PRODUCTION AND MARKETING PROBLEMS FACED BY COFFEE FARMERS IN WAYANAD DISTRICT, KERALA

Dr. R Guna Sundari, Associate Professor, Department of Commerce, KPR College of Arts Science and Research, Arasur, Coimbatore – 641 407. Email: gunasundari.r@kprcas.ac.in
Ashika T N, Ph D Research scholar, Department of Commerce, Sree Narayana Guru College, Coimbatore – 641 105. Email: ashikatng@gmail.com

ABSTRACT
Wayanad is the hub for coffee production. It is the livelihood for 80% of its residents. Every farmer in Wayanad produce around 50-500 bags of coffee each year. It is an annual crop. Most of the farmers depends upon the coffee. Wayanad is the sixth immense coffee manufacturer in the globe. Cultivating coffee is slow meticulous process. Once the berries are plucked it is like an industry process. The coffee cherry is roasted up to coffee beans & finally converted into coffee powder. Coffee producers face many challenges like nature fury, no proper rains, labour problems, and marketing challenges. The demand for coffee also varies from year to year, and it is dependent on global prices too. The farmers work very hard and finally has to face challenges for marketing produce. This paper focuses on the marketing challenges and its support from coffee board and other sources in order to market the product and economically depend on the income. Keywords: Marketing challenges, producers, prices, fluctuations
Keywords: price fluctuations, Technical know-how, marketing practices etc.

INTRODUCTION

One of the major crops that are grown in India is coffee. In India, coffee plantations are mainly done in the hilly regions of Kerala, Karnataka and Tamil Nadu. Other coffee producing regions in India would include; Maharashtra, Andaman and Nicobar Islands, Andhra Pradesh, West Bengal, Madhya Pradesh and Assam. However in these states, coffee is grown at a limited scale. The percentage of coffee production is 6.8%, 71% and 21.2% across Tamil Nadu, Karnataka and Kerala respectively (Majumdar, 2022). The rest of the states are collectively known to produce around one per cent of the overall coffee volumes in the country. Coffee varieties produced around the world are mainly two; Robusta and Arabica. The latter has a greater value in terms of beverage and therefore it fetches greater price in the global market. Coffee production in India is mainly the Robusta variety (India Brand Equity Foundation, 2022). In India, the state of Kerala is the second largest coffee producers. Around 21.2% of the overall coffee production in India is from Kerala (Sumathi et al., 2017). The coffee economy of Kerala is driven mainly by Wayanad district. 85% of the overall coffee production in Kerala is from Wayanad. The aim of this research is to investigate the opportunities and challenges of coffee producers in the district of Wayanad in Kerala.

Coffee is not a native crop of Indian soil. As a matter of fact, in the year 1600 AD, a Sufi saint named Baba Budan brought a few beans into the nation. Since then, it has established itself on the slopes of Western Ghats. Coffee has always been one of the commodities that is traded on the world market the most! Brazil is the global leader in coffee production, accounting for 60% of total production. Coffee production and marketing in India have a rich history, with the country being one of the world's significant coffee producers. The coffee industry in India is primarily concentrated in the southern states, with Karnataka, Kerala, and Tamil Nadu being the major coffee-producing regions. Kerala, known for its lush landscapes and diverse agriculture, has a significant presence in the coffee industry. The state, situated in the Western Ghats, is home to both Arabica and Robusta coffee varieties. The coffee cultivation in Kerala is concentrated in the districts of Wayanad, Idukki, and Malappuram. Wayanad, in particular, is renowned for its high-quality Robusta coffee. Wayanad is also termed as the coffee county of Kerala. Coffee estates in Wayanad is primarily located in

Mananthavady, Thirunelly, Sultan Bathery, Vythiri, and few others located in Panamaram, Vazhavatta, and Kolagappara.

In order to promote coffee production in India, the Ministry of Commerce and Industry of the Government of India oversees the Coffee Board of India, which was responsible for marketing the coffee of numerous growers from a pooled supply until 1995. However, as a result of India's economic liberalisation, coffee marketing is now a private-sector endeavour. The Coffee Board's traditional responsibilities include marketing, selling, and consuming coffee both domestically and internationally; conducting research on coffee; providing financial support to start small coffee growers; preserving labour conditions for workers; and overseeing the surplus pool of unsold coffee.

LITERATURE REVIEW

A study conducted by Abdul (2015), investigated the impact of economic reforms within the economy in India, especially in the agricultural sector in Wayanad. As per the study, the Indian state of Kerala had initiated several relief and rehabilitation measures as a response to several cases of farmer suicides. In addition, the research also presented a robust case for grounding the investigation on farmer suicides as per ethnographies of agrarian practice and the state of local development.

