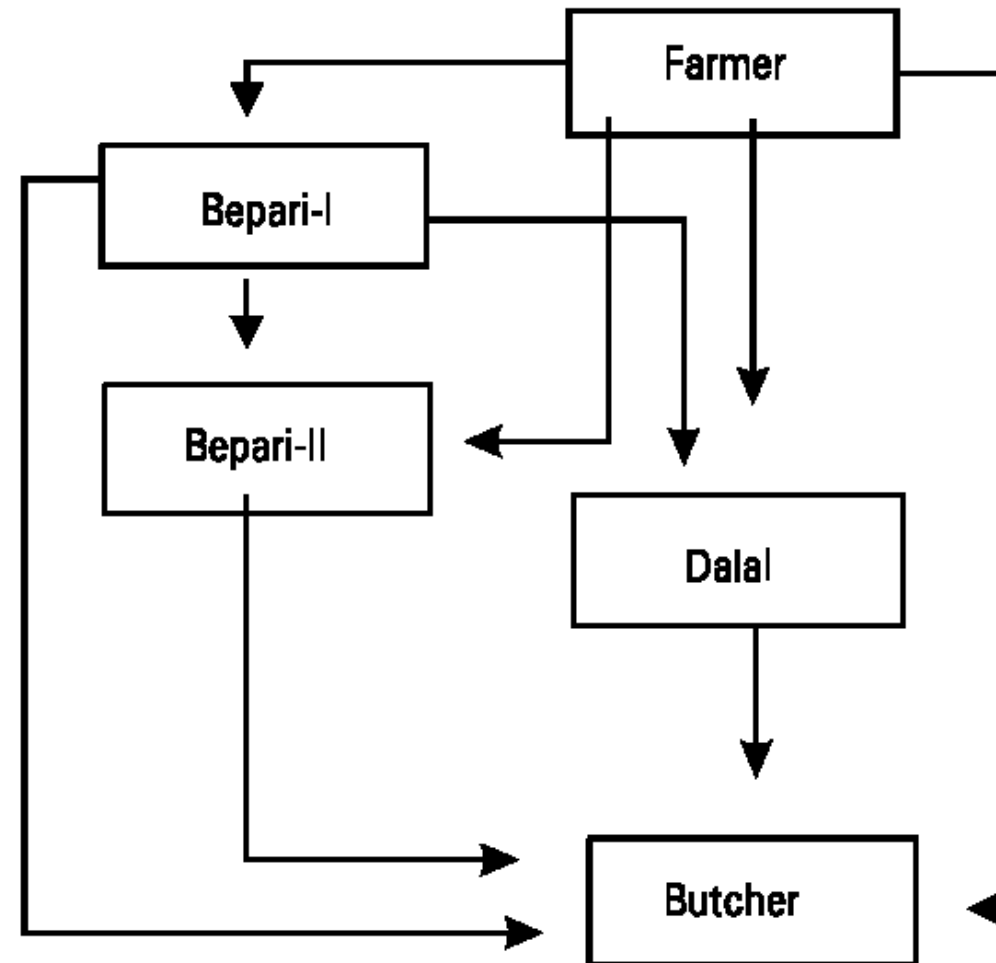


Marketing Channel of Livestock & its Products

http://ceeserver.cee.cornell.edu/asce/ConcreteCanoe/Icebreaker/pics/nonraceday/fuzzy_cubes.JPG

Marketing channel of beef cattle



Marketing channel of beef cattle

Farmer: Marketing channel of beef cattle started from the cattle rearing farmers. Seven per cent of cattle were sold directly by the farmers at the market.

Marketing channel of beef cattle

Bepari: The bepari had been known as "Piker" in the study area. They sold cattle to the butchers and general customers. Beparies were of two types i.e. Bepari-I and Bepari-II. Bepari-I were those who brought cattle from abroad, particularly from India and sold them at the local market situated at border area of Bangladesh. Bepari-II were those who bought and sold cattle within country. They purchased 13% cattle from Bepari-I and 87% from farmers directly. They sold 93% and bought 90% through Dalals.

