

STRUCTURAL AND MARKETING CHARACTERISTICS OF DAIRYING IN BATTICALOA DISTRICT, SRI LANKA

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A baseline survey was carried out to examine the structural and marketing characteristics of dairying in selected 5 D.S divisions of Batticaloa district. The results showed that farmers were kept breed types of traditional, cross and buffalo. Among those 79% of the dairy owners were kept traditional breed only, 9.5% of the dairy owners were kept cross breed only and 4.5% of the dairy owners were kept buffalo breed only. The average herd size varied of 11 traditional cows per household, 9 cross bred cows per household and 29 buffaloes per household among the sampled farmers. For traditional breeds the largest herd size of 11.32 cows/household was observed in Manmunai West DS area, for cross bred cows the largest herd size was seen in KP Central area (11.08 cows/household). Milk yield per animal during the peak and lean seasons for indigenous and cross breeds were 2.1 and 0.7 lit/cow respectively. For the cross breed's this figures were 3.8 and 2.5 lit/cow respectively. For cross bred cows, the highest milk yield of 5.1 and 4 lit/cow for peak and lean seasons were observed in the Eravurpattu DS area. Marketing of milk was not a constraint to dairy owners in all the DS areas studied. Milk collected were sold through various marketing channels, of which the most common were the traders (32%), village level consumers (20%) and dairy cooperatives (20%). The milk collected was taken to Milk Collection Centers operated by the MILCO. The average milk price per litre was 29.50 Rs in Batticaloa district. The cost of production or expenses per animal each month by D.S division was estimated, and it was on the average of Rs.339.09 per household. This figure was highest in the KP Central DS area (Rs.629.63/animal/month). The average figure for value of milk produced during peak season was seen Rs.270.45/household/day in Batticaloa district. This figure was highest in Eravurpattu DS area. The different Structural and marketing characteristics of dairying explains the vacuum for the development of dairy industry in this district.

Key Words : Marketing, Dairy, Batticaloa District

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RS 2010, EUSL
Faculty of Arts and Culture