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## To study the ways and marketing of goat in Latur district of Maharashtra

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### Abstract

To study the general trade practices, to suggest the ways and means for marketing of goat. Instead of studying all markets, four markets as per geographical distribution of districts were selected viz., Latur, Renapur, Murud and Nalegaon goat markets Majority of 38.33 percent small and 31.63 percent medium land holders were involved in the sale and purchase of goats. Osmanabadi breed with 83.33 percent black colour of goats were preferred by sellers and buyers mostly local market Latur. Mainly adult goats, 60.00 percent were sold and 73.33 percent purchased by farmers in selected markets of Latur district. Majority of farmers from Latur district adopted 50.00 percent broker method followed by 46.63 percent direct method for marketing of goats. Availability of fodder, drinking water, goat shed was not properly available in the markets. Major reasons for sale of goats were 45.00 percent fodder problem, 26.67 percent financial problem.

**Keywords:** Osmanabadi breed, market, Latur district

### Introduction

Adoption of goat rearing enterprise and its management depends upon the social acceptability and rearing environment. Thus, the system of goat management is mostly a function of social acceptance of community to goat, availability of land, pasture, human resource, capital and economic dependence on livestock in general and goats in particular, etc. Depending upon these factors, the systems of goat management vary from place to place.

The small rearers usually keep their goats in the extended portion of their dwelling houses and even in their kitchens. However, in case of bigger flocks, they are kept in separate shed along with other big ruminants. In such case, as goats share sheds with other livestock, the cost of shed for goat keeping is negligible. Thus, the cost of maintenance of goat rearing is very low.

Main costs of goat rearing are the value of feed cost, which vary largely according to intensive, semi-intensive and extensive systems of goat management. In intensive system, control feeding of goat is practiced and animals are kept in total confinement, whereas in semi-intensive system, controlled and supervised grazing are practiced. The extensive system of goat management is mainly characterized by free grazing. But the intensive system of goat management is economically more feasible than the other two systems, whereas the semi-intensive system is favorable than extensive one.

The marketing of goats is mostly a neglected sector. Sale of goats involves transactions of private nature, which is initially dominated between trader and middleman, then between middleman and wholesaler, middleman and butcher and between middleman – wholesaler and meat processing unit, etc. In this process of marketing, the first sellers 'share in the buyers' rupee varies from 52 – 99 percent (Dixit and Shukla, 1995) [3]. However, for poor rearers, goat is considered to be 'living saving account' and it is sold at the time of financial needs. So the market force has limited effect on marketing of goats.

Contribution of small ruminants – mainly goat – is remarkable in the rural economy of India. Large sections of rural people are engaged in the rearing of goats. In pastoral and agricultural subsistence societies in India, goats are reared for additional source of income, which considered being a 'live saving account' at time of disaster. For the poor people, goats are also used for the payment of social and ceremonial needs. By nature, goat can easily survive on available grass, shrubs and trees. Among the small ruminants, goat is the most useful animal for providing meat, milk and hide. However, the main product of goat is meat, which is very tasty and preferable against any other types of meat. Goat meat has high protein contents and on the whole, it is highly acceptable to the consumer for its chemical composition, physical texture and microbial profiles.

Goats are distributed across all agro-climatic regions of the country. The density of goat population is highest in the states like West Bengal, Bihar, U.P., Tamil Nadu, Maharashtra and Jammu and Kashmir. Goat population of India is consists of number of breeds. Some of the breeds produced only fiber, some are reared for meat and milk and some for meat only.

Rapid urbanization combined with continued economic growth has been continuously pushing up the market demand for livestock products – mainly meat. As income of the people rises, their consumption pattern gets diversify from cereals to meat and other livestock products and high valued diet. Thus, growth in the demand of meat could provide great opportunity to the goat rearers to reap higher income from goat keeping. But the goat keepers seldom have direct access to the markets of live goat, goat meat (Cheven), milk and skin. Goat market in most parts of India is unorganized operating under the clutches of a nexus of small traders, market agents, middleman and 'aratdars' etc. So, the most of goat rearers find it difficult to penetrate these markets because of these nexus. Due to absence of strong networks of market access and information, an inefficient market is being operative so far the transaction of goat is concerned. The normal transaction channel is Goat keeper - Village Trader - Butcher - Consumer.

## Materials and Methods

### Selection of markets

Livestock market mostly controlled by Agricultural Produce Marketing Committees (APMC) and grampanchayat in Latur district was selected for the study. The four markets selected represented whole districts as per the geographical spread of the district. These markets are as follows.

### Markets Day of Markets

1. Latur Saturday
2. Renapur Friday
3. Murud Tuesday
4. Nalegaon Tuesday

### Selection of sellers, purchasers and brokers

After selecting the markets, 15 sellers, 15 purchasers and 15 brokers were selected from each market on random sampling basis and they were interviewed.