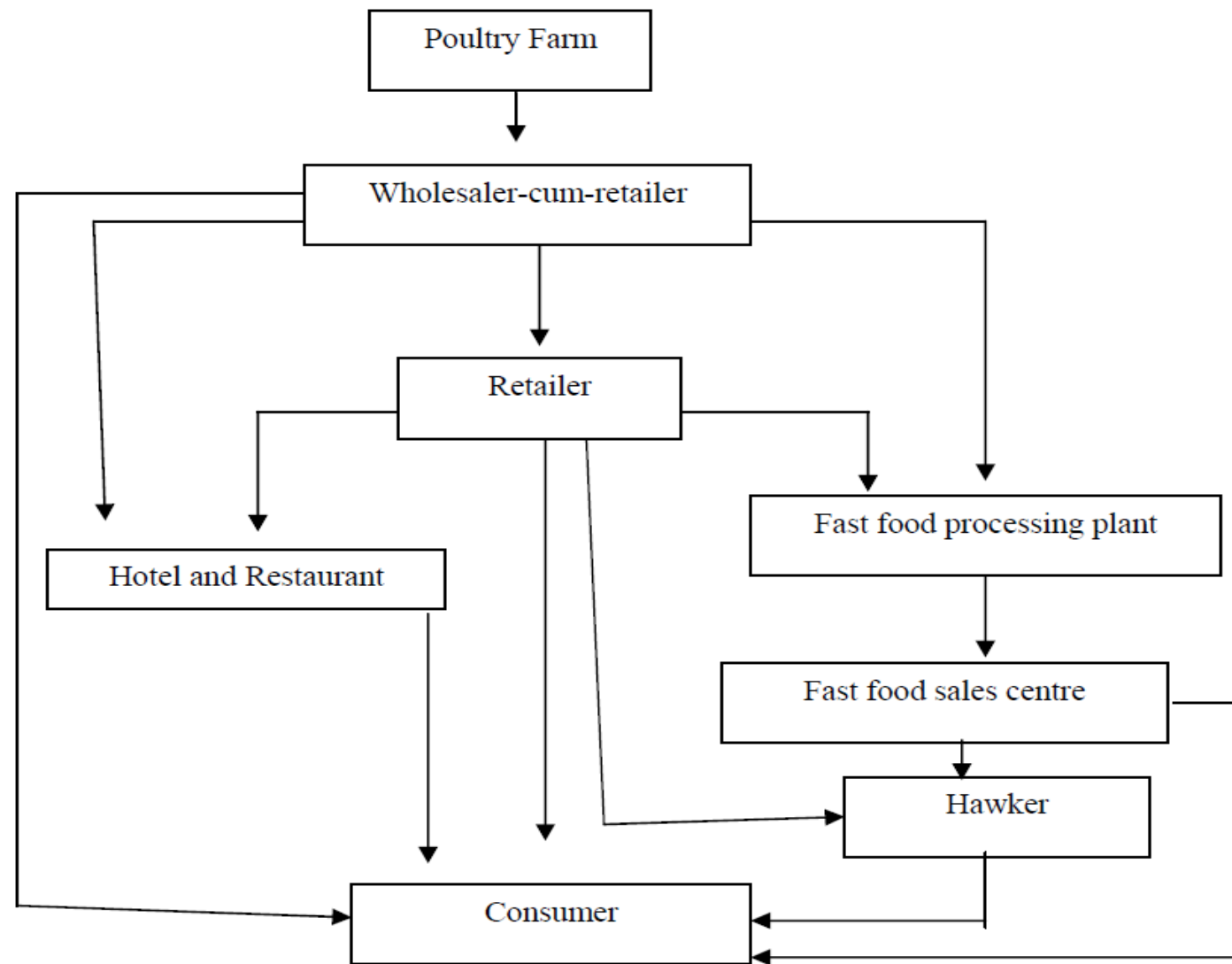
Marketing channel of beef cattle

Dalal: A dalal or a broker is a functional intermediary operating in primary and secondary markets whose job is to bring the buyers and sellers together and help in bargaining.

