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### Marketing of Pig and Pork in Meghalaya

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#### ABSTRACT

A study was conducted in two purposively selected districts of Meghalaya viz. East Khasi Hills District and West Khasi Hills District in order to find out the marketing channel of pigs, mode of marketing of pork and the source of piglet supply. Fifteen pig farmers were selected from each of the eight selected villages from the study area to make a sample size 120. The study revealed that majority (72.5 percent) of the farmers disposed their pigs through local traders followed by 25 percent through retailers and only a meagre 2.5 percent disposed their pigs directly to consumers. In respect of pork majority of them (68.3%) disposed to the local traders followed by 10% at the local market, 9.17% at home, 6.67% during social occasion and only 5 percent disposed their pork to the butchers. On the other hand so far as supply of piglet was concerned, majority (77.5%) of the respondents bought their piglets from co-farmers and 22.5% bought their piglet from market.

#### 1. Introduction

Pig is the most popular animal in Meghalaya and almost every household rears one or two pigs in their backyard. Pork is the most preferred meat of the people of this state because of the fact that the people here are mostly tribal. Pig rearing has significant role in improving the socio-economic status, livelihood and nutritional security of the people. Its high adaptability to wide range of environment, resistance to disease, high productivity and adjustable feeding habits make the ideal choice of meat producing animal. At present even the younger generation of Meghalaya are taking this pig rearing as their vocation due to its high return. Apart from the different practices adopted in pig rearing system, much depends upon the marketing pattern which ultimately determines the net profit of the entrepreneurs in pig rearing. Therefore, marketing is an area which needs objective assessment from different social, economic and cultural perspectives. With this view in mind, a study entitled “Marketing of pig

and pork in Meghalaya” was undertaken with the following objectives.

1. To find out the marketing channels of pigs adopted by the farmers.
2. To determine the mode of marketing of pork.
3. To locate the source of pig supply to the farmers.

#### 2. Research Methodology

The study was undertaken in two purposively selected districts of Meghalaya viz. East and West Khasi Hills Districts. Four villages from each of the two selected districts were selected at random. Fifteen pig farmers from each of the eight selected villages were taken from the study to make the sample size to 120. A Focus Group Discussion was held with village Headman and few progressive farmers to get insight about the marketing channels, mode of pork marketing and piglet supply. Based on this, an interview schedule was prepared for collecting data from the respondents. Before data collection, a pre-testing of the interview schedule was conducted on 20 non-sample respondents to see the relevance of the interview schedule.

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Data were personally collected by the researchers during February 2015 to April 2016. The data thus collected were processed and tabulated and subjected to statistical analysis like percentage and frequency.

### 3. Results and Discussion

#### 3.1 Marketing Channels of Pig

**Table 1.** Frequency Distribution of the Respondents on the basis of Marketing Channels of Pig

Category	East Khasi Hills	West Khasi Hills	Pooled
Producer→consumer	3(5.00%)	0(0.00%)	3(2.50%)
Producer→Retailer→Consumer	13(21.67%)	17(28.33%)	30(25.00%)
Producer→Local trader→Retailer→Consumer	44(73.33%)	43(71.67%)	87(72.50%)
Producer→Wholesaler→Retailer→Consumer	0(0.00%)	0(0.00%)	0(0.00%)

Table 1 revealed that in East Khasi Hills majority (73.33%) of the respondents disposed their pigs through the local traders followed by 21.67% through retailers and only 5% disposed their pigs directly to the consumers.

In West Khasi Hills majority (71.67%) of the respondents disposed their pigs through the local traders followed by 28.33 per cent through retailers and no respondent disposed their pigs directly to the consumers.

In case of pooled data, majority (72.5%) of the respondents disposed their pigs through the local traders followed by 25 per cent through retailers and only a meagre 2.5 per cent disposed their pigs directly to the consumers.

This indicated that a large section of pig rearers in both the districts maintained similar marketing channels. This might be due to the reason that the local traders collected the piglets and adult pigs from the respondents' doorsteps, and

therefore, it reduced the cost of transportation on one hand and helped the farmers to get rid of going to the market in search of customers. These results have gained support from Pait (2013) who had mentioned in his study that majority (82%) had marketing channel of Producer-Middleman-Retailer-Consumer followed by Producer-Consumer (18%).

#### 3.2 Mode of Marketing of Pork

**Table 2.** Frequency Distribution of the Respondents on the basis of Mode of Marketing of Pork

Category	East Khasi Hills	West Khasi Hills	Pooled
At home	8 (13.33%)	3 (5.00%)	11 (9.17%)
Nearby market	6 (10.00%)	7 (11.67%)	13 (10.83%)
Local trader	42 (70.00%)	40 (66.67%)	82 (68.33%)
Butcher	2 (3.33%)	4 (6.67%)	6 (5.00%)
Social occasions	2 (3.33%)	6 (10.00%)	8 (6.67%)

Table 2 exhibited that in East Khasi Hills district, majority (70%) of the respondents disposed their pork to the local traders followed by 13.33 per cent at home, 10 per cent at the nearby market and an equal number *i.e.* 3.33 per cent who disposed their pork to the butchers and during social occasions. Similarly in West Khasi Hills district, majority (66.67%) of the respondents disposed their pork to the local traders followed by 11.67 per cent at the nearby market, 10 per cent during social occasions, 6.67 per cent to the butchers and only 5 per cent disposed their pork at home.

In pooled sample, majority (68.33%) of the respondents disposed their pork to the local traders followed by 10.83 per cent at the local market, 9.17 per cent at home, 6.67 per cent during social occasions and only 5 per cent disposed their pork to the butchers. This might be due to the fact that by selling their pork directly to the vendor, the respondents save their time and transportation cost and also could get rid of the chance of being cheated by other agents whom they were not familiar with. This was similar to the finding of Chucha (2004) and Saikia (2006).

### 3.3 Source Of Piglet Supply

**Table 3.** Frequency Distribution of the Respondents on the basis of Mode of Marketing of Pork

Category	East Khasi Hills	West Khasi Hills	Pooled
Market	13 (21.67%)	14 (23.33%)	27 (22.50%)
Co-farmer	47 (78.33%)	46 (76.67%)	93 (77.50%)

Table 3 revealed that in East Khasi Hills district, majority (78.33%) of the respondents bought their piglets from co-farmers and only 21.67 per cent bought their piglets from the market. The corresponding figures in West Khasi Hills district were 76.67% and 23.33%.

Likewise in pooled sample, majority (77.5%) of the respondents bought their piglets from co-farmers and only 22.5% bought their piglets from the market. The farmers preferred to buy piglets from co-farmers in order to reduce the transportation cost and to get rid of the stress which the piglet would have been subjected if brought from the market or distant place. Another important reason was that the piglets of the same or nearby village were well adapted to the prevailing climate of that area. The present finding is almost similar to the finding of Pait (2013).

### Conclusions

It may be concluded that in the study area, the pig production is sustainable and commensurating with the prevailing marketing pattern. The study revealed that with the growing production pattern there is a corresponding growth in marketing channel for pig, different outlet for pork sale and source for piglet supply. Majority of the respondents disposed their pigs and pork through local traders who were familiar, faithful and business friendly. On the other hand majority of the farmers procured their piglets from co-farmers in order to reduce transportation cost, save time for going to the market and get their piglets free from stress which they would have been subjected to if bought from distant market. Moreover another point was that the ability of acclimatization of the piglets bought from co-farmers was naturally higher when compared with those procured from distant and unknown market.

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