

AN ECONOMIC ANALYSIS OF PRODUCTION AND MARKETING OF PEPPER IN KERALA

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ABSTRACT

Pepper is produced in the tropical regions of the world. The major producers of pepper in the world are Vietnam, Brazil, India, Indonesia, Srilanka etc. Pepper cultivation is concentrated on the Western Ghats in India. Kerala and Karnataka are the major pepper producing states in India. The present study examines the production and marketing of pepper in Kerala. The empirical results of the study show that there has been a decline in the area, production, and productivity of pepper in Kerala. There was negative growth rate in the area, production, and productivity during 2001-16. The marketing cost was found higher in Channel-5 and lowest in Channel-1. The price spread was higher in Channel-5 and lowest in Channel-3. Producers should be given more access to credit facilities which will reduce their reliance on non- institutional sources and increase their bargaining power.

KEYWORDS: *Marketing Channel, Marketing Cost, Price Spread*