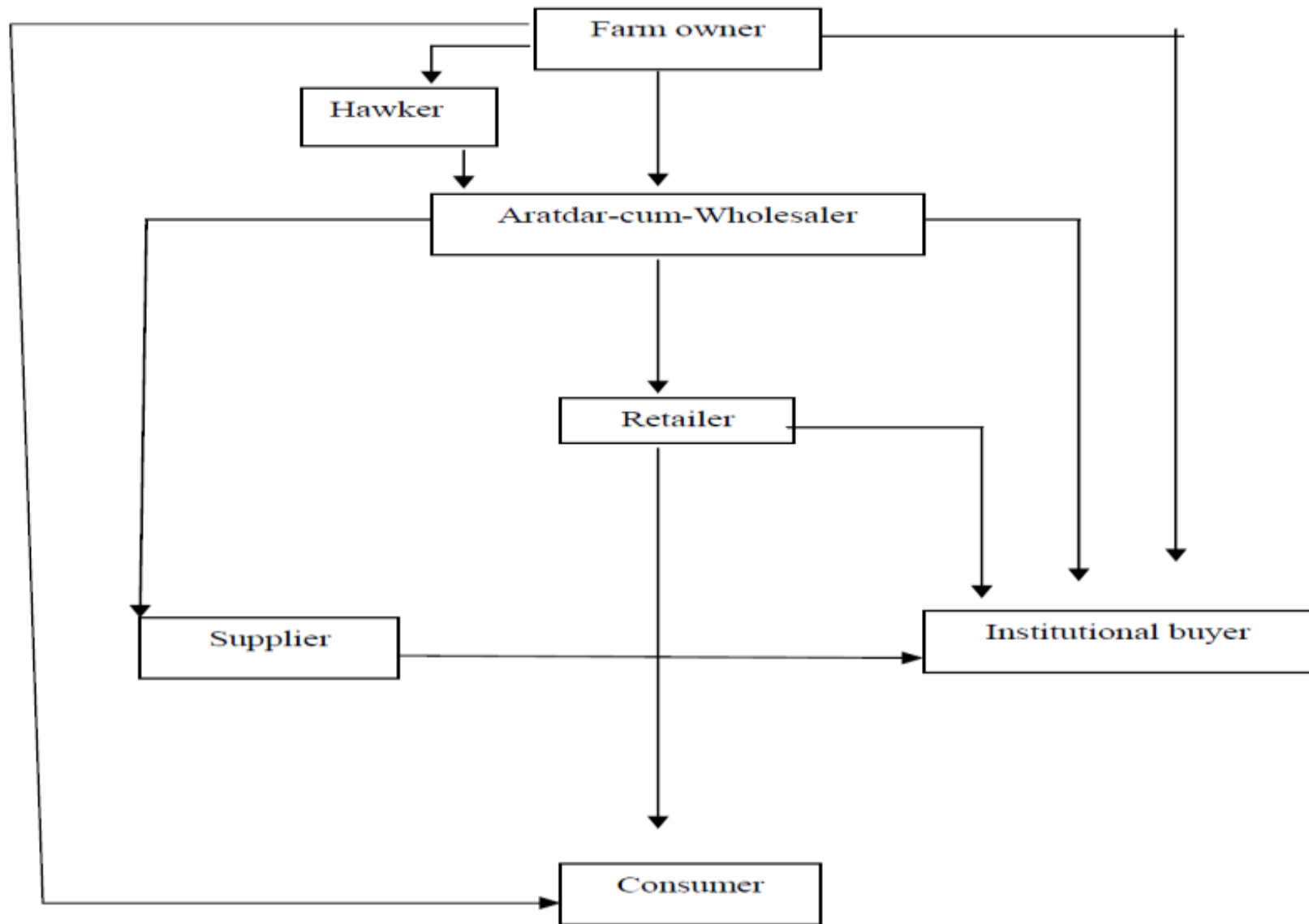
Marketing channel of beef cattle

Butchers: Butchers, the retailers of beef were the last link in the channel of beef cattle marketing. The butchers had their fixed establishments and trade license was needed for doing the business. On slaughtered animals 47% were cow, 30% bullock, 10% bull and 13% heifer calf and bull calf.