### Method of data collection

The information on marketing of goat in Latur district was collected by personal survey interview method. For collection of information from sellers, purchasers, brokers and agricultural produce marketing committees the separate interviews were scheduled special and questionnaire was designed. The nature of information to be collected from these sources was different from each other.

The information was collected from selected four markets on the weekly market days in the month October, November, December and January.

### Information about goat

#### Breed of animal

This point was consider to know which type of breeds generally comes for marketing in different selected markets of Latur district.

#### Age of animal

Mainly the goats were categorized in three different groups depending on age *i.e.* young, adult and old and group wise study was undertaken for the different age groups.

#### Period of survey

The goat markets start from October-November to December-January in selected markets. Therefore the survey was carried out during peak period of market.

## Results and Discussion

### Adoption of marketing channels

Channels adopted for sale of goat by sellers are given in Table 1. Channels adopted were through broker, relative or friend and direct sale.

**Table 1:** Channels adopted for sale of goat in selected markets

Sr. No.	Channel	Markets				Total
		Latur	Renapur	Murud	Nalegaon	
1	Through broker	08 (53.33)	06 (40.00)	08 (53.33)	08 (53.33)	30 (50.00)
2	Through friends or relatives	01 (06.67)	00 (00.00)	00 (00.00)	01 (06.67)	02 (03.33)
3	Direct	06 (40.00)	09 (60.00)	07 (46.67)	06 (40.00)	28 (46.67)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicate percentage

Table 1 revealed that in Latur goat market 53.33 percent sellers sold their goat through broker method, followed by 40.00 percent through direct and 6.67 percent through friends or relative. In Renapur goat market 60.00 percent sellers sold their goat through direct and 40.00 percent through broker method. In Murud goat market 53.33 percent sellers sold their goat through broker and 46.67 percent sellers sold directly. While in Nalegaon goat market, 53.33 percent sellers sold through broker method, while 40.00 percent directly and 6.67

percent sellers sold their goat through friends or relatives. Thus, it can be revealed that in all the selected markets, maximum number of sellers (50.00%) sold their goat through broker method. Because farmers get appropriate price that's why maximum seller sell their goat through broker. The channel of friends or relatives was adopted by very less (3.33%) sellers. While (46.67%) sellers sold their goat through direct.

**Table 2:** Channels adopted for purchase of goat in selected markets

Sr. No.	Channel	Markets				Total
		Latur	Renapur	Murud	Nalegaon	
1	Through broker	09 (60.00)	08 (53.33)	07 (46.67)	11 (73.33)	35 (58.33)
2	Through friends or relatives	00 (00.00)	01 (06.67)	01 (06.67)	00 (00.00)	02 (03.33)
3	Direct	06 (40.00)	06 (40.00)	07 (46.67)	04 (26.67)	23 (38.34)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicate percentage

The various channels adopted for purchasing of goat by buyers in all the selected markets of Latur district are given in Table 2.

In the Latur goat market 60.00 percent of buyers purchased goat through broker method. Whereas, 40.00 percent buyers purchased goat through direct. In the Renapur goat market 53.33 percent buyers purchased goat through broker, 40.00 percent purchased directly. While, 6.67 percent buyers took help of friends and relatives for goat purchasing. In the Murud goat market, through broker method was adopted by the 46.67 percent buyer, while 46.67 percent buyers purchased goat directly and 6.67 buyers used friend or relative. It is observed

in the Nalegaon goat market that, 73.33 percent buyers preferred through broker method for purchasing goat, while 26.67 percent choosed directly for goat purchasing.

It indicated that, in all the selected market of Latur district maximum number of buyers (58.33%) purchased goat through broker, while 38.34 and 3.33 percent of buyers used direct and friend or relative methods, respectively for buying goat.

#### Involvement of brokers in market

The various reasons on the basis of need of brokers were grouped according to sellers in each selected market of Latur district are given in Table 3.

**Table 3:** Need of brokers according to sellers in selected markets

Sr. No.	Need of broker for seller	Markets				Total
		Latur	Renapur	Murud	Nalegaon	
1	To search a customer	08 (53.33)	09 (60.00)	08 (53.33)	07 (46.67)	32 (53.33)
2	To negotiate price	01 (06.67)	01 (06.67)	02 (13.33)	01 (06.67)	05 (08.33)
3	Guarantee of payment	05 (33.33)	03 (20.00)	04 (26.67)	04 (26.67)	16 (26.67)
4	Cheating of broker	01 (06.67)	02 (13.33)	01 (06.67)	03 (20.00)	07 (11.67)
	Total	15 (100.00)	15 (100.00)	15 (100.00)	15 (100.00)	60 (100.00)

