



Living standard of farmers and cattle oriented marketing system in few rural areas at Pabna district in Bangladesh

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ABSTRACT

The study was undertaken to investigate the living standard and cattle oriented marketing from few rural villages of Bera Upazila at Pabna district in Bangladesh. Data on social status, cattle farming and milk and live animal marketing were collected from those selected rural villages with a pretested survey questionnaire. It revealed that most of the farmers (73.70%) had single family and 100% farmers belong to *kacha* housing and Muslim religion. Education status was poor in the study areas, but 92.98% farmers were interested in training especially of livestock farming. Milk (32508 BDT) was the major source of income followed by live animal selling (16140 BDT) and agriculture (15219 BDT) as occupation. The milk selling placed were noted as local market (46%) followed by local buyer (42%) beside home consumption (12%) while for live animal selling 42% and 33% to *Bepari* and retailer, respectively. About 38% farmers sold their milk below 40 BDT per liter while 33% farmers sole their live cattle below 200 kg of live weight. The overall livelihood and marketing status of cattle producers in the surveyed areas could be changed through improved cattle farming which would need proper facilitations of farmers on livestock rearing and production with a planned research guidelines regarding the aspect.

INTRODUCTION

Bangladesh is a densely populated country where most of the people are associated with agricultural farming. Livestock rearing is a major concern of agricultural sector which contributes a significant part to enhance the gross domestic product (GDP) and most of the livestock production conducted in the rural area. Livestock influences economy of our country with regular cash income compare to crop through dairy or beef cattle fattening (Islam et al., 2017) beside poultry (Omoro et al., 2002).

Present cattle population of Bangladesh is 237.85 lakh whereas it was 228.70 lakh during the fiscal year of 2006-07 while contribution of livestock in GDP is 1.66% with 3.21% growth rate (DLS, 2015-16). There are some milk pocket areas located in the districts of Pabna, Sirajganj,

Munshigonj, Manikgonj and Faridpur where farmers keep dairy cows mainly for milk production (Sikder et al., 2009). Dairying is the source of livelihood for about 50-70% of people in rural Bangladesh (Ser-Od et al., 2008) and dairy products are an important protein supplement to rice. Therefore, demand expressed as consumption of milk and milk products is increasing at a faster rate (5%) than the production (4%) of milk from cows, buffalos, sheep and goats (Hemme, 2012). Indigenous cattle genetic resources are still available in the rural areas of Pabna district. Dairy breed development from this local resource is challenging work which would influence the marketing for both milk and live animals. Thus, baseline surveys were conducted for revealing the present living standard and milk and live cattle marketing system in three rural villages of Pabna district.

MATERIALS AND METHODS

Data on social status, and marketing of milk as well as live cattle were collected from total 57 households from three selected villages (Umarpur, Khorbagan and Hatail Aralia) under Bera Upazila of Pabna district with a pretested survey questionnaire. The collected data were compiled, tabulated and analyzed (descriptive statistics) by SPSS version 16 (SPSS Inc. Chicago, USA).

RESULTS AND DISCUSSION

Social status of farmers

Social status of farmers in the survey community is shown in Table 1 and Figure 1. It was observed that higher percent (73.70%) of the cattle farmers lived in single type family followed by combined type family (26.30%). It was found that all respondents had *kacha* type house and belonged to Islam (Muslim) religion. In those study areas, single type family was concentrated in number which was in good consonance with the observation of Talukder et al. (2017) and Sathyanarayan et al. (2010). About 100 percent farmers' house were *kacha* type which due to remote areas of the research study. Similarly, Dhara et al. (2016) noticed that 68.63% livestock farmers were Muslim and it might be influenced by country and location variation.



Figure 1
Living standard of farmers in the survey areas.

