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AN ECONOMIC ANALYSIS OF THE PRODUCTION AND MARKETING OF GRAPE CULTIVATION IN THENI DISTRICT, TAMIL NADU

R. VAIRAM
RESEARCH SCHOLAR
DEPARTMENT OF ECONOMICS
BHARATHIAR UNIVERSITY
COIMBATORE

B. MUNIYANDI
PROFESSOR & HEAD
DEPARTMENT OF ECONOMICS
BHARATHIAR UNIVERSITY
COIMBATORE

ABSTRACT

This study exposes that grape production of the Theni district in Tamil Nadu, leads with 85.01% share of total production of grape in the year 2008-2009. In a season, the production of small farmers per acre is 6,500 kg, which is relatively higher than the medium and large farmers. Further, it is evident that wholesalers, commission agents and retailers are involved in the purchase of grapes from the farmers. In this study, the farmers report that they are facing the problems like lack of remunerative price for their product and protecting the grape vineyard from the diseases; whereas the traders complain that there are no adequate infrastructural facilities such as road, transportation, cold storage, etc. Therefore, the study suggest certain measures such as opening agricultural clinics for the effective pest management and productivity of the vineyard, provision of cold storages, support prices for grapes, procurement centers to purchase grapes from the farmers for export. Furthermore, training for the proper post harvest handling of grapes, establishment of information board by the traders to avoid price differentials, provision of bank loans to the cultivators and traders, etc., are some steps in this direction.

KEYWORDS

Grape cultivation, Theni.

INTRODUCTION

Many fruits and vegetables are good source for the nutritional security. Among them the “Queen of fruits” grape is one. In India, grape is known over a long period and has been mentioned by substrata and (charaka et al 1983) in their ancient medicinal treaties. (Thapar 1960) stated that grape was introduced into India in 1300 A.D by Muslim from Iran and Afghanistan. During the historic event of changing the capital from Delhi to Daulatabad 1430 A.D was reported to have seen flourishing vine yards down the Vindhya Mountains. An Indian grape shades of color, delicious taste and high nutritive value. In fact, 30 varieties of grape are grown in India. A small quantity of grape is also grown in states like Haryana, Rajasthan and Uttar Pradesh. In terms of area under cultivation and production of grape, Maharashtra leads the country, followed by Karnataka, Punjab, Andhra Pradesh and Tamil Nadu. In 2008-09, In India grapes occupy the fifth position amongst fruit crops with a production of 1.08 MT from an area of 0.04 Million ha. It is cultivated mainly in Maharashtra, Karnataka, Andhra Pradesh, Tamil Nadu, Madhya Pradesh, Uttar Pradesh, Delhi, Punjab, Haryana and Rajasthan. Maharashtra with a production of 0.68 MT followed by Karnataka and Tamil Nadu. Maharashtra contributed more than 63% in the country's total production of grape. However, in terms of productivity, Karnataka ranks first among the grape producing states in India. The cultivation of grape has a long history in Tamil Nadu. It is said that in Madurai district, grape cultivation was introduced by a French Jesuit Priest Fr. Larney at Melapatty village in 19th Century. A little later it was supposed to have been introduced at Michael Patti in Madurai district of Tamil Nadu. Since then, grape has been cultivated in the state. In Tamil Nadu, Theni, Coimbatore, Dindigul and Krishnagiri are the important districts for grape cultivation. In 2008-09, Theni district led the state with 85.1 per cent share in the State's total production of grape. (Sundaresan and Thanasekaran 1984) in their study on the costs and returns from cultivation of Muscat grapes in Madurai district. The study revealed that on an average, Rs. 2, 19,467 per hectare was incurred for establishment and operation and maintenance of vineyard.