Another study conducted by da Silva and Helio Lourenco da Costa (2015), examined the need for defining and bringing to the fore the present challenges that resulted in low rate of coffee production and lack of ample supplies for export. Their research adopted pertinent theoretical constructs to find an answer to their research question. Later on, they also highlighted the implications for farmers, government and organizations with the objective of facilitating further developments in the sector of coffee production.

Furthermore, Borrella et al. (2015) conducted a research to evaluate the constraints, opportunities and businesses of small and marginal coffee producers. The study also investigated the manner in which restrictions arising from coffee production and transactional aspects acted as an impediment in coffee producers accessing market segments with high value. There was a need to have intermediaries to connect them to the high value market segments. In addition, the study also presented a cross-case analysis of three linked businesses which were facilitating direct trade associations among small and marginal coffee producers and specialty coffee roasters.

STATEMENT OF THE PROBLEM

Coffee production and marketing in India have a rich history, with the country being one of the world's significant coffee producers. Kerala's coffee industry has a unique position within the broader Indian coffee landscape. The land in Wayanad is extremely fertile due to the superabundance of sunshine and rainfall, and the pleasant climate makes it ideal for growing coffee. Growing coffee is a difficult business, and there are many factors affecting it. So, it is felt necessary to study the marketing problems of coffee farmers. The problem is stated as "An Empirical Study on Problems Faced by the Coffee Planters with Special Reference to Wayanad District, Kerala".

OBJECTIVES

- To analyse the level of awareness determining the production and marketing practices of coffee cultivation
- To analyse the production and marketing problems faced by coffee farmers in Wayanad District of Kerala

RESEARCH METHODOLOGY

Research is an act of scientific investigation in pursuit of truth with the help of study, observation, comparison and experiment. One of the significant parts of research is research methodology. It covers the various steps that are followed to arrive at conclusions, increasing accuracy and minimizing subjectivity. Research design is the blue print or plan consisting of the procedure of

various steps in research. First of all, the nature and sources of data namely primary data and secondary data. Primary data refers to the information collected by the researcher from sample respondents for the first time for the purpose of the study. Secondary data refers to the data already collected and readily available. The sampling design refers to the population size, sample frame, sampling method and sample size. The sample size and accuracy of results are inversely related. However, when the sampling method is scientific, even a smaller sample ensures accuracy and economy. Simple random sample is more reliable. The quantitative studies provide more accurate results. For this purpose, the data collected are edited, tabulated and analysed with the help of statistical tools. Any study on humanities is not as accurate as research in physical sciences. So, limitations are given as a part of research design. **Primary Data** will be collected from coffee planters in Wayanad by administering questionnaire. Secondary data will be collected from published sources like reports, journals, magazines, books etc.

Here the population is coffee planters of Wayanad District, Kerala, India.   The sample constitutes 150 coffee planters and collected via stratified sampling.   The following statistical tools are used to analyse the collected data. Simple percentage analysis, Weighted average method and multiple regression

LIMITATIONS
- The sample size of the study is relatively small
- Limited time frame
- The study area is confined to Wayanad district only
- Difficulty reaching out to the respondents/growers.

DATA ANALYSIS AND INTERPRETATION
1.   SIMPLE PERCENTAGE ANALYSIS
Table No. 1
Awareness of Government schemes

Sl No	Response	No. of respondents	Percentage (%)
1	Yes	124	82.67
2	No	36	17.33
	Total	**150**	100

 Source: primary data

The table examines whether the respondents are aware of Government schemes. The Majority (82067) of them are aware of the schemes whereas, 17.33 % of them are not aware of government schemes.

Table No. 2
How long the growers are cultivating Coffee

S.NO	Years	No. of respondents	Percentage (%)
1	Below 5 years	78	52
2	5-10 years	22	14.67
3	10-15 years	34	22.67
4	Above 15 years	16	10.67
	Total	**150**	100

 Source: Primary data

   From the table shows that growers are cultivating coffee, 52 percent of the respondents are below 5 years, 14.67 percent of the respondents are 5-10 years, 22.67 percent of the respondents are 10-

15years and 10.67 percent of the respondents are Above 15 years. Majority of the respondents are Below 5 years' experience of coffee production.