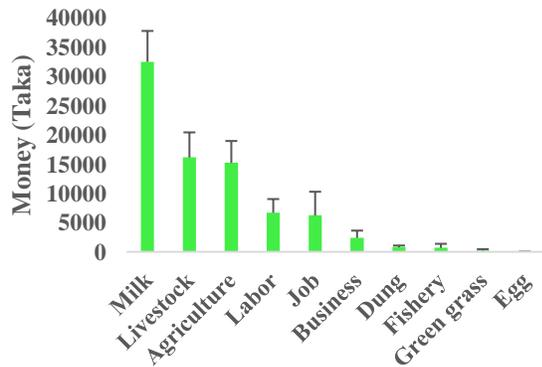
One third of the farmers (31.58%) were literate in the study areas which is contradict with Siddiki et

al. (2016) who reported that more than half percentages farmers were literate. Now-a-days, educated person is more forward to rear livestock or to be an entrepreneur. Although most of them were uneducated (68.42%) all the farmers (92.98%) were very interested to take any kind of training on dairy cattle farming (Table 1). Training on certain subject makes a person more skilled to do the things properly. It was observed by Khan et al. (2013) who noted that 83% dairy farmers had not received any training on farming system but doing their farm and facing many problems concerning management and diseases issues. In the current study, near about all farmers showed their immense interested to take training on rearing animals in right way.

Table 1
Social status of farmers in three rural village areas.

Variable	Category	Household frequency	Percentage
Family type	Single	42	73.70
	Combined	15	26.30
House type	<i>Kacha</i>	57	100
Religion	Islam	57	100
Education status	Illiterate	39	68.42
	Literate	18	31.58
Training	Interested	53	92.98
	Not interested	4	7.02

Annual income sources and various cost involved in livestock production are depicted in Figure 2 (a & b). Annual income derived from three major sources were milk selling, direct livestock selling and agriculture with 30000, 15000 and 14000 BDT/year, respectively. Other livestock sub unit such as fisheries, fodder selling and egg selling contributes little to family income annually. Again, farmers replied that the products which were produced in their house that usually used for homestead consumption. Livestock production cost involves feed cost which account about 93% of the total cost that was excessively high. Contrary, treatment cost reported to be 5% and fodder production cost 2% which appeared lower than others.



Source of annual income

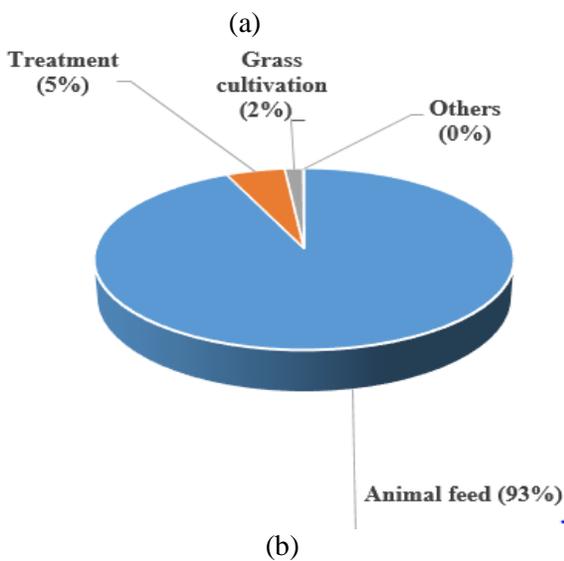


Figure 2

(a) Annual income sources (a) and (b) various cost of livestock production in the survey areas (b)

Marketing and use of cow milk in the survey areas

Milk selling and use of the cow milk in the survey areas is presented in Figure 3. Results showed that about 46% milk were sold in the local market and 42% milk were sold to local buyer for supplying in the milk chilling center and sweetmeat shops for making various dairy products. Only 12% milk was used for household consumption. From an experiment, it was observed that about 1.56% milk were used as fluid milk in households for direct consumption in Mymensingh municipality and total amount of milk purchased by the sweetmeat shops (48.44%) every day at the Mymensingh area

as well as milk products (50%) at everyday (Ahmed et al., 2016).

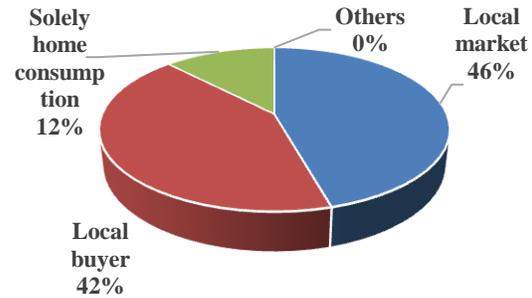


Figure 3

Milk selling and use of the cow milk in the survey areas.