Sub-tropical Region: : This region cover the northwestern plains including Delhi; Meerut District of Uttar Pradesh; Hissar and Jind districts of Haryana; and Bhatnada, Ferozpur, Gurdaspur and Ludhiana districts of Punjab. Vines undergo dormancy and bud break starts in the first week of March while the rains arrive in the first week of June, and therefore, only 90-95 days are available from the initiation of growth to harvest. Consequently, ‘Perlette’ is the only early ripening variety grown in this region. Rain damage is a problem with Thompson seedless in this region. Single pruning and a single harvest is the accepted practice here.

Hot Tropical Region: This region covers Nashik, Sangli, Sholapur, Pune, Satara, Latur and osmanabad districts of Maharashtra. Vines do not undergo dormancy and double pruning and a single harvest is the general practice in this region. The major problems in this region are soil and water salinity and drought. Vines do not undergo dormancy and double pruning and a single harvest is the general practice in this region. Maximum and minimum temperature is 42° C and 8° C, respectively. The major problems in this region are soil and water salinity and drought. **Mild Tropical Region:** Bangalore and Kolar districts of Karnataka. Chittoor district of Andhra Pradesh and Coimbatore, and Madurai and Theni districts of Tamil Nadu fall in this region. Maximum temperatures in a year seldom exceed 36° C, while the minimum is about 12° C. Principal varieties are Bangalore Blue (Syn. Isabella), Anab-e-Shahi, Gulabi (Syn. Muscat Hamburg), and Bhokri. Thompson Seedless is grown only with limited success. Except for Thompson Seedless, two crops are harvested in a year. Vinifera varieties susceptible to mildew suffer losses due to unprecedented rains during flowering and fruit set in both hot and mild tropical regions.

The study on production and marketing of grape was undertaken in Theni District with the following objectives: (i) to examine the trends in area, production and productivity of grapes in India and Tamil Nadu. (ii) to estimate costs and returns in cultivation of grapes in Uthamapalayam taluk of Theni district. (iii) to examine the channels of marketing of grapes and the marketing cost associated with different channels of marketing. (iv) to identify the problems encountered by grape growers in production and marketing of grapes.

The study consists of seven sections: section I Provides importance of the study and specifies the objectives set for the study. Section II Review critically the relevant important literature available for the study. Section III specifies the sources and method of selection of sample respondents, methods of collection of data and tools of analysis. Section IV presents the profile of the study area Theni district. Section V Presents the trends in area, production and productivity of grapes in India Tamil Nadu. Section VI Provides the Economics of Grape Cultivation in Theni District. VII The last section presents the findings of the study and derives some policy conclusions.

METHODOLOGY

MATERIAL AND METHODS

The field investigation was carried out during the month of April- May, 2010 and the cross section data obtained from the farmers related to agricultural year 2009-10. The following tools were employed to analyse the data with reference to selected objectives of this study Simple tabular statements were used for presenting percentages and average values. The compound growth rates of area, production and productivity were estimated with the use of the following exponential function.

$$Y = ab^t \text{----- (1)}$$

Where,

Y = area / production / productivity

T = time variable in years

a = constant

and b = (1+i)

Where

i = Compound Growth Rates

The equations (1) take the linear form by taking logarithms of both sides of equations as follows,

