

A STUDY ON POTENTIAL OPPORTUNITIES FOR STRENGTHENING THE BLACK PEPPER VALUE CHAIN IN INDIA

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ABSTRACT

India is the second largest producer of pepper in the world after Vietnam. The study entitled “Value Chain Analysis of Black Pepper in Karnataka”. The study was conducted in Kodagu, Hassan and Chikmagalur districts of Karnataka. The statistical techniques involve value chain analysis, tabular representation and percentages. All the actors involved in black pepper value chain have been interviewed. The study is based on both primary and secondary data, primary data was collected from farmers, traders, wholesalers and the retailers. The secondary data was collected from horticulture departments of the study area. The major varieties grown are *Paniyur series* (61.66 %), *Karimunda* (20 %) and *Panchami* (18.34 %). No grading, value addition and certification is done by the sample farmers at the farm gate. Most of the traders (86.66 %) sell their produce to the wholesalers. Major quantity of the black pepper (60 %) the wholesalers purchase is from village level traders. Majority of black pepper (46.66 %) the retailers purchase is from the processors. There are potential opportunities for strengthening the black pepper value chain.

KEYWORDS: Black Pepper, Farmers, Procurement, Spices, Traders, Value Chain, Wholesalers