Various prices of milk in the market of the survey community are shown in Figure 4 and results showed that 11% farmer sold milk at the price of Tk. 40. About 38% farmers sold milk at Tk. below 40 and 1% farmer sold milk at Tk. more than 40. Cost of milk for producing different milk products vary from 47 to 60 BDT in various sweetmeat shops at Mymensingh municipality where raw fluid milk price for public consumption was 60 BDT/liter (Ahmed et al., 2016). The fluctuation of price for individual milk products ranges from BDT 10-15 Tk. Selling of milk and milk products largely depends upon price of products, place and personal values of the seller. Personal values have been found to be the underlying determinants of various aspects of selling products to consumer (Homer and Kahle, 1988).

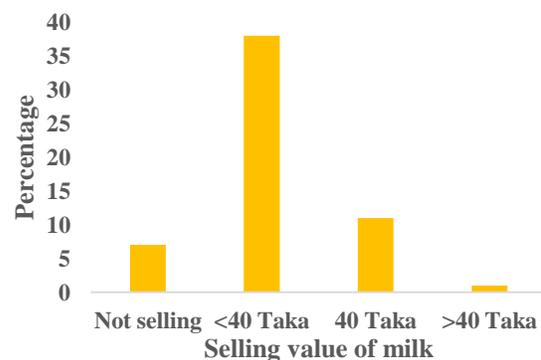


Figure 4

Different prices of sold milk.

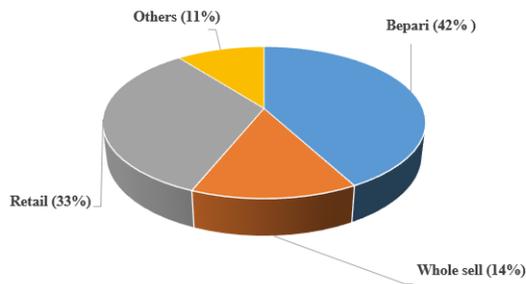


Figure 5
Marketing system of live cattle.

Cattle marketing scenario of the study community is shown in Figure 5. It revealed that 42% farmers sold their cattle through the *Bepari*, 33% sold to retailer, 14% sold to wholesaler and remaining 11% sold their cattle to other purposes like Eid-ul-Adha and marriage ceremony which was supported by Huq et al. (1997) mentioning the reason of cattle fattening before the Eid-ul-Adha.

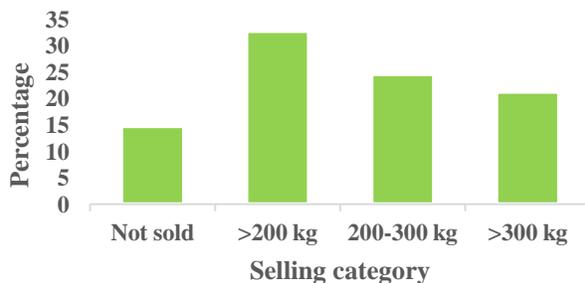


Figure 6
Various weights of sold cattle in the rural survey areas.

Various weights of sold cattle are presented in Figure 6 and it revealed that 32.8% farmers sold their cattle with the weight above 200 kg. Again, 24.6% farmers sold cattle when cattle weight varies from 200-300 kg. About 21.3% farmers sold cattle at above 300 kg body weight and only 14.8% did not sell their cattle which was agreed with Baset et al. (2002) reporting about 32.2% and 60.4% farmers used cattle of 1-2 and 2-3 years of age, respectively. Adugna (2006) stated that live weight of traded animals ranged from 160-397 kg with an average of 291 ± 42 kg. However, animal's weight during selling varies significantly which was described by Tilahun (2004) earlier.

CONCLUSION

It is revealed that living standard of the farmers in the survey areas was not good enough as required. A part of economy of these farmers depends upon milk yield, animal selling and agricultural crop production. For enhancing living standard as well as income of those farmers through milk and live cattle an improved sustainable dairy breed from local Pabna cattle might play a vital role in this community.

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