$$\log y = \log a + x \log b$$

Compound growth rate is compound using the following formula

$$\text{Compound growth Rate (CGR)} = (\text{Antilog}(\log b) - 1) \times 100$$

To estimate the profitability of grape farming, enumeration and measurement for costs and returns in grape cultivation is the most important aspect. The following section discusses the measurement of costs and it is based on the farm management studies. The study was conducted in Uthamapalayam Taluk of Theni district. Theni district leads the state in terms of area under cultivation and production of grape with 85.1 per cent share in the state's total production of grape. In Theni district, the major portion of grape is cultivated in Uthamapalayam taluk. Therefore, Uthamapalayam taluk of Theni district is chosen for the study. In Uthamapalayam taluk, grape cultivation is centred at Kamayagoundan patty, Odai patty, Suckangal patty, Vallaiyammal puram, Narayanathevan patty, Anai patty, Suruli patty, Karunakamuthan patty and Rayappan patty. Among these villages four villages namely Surulipatty, Kamayagoundanpatty, Anaipatty, Narayana thevanpatty were selected purposively for the study. Since this study is taken up to assess the cost of production in cultivation of grapes excluding the costs incurred during the pre-bearing stage, 110 farmers (surulipatty 54 farmers, kamayagoudanpatty24 farmers, Anaipatty22 farmers, Narayanathevanpatty10 farmers,) .Who were maintaining grapes garden from the selected villages were chosen randomly. , the sample farmers were selected by purposive sampling method. This primary study includes different sections of people such as, farmers, wholesalers, commission agents and retailers, who engaged in the production and distribution (trading) of grapes. To examine the marketing of grape, all the retailers (5), all the commission agents (10) and all the wholesalers (15) of the study region are interviewed.

RESULTS AND DISCUSSION

The results of the survey are analyzed under the following heads.

MAJOR GRAPE PRODUCING COUNTRIES IN 2008-09

Grape is one of the important fruits cultivated in India. Its cultivation has a prolonged history in human civilization. Its association with man is older than that of wheat and rice. At the global level, it is cultivated in a larger-scale in many temperate regions of Europe, Asia, Africa and America.

In 2009, the global production of grape was estimated at `666, 43404 million tons, with a 5% increase when compared with 59,842 million tons in 2008-09.

TABLE 1: MAJOR GRAPE PRODUCING COUNTRIES IN 2008-09

State (1)	Area (hectares) (2)	Production (tones) (3)	Productivity (Kg/hec) (4)	Share in World Country's Production (In %) (5)
Italy	788100	7793301	9.9	108.79
China	453232	7235656	16	175.82
USA	378770	6639920	17.5	192.30
Spain	1109049	6020000	5.4	59.34
France	813496	5664195	7.0	76.92
Turkey	482789	3918440	8.1	89.01
Argentina	220000	2900000	13.2	145.05
Chile	182000	2400000	13.2	145.05
Australia	166197	1956790	11.8	129.67
South Africa	130000	1791643	13.8	151.64
Iran (IR)	277747	1739503	6.3	69.23
India	106400	880700	8.3	91.20
Others	2267984	16848956	7.4	81.31
World	7337364	66643404	9.1	100

Source: Production Year Book 2009-10, FAO

In 2009, Us ranks first with a share of 192.30% in the global production of grape, followed by France, Italy and Spain In India, grape is cultivated in almost all the important states, from Kashmir to Kanyakumari, and is available throughout the year. India produces more than 1630. Million tons of grapes annually, of which about ` 25,000- `30,000 tons are exported. Since grape cultivation occupies an important place in Indian agriculture, this paper makes an attempt to examine the issues relating to the production and marketing of grape cultivation in Uthamapalayam taluk of Theni district in Tamil Nadu.

AREA UNDER CULTIVATION AND PRODUCTION OF GRAPE IN INDIA

In India, there is a remarkable improvement in the area under cultivation of grape and its production. In1999-2000, the production of grape was at 1134.6 tons in India but it significantly increased to 1630.7 tons in 2008-09.

TABLE 2: GRAPE PRODUCTION IN INDIA 1999-2000 TO 2008-09

Year (1)	Production (tonnes) (2)	Share in India Production (in tonnes) (3)
1999-2000	1134.6	9.00
2000-01	1082.7	8.59
2001-02	1082.7	8.59
2002-03	1137.8	9.03
2003-04	1056.9	8.39
2004-05	1210	9.60
2005-06	1247.8	9.90
2006-07	1474.8	11.70
2007-08	1546.3	12.27
2008-09	1630.7	12.94
Total	12604.3	100

Source: Production Year Book 2009 (FAO)

Within a decade, the production of grape recorded more than twofold increase in India. In the year 2009, India exported \$15,468,000 worth of grape. Even though there has been a remarkable improvement in the production of grape, the country's share in the international market is miserable, with less than 1% (FAO, 2009).

