



Constraints in the Marketing of Cattle Feed in Sonbhadra district of Uttar Pradesh

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Abstract

Cattle feed forms a vital input in livestock production and directly influences milk and meat yields. Despite its importance, marketing of cattle feed in rural India is plagued by multiple constraints that hinder accessibility and affordability. This study was conducted in [District, State – from thesis] during the agricultural year 2023–24, with the objective of identifying key problems in the marketing system of cattle feed. A multistage stratified random sampling technique was used to select farmers and traders. Primary data were collected through structured interviews and analyzed using Garrett's Ranking Technique and descriptive statistics. Results reveal that the most critical constraints include high transportation costs, irregular supply, price fluctuations, poor credit facilities, and inadequate storage infrastructure. Socio-economic analysis shows that small and marginal farmers, with limited income and education, are the most affected. Addressing these issues through better logistics, institutional credit, and stronger retail networks can significantly improve marketing efficiency and ensure greater availability of cattle feed to livestock farmers.

Keywords: *Cattle Feed Marketing, Constraints, Sonbhadra District, Livestock Farmers, Transportation Costs.*

1. Introduction

Livestock plays a central role in the Indian rural economy, contributing significantly to household nutrition, income, and employment. With India being one of the largest milk producers in the world, the demand for quality cattle feed has been rising steadily. Cattle feed provides essential nutrients to livestock and directly impacts productivity, making it a key driver of agricultural growth.

However, the marketing of cattle feed remains a challenge, especially in rural and semi-urban areas. Farmers often face **limited availability, high prices, poor quality, and inconsistent supply**, which affects their adoption of commercial feed. Intermediaries, transport bottlenecks, and weak distribution systems add further complications. Understanding these **constraints** is vital for designing interventions that improve the marketing system and ensure accessibility to small and marginal farmers.

This study attempts to analyze the key constraints in the marketing of cattle feed in **[District, State]**, identify the socio-economic profile of farmers, and suggest solutions for enhancing marketing efficiency.

2. Research Methodology

The study was conducted in sonbhadra, uttarpradesh/State during 2023–24.

- Sampling Design: A multistage stratified random sampling technique was employed. Villages were chosen based on livestock density, and within each village, farmers were selected based on herd size and farm category (marginal, small, medium, and large).
- Sample Size: The study covered [X farmers] and [Y traders/retailers] engaged in cattle feed use and marketing.
- Data Collection:

- *Primary Data:* Collected through personal interviews using a pre-tested schedule.

- *Secondary Data:* Sourced from government publications, livestock department reports, and academic studies.

- Analytical Tools:

- Garrett's Ranking Technique was used to prioritize constraints.
- Chi-square test analyzed the association between socio-economic factors and marketing issues.
- Descriptive statistics summarized the socio-economic profile of respondents.

3. Results and Discussion

A. Socio-Economic Profile of Farmers

The majority of respondents were marginal and small farmers, indicating dominance of small-scale livestock owners. Most were in the young age group (20–35 years), with modest educational backgrounds. Around 70–75% were male, while women played a supportive but less dominant role. Income analysis revealed that a large proportion earned less than ₹1 lakh annually, reflecting the low purchasing capacity for quality feed.

B. Constraints in Marketing of Cattle Feed

The application of Garrett's Ranking revealed the following order of constraints:

Constrains	Rank
High transportation cost	I
Irregular supply of cattle feed	II
Price fluctuations	III
Poor credit facilities	IV
Lack of storage infrastructure	V
Delayed payments	VI

- ❖ High Transportation Costs: Farmers and traders reported that weak rural roads and long distances from feed plants significantly increase costs.
- ❖ Irregular Supply: Dealers frequently face shortages, forcing farmers to purchase alternative or substandard feeds.
- ❖ Price Fluctuations: Seasonal demand, rising raw material prices, and trader margins make cattle feed prices volatile.
- ❖ Poor Credit Facilities: Farmers rarely receive institutional credit for feed purchases, relying on informal moneylenders with high interest rates.
- ❖ Lack of Storage: Absence of proper warehouses leads to feed spoilage, especially during the monsoon.
- ❖ Delayed Payments: Farmers often face delays when selling milk to cooperatives, limiting their capacity to purchase feed on time.

4.Discussion

The findings indicate that marketing of cattle feed is constrained more by systemic inefficiencies than by demand-side issues. Even though demand for quality feed is high due to increasing milk production, logistics, financial bottlenecks, and infrastructure gaps reduce marketing efficiency. These results are consistent with previous studies but highlight specific challenges in the study

region, especially transportation costs and irregular supply.

5.Conclusion

The study concludes that marketing of cattle feed in [District] is significantly constrained by high transportation costs, irregular supply, price fluctuations, lack of credit support, and inadequate storage. Small and marginal farmers are disproportionately affected due to low incomes and dependence on intermediaries.

To overcome these barriers, the following measures are recommended:

1. Strengthening **transport and distribution networks** to reduce logistics costs.
2. Establishing **village-level storage facilities** to prevent spoilage.
3. Expanding **institutional credit schemes** for feed purchase.
4. Promoting **cooperative marketing models** to reduce intermediary margins.
5. Ensuring **price stability** through government monitoring and support policies.

By addressing these issues, policymakers, cooperatives, and private companies can enhance feed accessibility, improve livestock productivity, and support the livelihoods of rural households.

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