Marketing channel of Poultry & its products



Marketing channel of Egg



Marketing channel of Egg

On the basis of figure the following channels can be identified:

Channel -I: Farm owner → Aratdar-cum-wholesaler → Retailer → Consumer

Channel -II: Farm owner → Aratdar-cum-wholesaler → Supplier → Institutional buyer

Channel -III: Farm owner → Aratdar-cum-wholesaler → Institutional buyer

Channel -IV: Farm owner → Aratdar-cum-wholesaler → Retailer → Institutional buyer

Channel - V: Farm owner → Institutional buyer

Channel -VI : Farmer → Hawker → Aratdar → Retailer → Consumer

Chanael - VII : Farmer → Consumer

Marketing channel of DOC

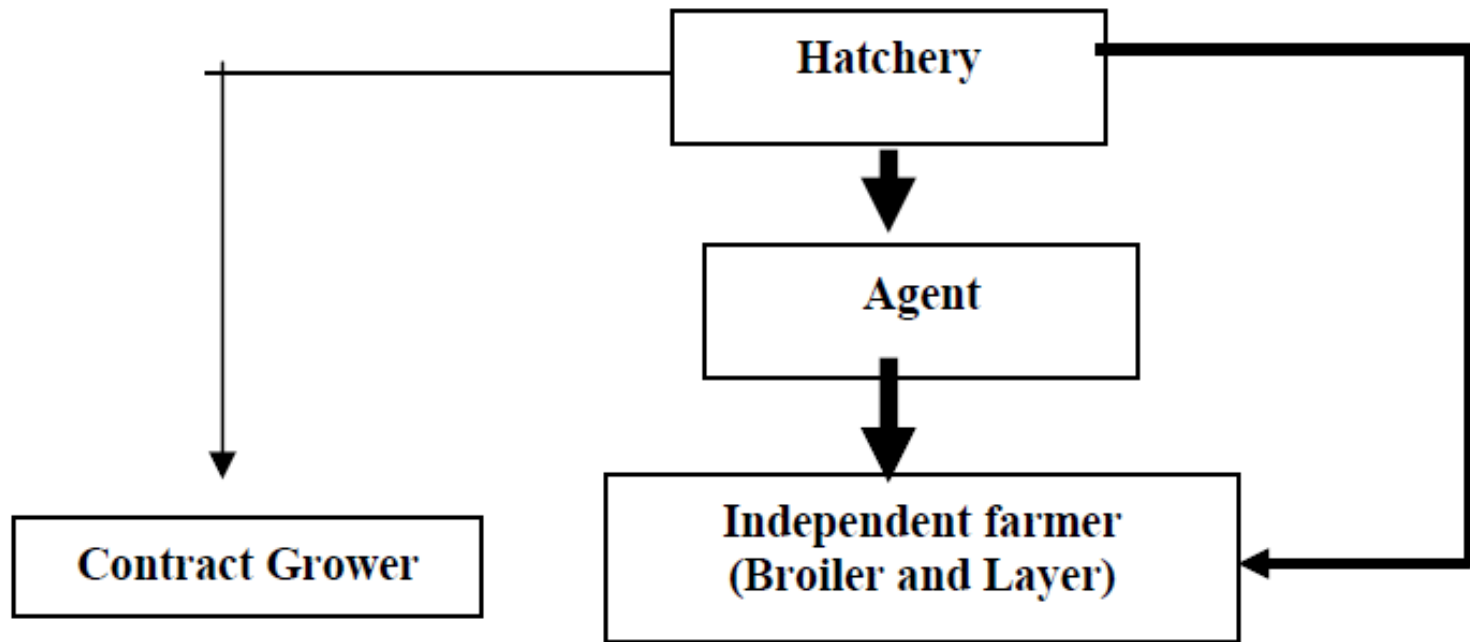


Fig 6. Marketing channels of day old chicks

- ➡ More important channel
- ➡ Important channel
- Less important channel (used only by 2 hatcheries)