Figures in parentheses indicates percentage

Results from the Table 3 showed that in Latur goat market 53.33 percent sellers needed broker to search the customers and as well as 06.67 percent for negotiating the price 33.33 percent guarantee of payment and 06.67 Cheating of broker. In the Renapur goat market, 60.00 percent sellers needed broker to search the customers, 6.67 percent sellers needed broker to negotiate the price. It is observed that 20.00 percent sellers needs broker for guarantee of payment. 13.33 percent cheating of broker. While, in Murud goat market 53.33 percent sellers needed broker to help them to search customer 13.33 negotiate the price 26.67 only 13.33 percent seller need broker for guarantee of payment. 06.67 percent cheating of broker. While, in the Nalegaon goat market 46.67 percent sellers needed broker for searching customers and 06.67

percent sellers thought they need broker for negotiate the prices of goat. 26.67 percent seller need broker for guarantee of payment and 20.00 percent cheating of broker.

From the Table 3, it can be stated that 46.67 percent sellers needed broker to search a customer, 46.67 percent needed for negotiation of price. only 3.33 percent goat sellers told that they need brokers for guarantee of payment.3.33 and cheating of broker.

As like to goat sellers, buyers also needed some sort of help of broker in all the selected markets. The groups were formed on the basis of need of broker for the various reasons according to buyers in selected markets and given in Table 16.

**Table 4:** Need of brokers according to buyers in selected markets

Sr. No.	Need of broker for buyers	Markets				Total
		Latur	Renapur	Murud	Nalegaon	
1	To fix price	07 (46.67)	08 (53.33)	05 (33.33)	08 (53.33)	28 (46.66)
2	Choice of Goat	05 (33.33)	04 (26.67)	06 (40.00)	04 (26.67)	19 (31.67)
3	For purchasing on credit	02 (13.33)	01 (06.67)	03 (20.00)	01 (06.67)	07 (11.67)
4	For guarantee of Goat	01 (06.67)	02 (13.33)	01 (06.67)	02 (13.33)	06 (10.00)
	Total	15 (100.00)	15 (100.00)	15 (100.00)	15 (100.00)	60 (100.00)

Figures in parentheses indicates percentage

It was observed from Table 4 that in Latur goat market 46.67 percent buyers needed broker to fix the final price of goat, 33.33 percent buyers thought broker to help them in making choice of goat, 13.33 percent buyers needed brokers for purchasing goat on credit and 06.67 percent buyers needed broker for guarantee of goat. In Renapur goat market 53.33 percent buyers needed broker for fixing price of goat while, 26.67 percent buyers thought the broker to help them in choice of goat, 06.67 percent buyers needed broker for purchasing goat on credit and 13.33 percent buyers were needed broker for guarantee of goat. In Murud goat market 33.33 percent of each buyers thought that broker were essential in fixing price and 40.00 percent buyers thought the broker to help them choice of goat, 20.00 percent buyers need broker for purchasing goat on credit and 06.63 percent buyers

needed broker for guarantee of goat. In Nalegaon goat market mainly, 53.33 percent of each buyers wanted a brokers to help in fixing a price of goat, 26.67 percent buyers need broker for choice of goat. 06.67 for purchasing on credit. and 13.33 percent buyers need broker for guarantee of goat. From the above results it was cleared that maximum 41.67 percent buyers needed services of broker for fixing price, secondly 36.67 percent buyers needed for choice of goat, 35.00 percent needed for guarantee of goat and 6.66 percent buyers needed broker for purchasing goat on credit.

#### Preparation of goat for sale

The various practices adopted for preparation of goat for sale in each selected practices market of Latur district are presented in Table 5.

**Table 5:** Distribution of sellers according to practices adopted for preparation of goat

Sr. No.	Preparation practices	Markets				Total
		Latur	Renapur	Murud	Nalegaon	
1	Washing	02 (13.33)	03 (20.00)	01 (06.66)	02 (13.33)	8 (13.33)
2	Grooming	9 (60.00)	7 (46.66)	12 (80.00)	12 (80.00)	40 (66.66)
3	Blanketing	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
4	Horn trimming	03 (20.00)	03 (20.00)	02 (13.33)	01 (06.66)	09 (15.00)
5	Hoof treatment	01 (06.66)	02 (13.33)	00 (00.00)	00 (00.00)	03 (05.00)
	Total	15	15	15	15	60

Figures in parentheses indicate percentage

Overall, all the goat sellers adopted 13.33 percent practice of washing 66.66 percent practices of grooming. While sellers adopted practice of, 15.00 percent horn trimming, 05.00 hoof treatment before selling of the goat and blanketing was not adopted in any market. It is observed that all above practices or treatments are

adopted for getting high price from goat

#### Selection practices for goat purchasing

The buyers have chosen various methods for purchasing of goat from selected goat market of Latur district presented in Table 6.

