

ECONOMICS OF PRODUCTION AND MARKETING OF BETEL LEAF IN SELECTED AREAS OF BAGERHAT DISTRICT, BANGLADESH

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ABSTRACT

This study investigated the profitability and the existing marketing channel of betel leaf in Bagerhat district, Bangladesh. Simple random and convenient sampling technique was employed to select 130 respondents from the study areas. Data were collected using a structured questionnaire. Gross margin analysis was used to estimate the profitability of betel leaf production in the study area. Results showed that farmers received the highest profit in the 4th year (BCR 1.62). The Gross Margin (GM) was estimated Tk. 396653 per hectare with Benefit Cost Ratio (BCR) of 1.37. The betel leaf farmer in the study area received the highest return in the 4th year (BCR 1.62). Marketing margin analysis appeared that farmer's sales price was Tk. 31.25, Tk. 210.43 and Tk. 331.56 of the small, medium and large size of betel leaf, respectively. The highest degree of value addition was estimated at Tk. 86.31 and Tk. 76.01 for large and medium-size betel leaf for the retailer. The marketing channel in the study area was simple and dominated by the intermediaries due to less opportunity shifting market.