



# Marketing Pattern and Processes of Layer Eggs Production in Punjab

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**Abstract:** The study on layer eggs marketing was based on primary data which was collected face-to-face and the personal approach from wholesalers and retailers through interview schedule. The sale pattern of eggs were mainly supplied by medium and large eggs producer to wholesaler and retailer and small eggs producer mostly sold their products through direct to consumer. The percentage share of the net price received by the producer was highest for marketing Channel-IV Producer→Consumer (97.45) because in this channel there was no involvement of middlemen view in this fact the consumer purchased the eggs at a minimum price through this channel. The total marketing cost and price spread were maximum in the Channel-I (Producer→Wholesaler→Retailer→Consumer) because in this channel existing enrolment of wholesalers and retailers. The marketing efficiency ratio was 36.63 highest in marketing channel-IV as compared to other marketing channels. On the whole basis of the study, commercial poultry eggs farming in Punjab have still a profitable business opportunity for entrepreneurs.

**Keywords:** Marketing channels, Marketing cost, Marketing efficiency, Poultry eggs, Price-spread

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