GRAPE CULTIVATION IN INDIA

In India, there is a remarkable improvement in the area under cultivation of grape and its production and productivity. The area under cultivation of grape in the year 1999 -2000 was about 42.9 hectares but whereas in the year 2008 - 2009 it was significantly increased to 64.3 hectares. The production of grape was at 1134.6 tons in India but it significantly increased to 1630.7 tons in 2008- 2009. In 1999 - 2000, the productivity of grapes was significantly increased to 26448 kg/hec and it declines in the year 2008 -2009 was about 25361 kg/hec.

TABLE 3: AREA, PRODUCTION AND PRODUCTIVITY OF GRAPE CULTIVATION IN INDIA DURING PERIOD FROM (1999-2000 TO 2008-2009)

Year (1)	Area		Production		Productivity	
	(in'000) hectares (2)	Indices (3)	(in'000) tonnes (4)	Indices (5)	Kg/hec (6)	Indices (7)
1999-2000	42.9	100	1134.6	100	26448	100
2000-01	40.8	95.10	1082.7	95.43	26537	100.34
2001-02	42.6	99.30	1082.7	95.43	25416	96.10
2002-03	44.3	103.26	1137.8	100.28	25684	97.11
2003-04	45.2	105.36	1056.9	93.15	23383	88.41
2004-05	50	116.55	1210	106.65	24200	91.50
2005-06	52.1	121.45	1247.8	109.98	23950	90.56
2006-07	57.8	134.73	1474.8	129.98	25516	96.48
2007-08	60.2	140.33	1546.3	136.29	25686	97.12
2008-09	64.3	149.88	1630.7	143.72	25361	95.89
C.G.R	5.27	-	4.79	-	-0.46	-

Source: Center for Monitoring Indian Economy

The compound growth rate of grape cultivation of area was about 5.27 and the production was about 4.79 and the productivity was about -0.46. Within a decade, the production of grape recorded more than twofold increase in India. In the year 2009, India exported \$20,468,000 worth of grape. Even though there has been a remarkable improvement in the production of grape, the country's share in the international market is miserable, with less than 1%. In fact, 30 varieties of grape are grown in India. The main grape growing regions in the country are Nasik, Aurangabad, Ahmednagar, Beed, Sholapur, Sangli and Pune in Maharashtra and Hyderabad in Andhra Pradesh a small quantity of grape is grown in states like Haryana,

STATE-WISE AREA, PRODUCTION AND PRODUCTIVITY OF GRAPE CULTIVATION IN INDIA

Rajasthan and Uttar Pradesh. In terms of area under cultivation and production of grape, Maharashtra leads the country, followed by Karnataka, Punjab, Andhra Pradesh and Tamil Nadu. In 2008-2009, Maharashtra contributed more than 81.67 percent in the country's total production of grape. In Maharashtra, there is a conducive environment for the commercial cultivation of grape. However, in terms of productivity, Karnataka ranks first among the grape producing states in India.

TABLE 4: STATE-WISE AREA, PRODUCTION AND PRODUCTIVITY OF GRAPE CULTIVATION IN INDIA DURING PERIOD FROM (2008-2009)

State (1)	Area (in'000 ha) (2)	Production (in'000 tonnes) (3)	Productivity (Kg/hec) (4)	Share in Country's Production (In %) (5)
Andhra Pradesh	2.7	56.4	20889	3.61
Haryana	0.1	3.3	33000	0.21
Himachal Pradesh	2.2	0.1	46	0.01
Jammu & Kashmir	0.2	0.3	1500	0.02
Karnataka	10.4	193.2	18577	12.38
Maharashtra	45.1	1275.0	28270	81.67
Punjab	1.1	30.2	27454	1.93
Tamil Nadu	2.6	2.6	32615	0.17
Total	64.4	1561.1	-	100

Source: Centre for Monitoring Indian Economy

The production of grape in India significantly increased from 5.08 lakh tons in 2008-2009 to 2.08 million tons in 2008 - 2009. Similarly, the area under grape cultivation also increased from 32,615 hectares in 2008 - 2009 to 64.4 hectares in 2008 - 2009 .Though there has been remarkable improvement in the area and production of grape in the country, there is no attention to attain the optimum level of production.