Marketing channel of DOC

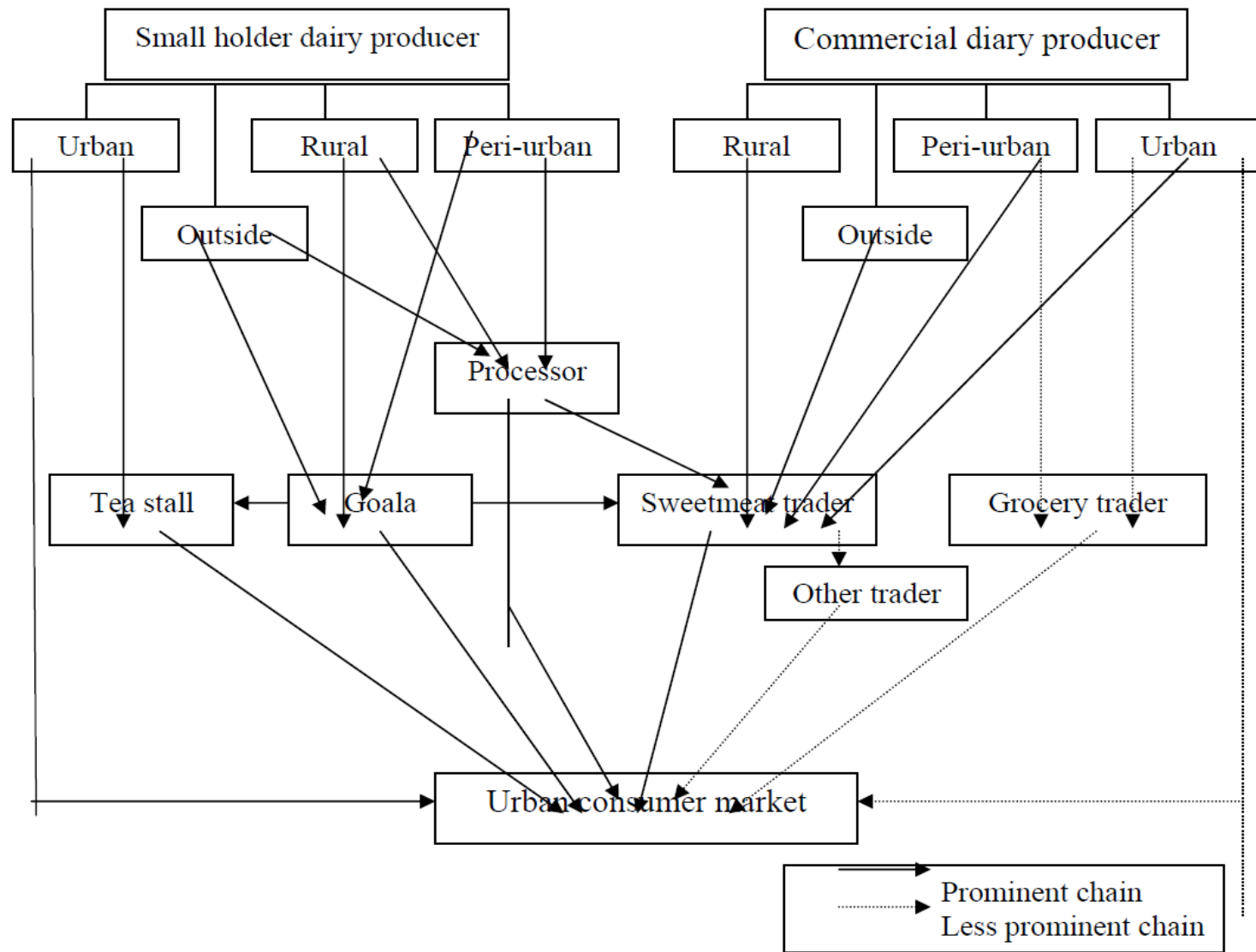
On the basis of figure the following channels of distribution can be identified:

Channel -I: Hatchery → Agent → Independent farmer

Channel -II: Hatchery → Independent farmer

Channel -III: Hatchery → Contract Grower

Marketing system of milk



Marketing system of milk

The following major marketing channels for rural, pre-urban, urban and outside areas were observed:

Channel .1: Smallholder farmer → Goala (milk collector)/Milk processor → Sweetmeat trader → Urban consumer

