

A STUDY ON PROBLEMS FACED BY EGG EXPORTERS

SPECIAL REFERENCE TO NAMAKKAL DISTRICT

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Abstract : At present, egg exporters face a number of problems / difficulties. The main problem is a language difference. While exporting of goods from one country to another country, the exporters face different language, it becomes difficult. In foreign trade, goods are transported from quite a long distance and usually through seaways. Further, international business faces various import and export procedure and policies were framed by the different governments and also different laws of the each country affect the international trade. Fluctuation in Exchange Rate is also one of the problems of international trade. The export market is highly competitive. This competition relates to price, quality, production cost and sales promotion techniques used. Indian exporters face three-faced competition, while exporting. This study analyses of the problems of the egg exporters in Namakkal district, Tamilnadu.

I. INTRODUCTION

Over the last three decades, there have been significant developments in the poultry industry with each decade focusing on different sectors. The seventies saw a spurt in egg production; the eighties an acceleration in broiler production; the nineties advances in poultry integration, automation and feed production. The present decade promises to exploit value added products and the global trade avenue. The growth of the poultry industry is so fast that authenticated statistics are irrelevant by the time they are published.

India has 150 million laying hens and 650 million broilers. It is the fifth largest producer of eggs (40 billion eggs/year). The poultry industry is one of the fastest growing sectors 2 in the country. The overall growth rate of the poultry industry is 15-20 percent per annum. At present the total egg consumption is to increase from 34 billion in 2000 to 106 billion in 2020 and total poultry meat consumption from 687 million kilograms to 1,674 million kilograms during the same period.

The emergence of the poultry sectors in developing countries, such as India, has the potential to affect global and U.S. markets for poultry products, feeds and related inputs. With a population of more than 1 billion and real per capita incomes now growing 3-4 percent annually India constitutes a large potential market for poultry meat. Poultry production and consumption in India appear to be expanding rapidly, fueled by rising incomes as well as changes in the structure of poultry production and marketing.

Poultry production has an appreciable advantage of being relatively easy to rise and at the same time, the enterprise can be adopted under diversified agro-climatic conditions of our country. The initial requirements of land and capital required to initiate this enterprise on a moderate scale are within the limits of the rural sector of our country.

The agricultural farmers, who are generally not engaged throughout, will be occupied all the year round and the income derived from egg and meat production will be a continuous process throughout the year. The manure obtained from the poultry having more essential nutrients of Nitrogen, Phosphate and Potash (NPK) than the other organic manures, can four supplement the synthetic fertilizers which have become costlier due to hike in the price of petroleum products. The poultry farming finds a source for utilizing the surplus coarse grains for the bulk of the poultry mash. Utilizing these coarse cereals helps in stabilizing the prices of the coarse grains in the long run, which otherwise might net field decrease price to the agricultural producers. Poultry farming creates a greater demand for agro industrial by-products and wastes, which are utilized and incorporated in the poultry feed. Poultry industry helps in promoting ancillary industries and as on today, there are nearly 200 standard feed manufacturers all over the country producing 5 lakh tones annually. One of the salient features of the repaid progress of the poultry industry has been the remarkable growth in the production of egg and meat, which cannot be compared by any other sector of agriculture.

OBJECTIVES OF THE STUDY

- ❖ To examine the production process of eggs and marketing practices followed by the respondents.
- ❖ To analyze the problems faced by the egg exporters.

RESEARCH METHODOLOGY

A Research is a master plan for the conduct of formal investigation. The science deals with principles and procedure in research and study. Research methodology is the pathway or an approach to get the needed information by locating the data from different sources which are primary and secondary. This chapter discusses the method of data collection and tools of analysis.

AREA OF STUDY

The study has conducted in Namakkal city.

RESEARCH DESIGN

This study is Descriptive in nature. The researcher has been finding the problems faced by Egg exporters with special reference to Namakkal district.

SAMPLE DESIGN

Sample size is the number of items to be selected from the universe to constitute a sample. The samples of 25 % were selected by convenience sampling technique. Sample size is 100.

STATISTICAL TOOLS USED FOR THE STUDY

The following statistical tools have been used to analyze the primary data.