GRAPE CULTIVATION IN TAMIL NADU

The cultivation of grape has a long history in Tamil Nadu. It is said that in Madurai district, grape cultivation was introduced by a French Jesuit Priest Fr. Larney at Melapatty village in 19th Century. Since then, grape has been cultivated in the state. In Tamil Nadu, Theni, Coimbatore, Dindigul and Krishnagiri are the important districts for grape cultivation. In 2008-2009, Theni district led the state with 85.1% share in the State's total production of grape.

TABLE 5: DISTRICT-WISE PRODUCTION OF GRAPE IN TAMIL NADU DURING PERIOD FROM (2008-2009)

District (1)	Production (in'000 tones) (2)	% Share in the State's Total Production (3)
Theni	63997	85.01
Coimbatore	6832	9.08
Dindigul	1880	2.50
Krishnagiri	909	1.21
Vellore	289	0.38
Tirunelveli	535	0.71
Erode	289	0.38
Salem	29	0.04
Tiruchirapalli	114	0.15
Dharmapuri	174	0.23
Namakkal	29	0.04
Tuticorin	203	0.27
Total	75280	100

Source: Various issues of Season and Crop Report of Tamil Nadu

Though the grape cultivation has been practice in Theni district for a long time, commercial cultivation of grape become popular only in the last two decades. In terms of production, Theni district is followed by other districts like Coimbatore and Dindigul.

ECONOMICS OF GRAPE CULTIVATION

Costs and return in cultivation of grapes and marketing grapes.

SOCIAL BACKGROUND OF THE RESPONDENTS

In the study region, Goundar and Kallar are the dominating communities. Hence, their contribution is more significant in production and marketing of grape. These communities come under the category of Backward Caste (BC) and Most Backward Caste (MBC) respectively. Since all the Scheduled Caste (SC) people in this region are landless, though they are larger in number, their participation as owners is very little in production as well as marketing of grape. In the study area, women are not found as farmers, wholesalers or commission agents; however there are among 16 retailers, four are women. In the sample respondents, 10% of the farmers and 25% of the retailers are illiterate. However, it is important to note that all the wholesalers are literate. More than 19% of the wholesalers are degree holders and it is also interesting to note that two lawyers are also engaged in grape business. More than 61% of the wholesalers are involved in other businesses too, like financing and farming. Among the 21 wholesalers, 13 are landowners and the rest of them are engaged in the cultivation of grape.

TABLE 6: SOCIAL BACKGROUND OF THE RESPONDENTS

Particulars (1)	Community			Land holding			Other Occupation of the Respondents		
	BC (2)	MBC (3)	Landless (4)	Below 3 acres (5)	Above 3 Acres (6)	No other Occupation (7)	Finance (8)	Agri. (9)	Other (10)
Wholesalers	10	5	3	6	7	8	-	12	5
Commission Agents	5	5	4	1	-	4	-	-	-
Retailers	3	2	4	3	-	8	3	2	-
Total	18	12	11	10	7	20	3	14	5

From Table 6, among the 5 commission agents, only one has land. In the sample respondents, retailers are poorer than the others. In fact, only 3 of them own land. The retailers who own land are unable to cultivate grape, as the grape cultivation involves huge establishment cost.

ECONOMIC OF GRAPE CULTIVATION IN THE STUDY REGION

The economics of grape cultivation deals with the cost of cultivation per acre per season and return structure of grape cultivation and their determinants like landholdings, age of the grape vineyard and others.