Channel .2: Smallholder dairy farmer → Goala → Tea stall → Urban consumer

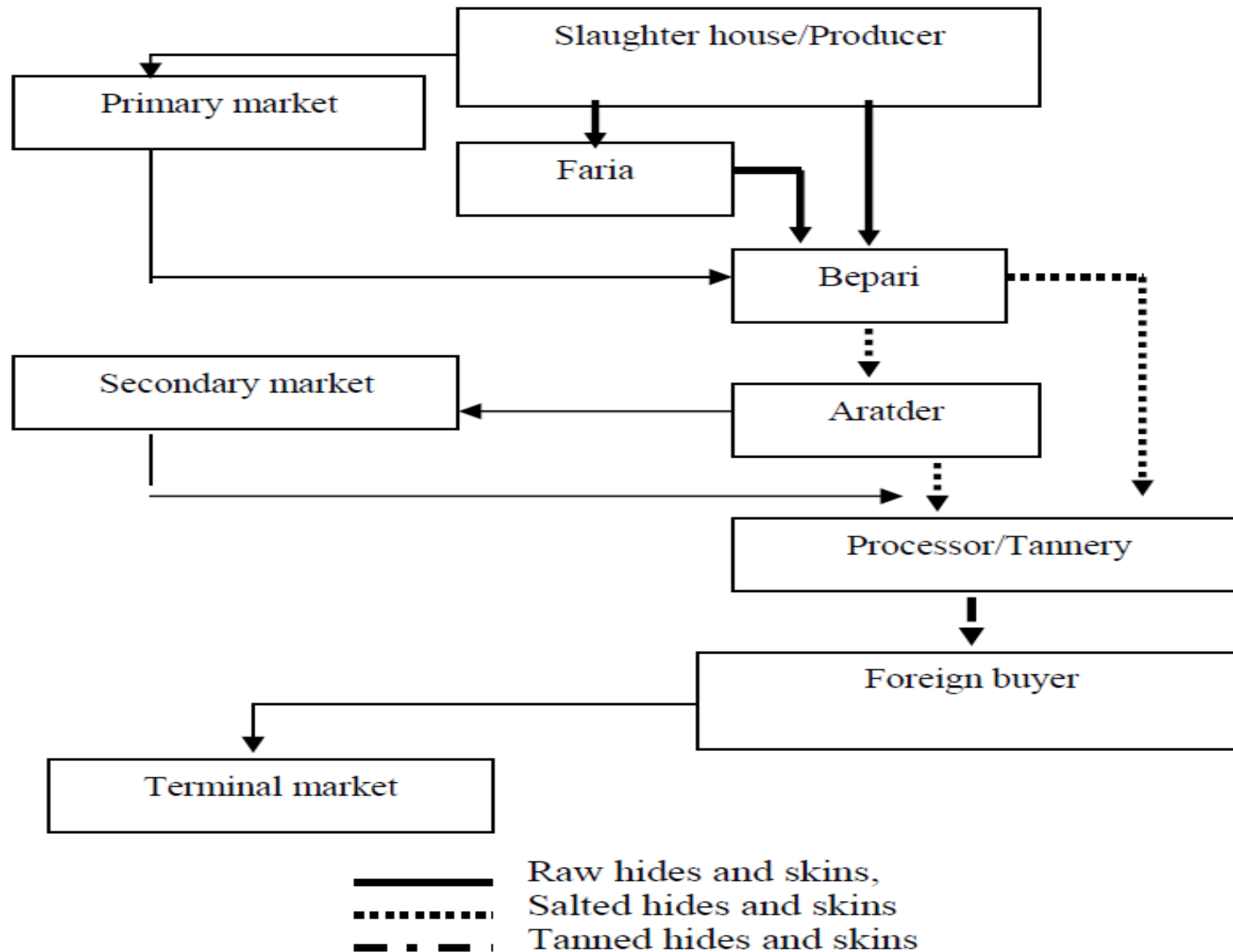
Channel .3: Smallholder dairy farmer → Goala/Milk processor → Urban consumer

Channel .4: Commercial farmer → Sweetmeat trader → Urban consumer

Channel .5: Commercial farmer → Grocery shop → Urban consumer (urban and peri-urban)

Channel .6: Smallholder farmer/Commercial farmer → Urban consumer (for urban area)

Marketing channel of hides & skins



http://ceeserver.cee.cornell.edu/asce/ConcreteCanoe/Icebreaker/pics/nonraceday/fuzzy_cubes.JPG