- ✓ Simple percentage analysis
- ✓ Point analysis
- ✓ Ranking Method
- ✓ Chi-Square

SOURCE OF DATA

This study is based on questionnaire method, primary data has been collected from various egg export in Namakkal city. The first draft of the questionnaire was prepared bearing in mind of research problem and objective of the study. Secondary data were collected from journals, magazines and websites.

PRIMARY DATA

The primary data have been collected through a structured questionnaire. The questionnaires were distributed to 100 Egg exporters situated in Namakkal.

SECONDARY DATA

Secondary data have been collected from various sources namely journals, magazines, other research works and also from other authenticated websites.

ANALYSIS

Table 1 showing the main reason for egg prices fluctuations

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Cost of production	20	20
Seasonal changes	32	32
Cyclical movements	28	28
Diseases	20	20
TOTAL	100	100

Inference

The above table depicts that 32% of the respondents said seasonal changes, 28% of the respondents said it is due to cyclical movements, 20% of the respondents said cost of production and diseases as the main reason for egg price fluctuations.

Table 2 showing the excess of eggs after export

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Sales in local market	20	20
Middle man	44	44

Dispose	10	10
Own consumption	26	26
TOTAL	100	100

Inference

The above table shows that 44% of the respondents eggs are sold to middle man, 20% of the respondents sold in local market , 10% of the respondents disposed, 26% of respondents are used it for their own consumption.

Table 3 showing the opinion on poultry farm standards in indian industry

S.NO	PARTICULARS	SA	A	N	DA	SDA	TOTAL POINT	MEAN VALUE
1.	Lack of technical support	40	25	15	17	3	382	3.82
2.	Highly cost investment	41	33	14	10	2	401	4.01
3.	Unavailability of infrastructure	39	16	27	20	1	381	3.81

$$\text{Point Analysis} = \frac{401}{100} = 4.01$$

The total point obtained as 401 and calculated mean value is 4.01, which is greater than normal mean value 3. Hence the respondent are strongly agree on highly cost investment.

Table 4 showing the satisfaction level on challenges faced by egg storage

S.NO	PARTICULARS	SA	A	N	DA	SDA	TOTAL POINT	MEAN VALUE
1.	Refrigeration	58	22	13	6	1	430	4.3
2.	Highly technical	37	40	18	3	2	407	4.0
3.	High capital investment	42	24	15	18	1	388	3.8
4.	Unavailability of cold storage	48	25	20	7	0	399	3.9

$$\text{Point Analysis} = \frac{430}{100} = 4.3$$

The total point obtained as 430 and calculated mean value is 4.3, which is greater than normal mean value 3. Hence the respondent are strongly agree on Refrigeration.

Table 5 showing the main challenge in egg marketing

S.NO	PARTICULAR	N	R	S	O	OV	TOTAL POINT	MEAN VALUE
1.	Handling	42	24	17	9	5	388	3.8

2.	Transport	37	40	18	8	2	407	4.0
3.	Tax	51	24	16	8	1	417	4.17
4.	Packaging	39	16	27	20	1	381	3.8

Point Analysis= 417/100
=4.17

The total point obtained as 417 and calculated mean value is 4.17, which is greater than normal mean value 3. Hence the respondents are satisfied

Table 6 showing the problems faced in egg export

FACTOR	10	9	8	7	6	5	4	3	2	1	TOTAL	MEAN SCORE	RANK
Mobility of language	0	8	16	8	8	8	8	12	12	20	100	4.56	VIII
	0	72	128	56	48	40	32	36	24	20	456		
Transportation	4	16	4	4	0	20	16	12	12	12	100	4.80	VI
	40	144	32	28	0	100	64	36	24	12	480		
High feed cost	4	12	0	16	12	8	12	8	12	12	50	4.32	IX
	40	108	0	112	72	40	48	24	24	12	216		
Trade liberalization	4	8	4	12	8	12	12	12	16	12	100	4.92	IV
	40	72	32	84	48	60	48	36	32	12	492		
Diseases outbreak	8	8	12	9	12	8	10	11	10	12	100	5.21	III
	80	72	96	56	72	40	40	33	20	12	521		
Package	28	4	20	8	4	4	8	4	12	8	100	6.32	I
	280	36	140	56	24	20	32	12	24	8	632		
Documentation procedures	4	8	12	8	12	8	8	16	8	4	100	4.76	VII
	40	72	96	56	72	40	32	48	16	4	476		
Competitors market	8	16	16	20	8	4	4	8	0	16	100	6.16	II
	80	144	128	140	48	20	16	24	0	16	308		
International restrictions	12	8	8	4	8	12	4	8	20	12	100	4.84	V
	120	72	64	28	48	60	16	24	40	12	484		
Warehouse	4	0	4	4	16	16	12	16	12	16	50	4.12	X
	40	0	32	28	96	80	48	48	24	16	412		

Null Hypothesis (H0): “There is no significant difference between Experience in the Egg Export business and Types of Egg exported.

