

Marketing Of Buffalo, Cow And Goat In Eastern Uttar Pradesh

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INTRODUCTION

A large number of cattle, buffaloes, small ruminant (goat, sheep, pig, poultry birds) change hands through livestock fairs held in different districts of U.P. In the recent past there has been an increasing recognition of the need in Uttar Pradesh state for an efficient marketing system for sustaining and accelerating the cattle production and for protecting the interest of the producers. However, there is scanty knowledge of structure, conduct and performance of cattle marketing and thus policy decisions are based on incomplete assessment of the existing situation. The Uttar Pradesh state organises a large number of cattle markets which serve both as assembling and distributing centres. The cattle fairs are held half yearly, quarterly and few of them monthly also. Before 1970 most of the cattle fairs in the state were being organised by Panchayat Samiti/Zilla Parishad. But after that, the state government has taken the control over the organisation of cattle fairs. Keeping in view the above facts, this paper aims to study the structure of cattle fairs, marketing agencies and arrival and disposal of animals.