MARKETING PRACTICE OF GRAPE IN THE STUDY AREA

The marketing More than 80 percent of the total production is consumed as grapes in India, and more than 70 percent of the total production is harvested in March-April, but the cold storage facilities are inadequate. Therefore, market gluts and fall of prices of grapes in March-April are common. In the study area, wholesalers, commission agents and retailers are involved in the purchase of grapes from the farmers. Wholesalers simply visit the farm and make their own provision to purchase the grape from the farmers. Normally, farmers and wholesalers are mutually known to each other. Sometimes, the wholesalers arrange the finance, and farming activities of farmers, particularly the poor. This finance does not involve any direct interest cost. Since the price is fixed well in advance, and the money is paid later, brokers enter into the scene as a witness and they too play a significant role in price fixation. Generally, brokers are paid a commission ranging between Rs. 100 to Rs. 500, depending on the volume of business. However, wholesalers are the only responsible people for deciding profit or loss.

In this situation, brokers act as an intermediary between the farmers and commission agents. The commission agents also arrange for loans to the farmers by getting money from fruit sellers. Normally, traders make the advance payment to the farmers. However, it would not go beyond the limit of Rs. 10,000. The commission agents, however, do not take responsibility for the profit or loss in the business activities. The profit or loss in the business transaction would only be borne by the fruit seller. Generally, the retailer buys grape from wholesalers and commission agents. Some of the retailers buy grape directly from the farmers. Since, the retailers buy small quantity, they pay price to the farmers on the spot. There are no loan arrangements between retailers and farmers.

MAJOR MARKETING CENTERS OF THE TRADERS

It is also evident from this study that the traders market their grapes in more than one market, whereas wholesalers market their grapes in 37 marketing centers, in which, Kerala contributes more with 20 marketing centers. Among them, Trivandrum, Calicut, Ernakulum, Allwai, Trichoor, Kottayam, Kollam and Attingal are the important places. In Tamil Nadu, the producers market their grapes in 14 places, in which, Madurai, Trichy, Nagarcoil, Salem and Tuticorin are the important places. They also market their grapes in other centers like Calcutta, Mumbai and Tirupati. The masters of the agents are concentrated in Madurai, Trichoor, Kollam, Mysore and Kattappah in Andhra Pradesh. Retailers market their grapes in 13 places, in which, Cumbum and Kumuly occupy an important role. Kerala consumes a large volume of grapes has a high consumption rate of fruits and vegetables. The selection of the marketing center is determined by many factors, like presence of known business people, lack of competition, weekly once account settlement and convenient transporting facilities.

MARKETING COST

On average, a commission agent's marketing cost per kg is Rs. 4, whereas it is Rs. 3 for a wholesaler. The wholesalers' volume of business is in a larger scale than that of the commission agents. This large scale business leads to the reduction of marketing cost per kg. Thus, it is clear that the wholesalers' marketing cost is lower than the commission agents. Retail marketing practices and marketing expenditures are entirely different from other marketing systems.

SUMMARY AND CONCLUSION

To improve the pest management and productivity of the vineyard, agricultural clinics should be opened and provide expert advice and training to the farmers to overcome their problems in grape cultivation. So far, there are no cold storage facilities in the study region. Since the farmers could not afford to construct the cold storage facility on their own, the government should come forward to provide this facility. This step facilitates the farmers to get reasonable price for

their production. In the study region, the price of grape is highly irregular and fluctuating over time. To protect the interest of the farmers, the government should announce support prices when the price of the grape comes down extremely due to the seasonal variation and other reasons. The variety of Muscat, which is cultivated in the study region, could be exported to European countries.

The study concludes that the production is highly fluctuating over the years. Though, the variation in production, productivity and area is increasing every year, there is still scope for further improvement in grapes. It is necessary to cultivate grapes to the extent of feeding millions of people of sustain food security. Therefore, the central government and state governments should take necessary steps to increase the area under grapes there by the price of grapes will be kept under control.

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