Alternative Hypothesis (H1): “There is significant difference between Experience in the Egg Export business and Types of Egg exported.

Table 7 showing the observed value

Types of egg exported	Experience in the Egg Export business			
	0-5 years	6 – 11 years	11 – 15 years	TOTAL
White Egg	16	24	0	40
Brown Egg	8	16	16	40
Blue and Green Egg	0	8	8	16
Chocolate Egg	4	0	0	4
TOTAL	28	48	24	100

Inference

The calculated value (37.852) is greater than the table value (16.92), so the hypothesis is rejected. Hence there is a significant relationship between Experience in the egg export business and Type of egg exported.

Null Hypothesis (H0): “There is no significant difference between major egg export countries and port preferred.

Alternative Hypothesis (H1): “There is significant difference between major egg export countries and port preferred.

Table 8 showing the observed value

Major Egg export countries	Port name				TOTAL
	Chennai	Cochin	Tuticorin	Mumbai	
Asian countries	12	8	12	4	36
African countries	4	8	16	0	28
European countries	0	4	8	8	12
Middle east countries	4	8	8	4	24
TOTAL	20	28	36	16	100

Inference

The calculated value (24.3251) is greater than the table value (16.92), so the Hypothesis is rejected. Hence there is a significant relationship difference between major egg export countries and port preferred.

FINDINGS

- Majority of respondents (48%) are between the 6-10 Year Experience in egg export.
- Majority of respondents (40%) are between the 25-50workers
- Majority of respondents (32%) purchase grubs for their hens at local stores and also in Karnataka.
- Majority of respondents (48%) give vitamins as special additive to birds when they are in stress.
- Out of eight factors considered to find out the requirement needed for Poultry establishment.
- Majority of respondents (36%) identify their buyers by National Egg Coordinating Committee.
- Majority of respondents (44%) export white eggs.
- Majority of respondents (44%) store eggs for the period of 24hours once it is collected from the farm.
- It is clear that 48% of respondents use only rented cold storage in poultry farm.
- Majority of respondents (36%) major export at Asian countries.
- Majority of respondents (36%) prefer paper board and six carton box as packing method during the export of eggs.
- Majority of respondents (36%) most prefer tuticorin port
- Majority of respondents (40%) prefer Cost insurance freight in terms of payment.
- Majority of respondents (32%) says that the main reason for egg price fluctuation is due to cyclical movements.
- Majority of respondents (44%) are sales to middle man.
- Majority of the respondents opinion on poultry farm standards in Indian based is high cost investment.
- Majority of the respondents satisfaction level on challenges faced by egg storage is Refrigeration.
- Majority of the respondents opinion on selection of egg selection of egg export is by its size
- Majority of the respondents main challenges for egg marketing is transport
- Out of ten considering factors of the problems faced in egg export, the first problem is package followed by competitors and then by diseases out of break and atleast by warehouse.

CONCLUSION

In this study it is found that the packaging methods used to export eggs is the main problem faced by exporters. Induced mould and nutritional factors are most of the factors that affect the quality of eggs. The government should take necessary step in bilateral agreement with importing countries for the growth of exporters as well as economy.

Based on the findings of the study it can be concluded that egg marketers in the study area are educated, in their active age group and experienced, thus their survival in the business. Marketing of the egg is profitable, but the level of profitability can be increased if properly handled, also by value addition, through grading and standardization, thus reducing waste, confusion and uncertainty with respect to quality value. The major challenges faced by the marketers are that of transportation, price fluctuation, poor sales, lack of technical supporting and inadequate capital among others. During the interview, most of exporters said that the legal adviser is to be appointed by the government in each district for reducing the legal formalities while exporting of eggs and also to make arrangement for getting letter of credit facilities easily.

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