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Storage and Marketing Patterns of Field and Riverbed Potato Growers of Deesa Taluka of Gujarat State

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INTRODUCTION

Potato is the most important food crop all over countries of the world. In India, it is mainly consumed as vegetable potato with its high nutritive value catering the chief vegetable need of the people. Perhaps, it is the only crop, producing more food per unit area of land in much shorter time.

Potato is one of the important cash crops of Deesa taluka of Banaskantha district. It is cultivated under field and riverbed conditions.

Storage and marketing of potato plays a vital role in the process of potato production. Proper storage and efficient marketing of potato provide higher returns to the producers. Keeping this fact in view, the present study was planned to study the storage and marketing patterns of field and riverbed potato growers.

METHODOLOGY

The present study was undertaken in Deesa taluka of Banaskantha district of Gujarat State in 1988. Deesa taluka was selected purposively because of the maximum area under potato cultivation both in field and riverbed. Out of 148 villages of taluka, 78 villages were growing potato including 18 villages of riverbed cultivation. Then the villages growing potato in the field as well as in the riverbed were sorted out. Such villages were 14. Out of 14 villages, 5 villages were randomly selected for the study. From each of the villages, 15 field and 15 riverbed potato growers were selected at random, making a sample of 150 respondents.

Marketing pattern referred to place of sale and how much was sold at different intervals by the respondents. This was measured by asking open ended questions to the respondents. The collected responses were content analysed.

Storage pattern was operationally defined as methods of storage followed alongwith duration by the field and riverbed potato growers after harvest of the crop. The collected responses were content analysed.

RESULTS AND DISCUSSION

Data in Table 1 reveal that after harvesting potatoes were heaped in the field and covered by potato foliage. This method was used by about 97.00 per cent of the respondents. Mostly the potatoes were stored by this method upto 30 days. Temporary sheds with a roof and sides thatched with grass (Munjali) were constructed on the corner of field and potatoes were heaped in these sheds for a

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Table 1 : Duration and methods of storage adopted by the field potato growers.

(n = 75) *

Sr. No.	Storage rmethod	Duration of storage					Total frequency
		15 days	30 days	45 days	60 days	Above 60 days	
1.	Heaped in field and covered by potato foliage.	6	66	1	0	0	73 (97.33)
2.	Thatched hut of Munjali	0	4	49	3	0	56 (74.66)
3.	Country cold storage	0	0	2	17	1	20 (26.66
4.	Cold Storage	0	0	0	10	11	11 (14.66)

* More than one method used by the respondents.
Figures in parenthesis indicate percentages.

long period as possible i.e. upto 45 to 60 days. Nearly three-fourth (74.66 per cent) of the respondents stored their potatoes by this method. A country cold storage is also constructed from bricks, bamboo shoots and local naliya (roof tiles) at the village with a good ventilation. The respondents who were in a position to hold stock for some longer period, removed the potatoes from the cottage before monsoon and stored in a country cold storage. About 27.00 per cent of the respondents used this method of storage.this method of storage.

Table 2 : Duration and methods of storage adopted by the riverbed potato growers.

(n = 75) *

Sr. No.	Storage method	Storage period					Total frequency
		15 days	30 days	45 days	60 days	Above 60 days	
1.	Heaped in field and covered by potato foliage	2	8	2	0	0	12 (16.00)
2.	Thatched hut of Munjali	0	45	20	3	0	68 (90.66)
3.	Country cold storage	0	0	3	25	0	29 (38.66)
4.	Cold Storage	0	0	0	0	10	10 (13.33)

* More than one method used by the respondents.
Figures in parenthesis indicate percentages.

Thus, it could be concluded that fresh produce stored upto one month by preparing a heap covered by potato foliage in the field. After one month, the potatoes were kept in the cottage of Munjali and country cold storage where they stored well upto 45 to 60 days. Some of the potato growers who wanted to store their produce more than two months has used the cold storage.

Table 2 shows that majority of the riverbed potato grower respondents (about 91.00 per cent) stored their produce upto 30 to 45 days in a cottage thatched by Munjali. About 39.00 per cent of the respondents followed country cold storage method and stored potato upto 60 days.

About 16.00 per cent of the respondents stored potatoes by preparing a cap and covered by foliage. About 13.00 per cent of the respondents who were in position to hold stocks for more time used the cold storage.

Riverbed potatoes are very soft because of high moisture content than ther field potatoes. Therefore, proper handling methods and storage are required. This findings is in conformity with that a George and Chokshi (1973).

Sale of potatoes at different places by the field and riverbed growers is presented in Table 3.

It could be observed that the most

Table 3 : Placewise sale of potatoes by respondents.

(n = 150) *

Sr. No.	Marketing place	Number of respondents	Percentage
1.	Field (plot)	14	9.33
2.	Local market (Deesa)	37	24.66
3.	Cold storage (Deesa)	17	11.33
4.	Markets outside the distric	120	80.00

important place of marketing was the markets outside the district. A study on economics on production market and storage of potato (Anonymous), 1978, 79) had shown that the important agencies to whom potato was sold were whole salers.

The probable reasons for this might be that the respondents may not be satisfied by the local rnarket in respect of price paid, weighting process, commission, etc.

A sale of proportion of the produce and period of sales is influenced by prevailing prices in the market, cash requirements and quantity of damaged or diseased potatoes which is not suitable for the storage. Keeping this in view, the marketing pattern of the respondents was studied and information collected is presented in Table 4.

As revealed from the data presented in Table 4, a great majority of the respondents (79.33 per cent) sold their potatoes in whole lot at different periods, while rest of the respondents effected sales in differ

Table 4 : Distribution of the respondents according to the period and proportion of the marketed surplus sold.

(n = 150)

Period of sale after harvest	Proportion of the produce sold				Total
	One fourth	Half	Three fourth	Whole quantity	
Within 15 days	19 (12..66)	8 (5.39)	0 (0.00)	12 (8.00)	39 (26.00)
16-30 days	0 (0.00)	4 (2.66)	0 (0.00)	9 (6.00)	13 (8.66)
31-45 days	6 (4.00)	15 (10.66)	10 (6.88)	80 (53.33)	111 (74.80)
After 45 days	0 (0.00)	7 (4.66)	0 (0.00)	18 (12..00)	25 (16.66)
Total	25 (16.66)	34 (23.01)	10 (6.88)	119 (79.33)	

Figures in parenthesis indicate percentages.

ent proportions such as one-fourth (16.66 per cent), half (23.01 per cent) and three-fourth (6.88 per cent) at different periods.

It would be further seen that majority of the respondents (about 75.00 per cent) sold their crop in the market between 30 to 45 days after harvest followed within 15 days (26.00 per cent), 16-30 days (8.66 per cent) and after 45 days 16.66 per cent). The similar trend was reported by George and Chokshi (1973) and Anonymous 1978-79).

. CONCLUSIONS

In field condition,fresh produce stored upto one month by preparing a heap covered by potato foliage. After one month, potatoes were kept in thatched hut and country cold storage where stored well upto 45 to 60 days. Some of the growers who wanted to store their produce more than two months had used the cold storage.

Riverbed potato growers stored potatoes by cottage Munjali in the riverbed upto 30 to 45 days. Those who wanted to store produce more than 60 days used cold storage.

The most important place of marketing was the markets out side the district. The most of the potato growers made sales 30 to 45 days after harvest in whole lot.

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