**Table 6:** Distribution of buyers according to practices adopted for selection of goat

Sr. No.	Practices adopted	Markets				Total
		Latur	Renapur	Murud	Nalegaon	
1	Teeth	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
2	Horn	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
3	Hoof	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
4	Physical Appearance	01 (06.67)	02 (13.33)	02 (13.33)	01 (06.67)	06 (10.00)

5	Walking style	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)	00 (00.00)
6	Colour	03 (20.00)	00 (00.00)	01 (06.67)	01 (06.67)	05 (08.33)
7	Weight animal	11 (73.33)	13 (86.67)	12 (80.00)	13 (86.67)	49 (81.67)
	Total	15 (100)	15 (100)	15 (100)	15 (100)	60 (100)

Figures in parentheses indicates percentage

### Arrival of goat in markets

district is given in Table 6

Arrival pattern of goat to each selected markets of Latur

**Table 6:** Distribution of sellers according to arrival of goat in the market

Sr. No.	Arrival of Goat	Markets				Total
		Latur	Renapur	Murud	Nalegaon	
1	On the days of market	14 (93.33)	13 (86.67)	15 (100.00)	15 (100.00)	57 (95.00)
2	Previous day of market	01 (06.67)	02 (13.33)	00 (00.00)	00 (00.00)	03 (05.00)
3	Total	15 (100.00)	15 (100.00)	15 (100.00)	15 (100.00)	60 (100.00)

Figures in parentheses indicate percentage

From Table 6, it is observed that 93.33, 86.67, 100.00 and 100.00 percent of sellers brought their goat on the day of market in Latur, Renapur, Murud and Nalegaon goat markets, respectively. While 6.67, 13.33 percent sellers brought their goat on previous day of market in Latur, Renapur goat markets, respectively.

It shows that 95.00 percent sellers brought their goat on the day of market in all the selected markets of Latur district, while 5.00 percent sellers brought their goat on previous day of market. It is observed that sellers from long distance of market reach on previous day of market, while sellers from nearby area of market places brought their goat on the day of market.

**Table 7:** Details of market charges in selected goat markets

Market charges	Latur	Renapur	Murud	Nalegaon
Entrance fees for sellers	5	5	5	5
Market fees for buyers	30	30	30	30

Table 7, indicate that there is entrance fee for seller in all selected market while, market fee for buyers for making stamp of goat is Rs.5 per goat in Latur, Renapur, Murud and Nalegaon goat market.

It was observed that market fee was the buyers in Latur, Renapur, Murud and Nalegaon goat market for making stamp of goat is 30 Rs.

**Table 8:** Net price paid for a goat by buyers

Gross price of goat (Rs.)	Particulars	Markets				Average cost per goat (Rs.)
		Latur	Renapur	Murud	Nalegaon	
Upto 3000	Goat price (Rs.)	2000 (97.00)	2500 (97.28)	2700 (98.54)	2900 (97.31)	2525 (97.59)
	Marketing cost (Rs.)	60 (3.00)	70 (2.72)	40 (1.46)	80 (2.69)	62.5 (2.41)
	Net price (Rs.)	2060 (100)	2570 (100)	2740 (100)	2980 (100)	2587.5 (100)
4000- 5,000	Goat price (Rs.)	3900	3800	4000	4800	4125
	Marketing cost (Rs.)	90 (2.25)	80 (2.07)	95 (2.31)	110 (2.25)	93.75 (2.22)
	Net price (Rs.)	3990 (100)	3880 (100)	4095 (100)	4910 (100)	4230 (100)
Above 5,000	Goat price (Rs.)	4500	4700	5400	4900	4875
	Marketing cost (Rs.)	150 (3.22)	120 (2.49)	160 (2.88)	140 (2.78)	142.5 (2.85)
	Net price (Rs.)	4650 (100)	4820 (100)	5560 (100)	5040 (100)	5017.5 (100)

Figures in parentheses indicate percentage

From Table 8, it can be seen that average purchasing price of goat was Rs. 2525 in first group (cost upto Rs. 3000). In this group average marketing cost was Rs. 62.5 (2.41%) and net price was Rs. 2587.5 While, in second group (Rs. 4000 to Rs. 5000) average price of goat was Rs. 4125 and average marketing cost was Rs. 93.75 (2.22%). In this group net price

of goat was Rs. 4230. In third group price of above Rs. 5000 it was observed that average purchasing price of goat was Rs. 4875 and average marketing cost was Rs. 142.5 (2.85) due to which average net price of goat was Rs.5017.5 in goat markets of Latur district.

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