

B-55 : MARKETING OF VEGETABLES IN THE KANDY DISTRICT

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A one year study to determine the profit margins and different channels of marketing as well as postharvest losses was undertaken in May 1990. Information for this study was obtained by weekly price monitoring of vegetables in wholesale retail markets as well as by a questionnaire distributed among field extension workers and by personal communication with those involved in the trade.

Results indicated that 80% of the vegetables produced in the district reached the Kandy wholesale market while 10% was sent to Colombo and rest sold by the producer himself at local markets.

The transport agents collect the vegetables from the producer and transport them to the wholesale market. In this system, the wholesaler determined the price of the vegetables to be sold to the retailers. Payments are made after the following deductions from the wholesale price of the vegetable:

(a) 10% on the wholesale price as commission, (b) Transport and handling charges according to quantities and distances transported.

Spoilage of vegetables during transport and handling varies from negligible quantities to as much as 40%. This depends on crop packing methods and distance transported.