.



Constraints faced by turmeric growers in marketing

Price fluctuation in the market was ranked first, indicating that uncertainty in turmeric prices was the most important marketing problem. High transportation cost ranked second and increases the cost of moving produce to markets. Lack of market intelligence ranked third, suggesting inadequate access to timely information on prices, arrivals and market opportunities. Higher middlemen and commission rates ranked fourth, while delayed payment ranked fifth. These constraints can reduce the producer's effective return and weaken the bargaining position of farmers.

Table 2. Channel-wise marketing cost and net price realization of turmeric (₹/q)

Particulars	Channel I	Channel II	Channel III
Grading charges (₹/qtl)	300.00 (42.29)	290.00 (40.83)	280.00 (40.66)
Packing material charges	35.05 (4.94)	70.00 (9.86)	70.00 (10.17)

(continued on next page)

Particulars	Channel I	Channel II	Channel III
Transport charges	10.02 (1.41)	9.78 (1.38)	9.31 (1.35)
Hamali	5.01 (0.71)	4.89 (0.69)	4.66 (0.68)
Weighing charges	3.68 (0.52)	2.50 (0.35)	3.18 (0.46)
Commission charges	346.83 (48.89)	320.04 (45.01)	310.70 (45.12)
Other expenses	8.76 (1.23)	12.97 (1.82)	10.78 (1.57)
Total marketing cost	709.35 (100.00)	710.18 (100.00)	688.63 (100.00)
Average price received (₹/qtl)	14,050.00	14,300.00	14,300.00
Net price realized (₹/qtl)	13,340.65	13,589.82	13,611.37

The findings indicate that improving the flow of reliable market information, strengthening direct market linkages, rationalizing intermediary and commission charges, improving transportation infrastructure

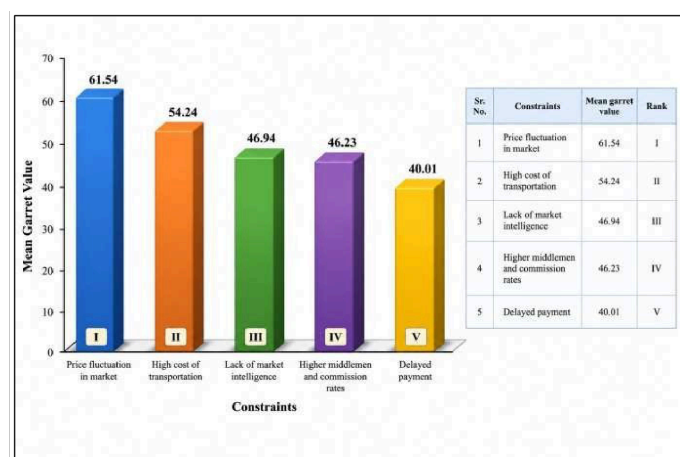
and ensuring prompt settlement of farmer payments could improve the marketing performance of turmeric in the study area.

Table 3. Channel-wise price spread and marketing efficiency of turmeric

Particulars	Channel I	Channel II	Channel III
Gross price received by farmer (₹/qtl)	14,050.00	14,300.00	14,300.00
Marketing cost (₹/qtl)	709.35	710.18	688.63
Net price realized (₹/qtl)	13,340.65	13,589.82	13,611.37
Consumer price (₹/qtl)	14,237.00	14,751.57	14,781.55
Price spread (₹/qtl)	896.35	1,161.75	1,170.18
Total marketing cost + margin (₹/qtl)	896.35	1,161.75	1,170.18
Marketing efficiency	17.67	14.69	14.92

Table 4. Major marketing constraints faced by turmeric growers

Sr. No.	Constraints	Mean garret value	Rank
1	Price fluctuation in market	61.54	I
2	High cost of transportation	54.24	II
3	Lack of market intelligence	46.94	III
4	Higher middlemen and commission rates	46.23	IV
5	Delayed payment	40.01	V



Conclusion

The study revealed that turmeric growers in *Satara* district used three principal marketing channels. Channel-I recorded the highest marketing efficiency (17.67) and the lowest price spread (₹896.35/q), whereas Channel-III provided the highest net price realization (₹13,611.37/q) and the lowest total marketing cost (₹688.63/q). Commission and grading charges were the dominant components of marketing cost. Price fluctuation, transportation cost and inadequate market intelligence were the leading constraints. Promoting shorter and transparent marketing channels, strengthening market information

systems, reducing avoidable marketing charges and ensuring timely payments can enhance producer returns and improve the efficiency of turmeric marketing.

Policy implications

- Strengthen real-time market intelligence and disseminate price information through digital and extension platforms.
- Promote direct linkages between turmeric growers, processors and organized buyers to reduce unnecessary intermediary costs.
- Improve access to affordable transportation and aggregation facilities at village level.
- Encourage transparent and competitive commission structures and timely settlement of farmer payments.
- Support farmer groups/FPOs to improve collective marketing and bargaining power.

Limitations

The study is based on a cross-sectional sample of 90 turmeric growers from selected areas of *Satara* district for 2025–26. The findings therefore represent the sampled production and marketing environment and may vary with changes in market prices, production conditions, marketing institutions and the destination of produce.

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