Table – 3

Multiple Regression Analysis of The Selected Variables with Awareness of Coffee Production Towards Coffee Farmers in Wayanad

S.NO.	Factors	Standardized Coefficients (β)	t-value	p-value	S/NS
	(Constant)		5.676	0.000	S
1	Gender	-0.057	-1.367	0.172	NS
2	Age	0.002	0.049	0.961	NS
3	Marital Status	-0.020	-0.401	0.688	NS
4	Educational Level	0.088	2.120	0.034*	S
5	Occupational status	-0.152	-3.814	0.000**	S
6	Monthly Income	-0.017	-0.398	0.691	NS
7	Family size	-0.015	-0.314	0.754	NS
8	Nature of the family	0.054	1.112	0.266	NS
9	Number of earning members in the family	0.116	2.753	0.006**	S
	R² F Change Sig in F Change	**0.530 4.476** ** **0.000** **			

SOURCE: PRIMARY DATA   **p <0.01, *p<0.05 S-Significant NS- Not significant

ANOVA

Model	Sum of Squares	Df	Mean Square	F-value	p-value	S/NS
Regression	27.066	9	3.007	4.476	0.000**	S
Residual	497.202	740	0.672			
Total	524.268	749				

**p <0.01, *p<0.05 S-Significant

It is clear that, the Adjusted R Square value of model accounts for 53 per cent of variance – a good model and the Standardized Beta Coefficients give a measure of the contribution of each variable to the model. A large value indicates that a unit change in this predictor variable has a large effect on the criterion variable. The t and Sig (p) values give a rough indication of the impact of each predictor variable namely Educational Level (t- 2.120, p- 0.034, p< 0.05), Occupational status (t – -3.814,p – 0.000, p<0.01) and Number of earning members in the family (t -2.753, p- 0.006, p< 0.01). It found that p value suggested that a predictor variable is having a large impact on the criterion variable. Hence, over all ANOVA results, which assesses the overall significance of this model (F- 4.476, p value- 0.00, p<0.01). This model is statistically significant.

TABLE – 4

PRODUCTION PROBLEMS OF COFFEE FARMERS IN WAYANAD

S.NO.	Production Problems	Total Score	Mean Score	Rank
1	Lack of Technical Know-how	10431	69.54	1
2	Hike in prices of chemicals and Fertilizers	9225	61	2
3	Shortage of capital	8594	57.29	3
4	Non-availability	7516	50.11	4
5	Inadequate advisory services	7359	49.06	5
6	Lack of knowledge	6505	43.37	6
7	High labour wages	6411	42.74	7
8	Lack of training	6340	42.27	8
9	Lack of suitable implements	6112	40.75	9
10	Lack of insurance	5874	39.16	10
11	Market Access and Price Fluctuations	5421	36.14	11

The above table 4, reveals the ranking of production problems support most. The "Lack of technical know-how" was ranked first by the selected sample respondents with the total score of 10431 and mean score of 69.54. "Hike in prices of chemicals and Fertilizers" was ranked second with the total score of 9225 and mean score of 61. "Environmental Issues and Women Empowerment" occupied third and fourth position with the total score of 8594 and 7516 and mean score of 57.29 and 50.11 respectively. "Inadequate advisory services" was ranked fifth with the total score of 7359 and mean score of 49.06. "Lack of knowledge" occupied sixth position with the total score of 6505 and mean score of 43.37. "High labour wages" occupied seventh position with the total score of 6411 and mean score of 42.74. "Market Access and Price Fluctuations" occupied the last position with the total score of 5421and mean score of 36.14. It is evident that most of the respondents gave top priority to "*Lack of technical know hos*" as reason for important production problems.

TABLE –5

MARKETING PROBLEMS FACED BY COFFEE FARMERS

S.NO.	Marketing Problems	Total Score	Mean Score	Rank
1	Low Price to The Produce	12540	83.6	1
2	Price fluctuations	11210	74.73	2
3	Exploitation by the traders	10150	67.67	3
4	Low demand and consumption	9874	65.83	4
5	Lack of market in the domestic environment	9750	65.00	5
6	Unaware of market prices	9608	64.05	6
7	Production in small lots	9403	62.69	7
8	Low quality produce	8754	58.36	8

Source: Primary Data.

The above table 5, reveals the ranking of marketing problems support most. The "Low Price to the Produce" was ranked first by the selected sample respondents with the total score of 12450 and mean score of 69.54. "Price fluctuations" was ranked second with the total score of 11210 and mean score of 74.73. "Environmental Issues and Women Empowerment" occupied third and fourth position with the total score of 10150 and 9874 and mean score of 67.67 and 65.83 respectively. "Lack of market in the domestic environment" was ranked fifth with the total score of 79750 and mean score of 64.05. "Unaware of market prices" occupied sixth position with the total score of 9608 and mean score of 64.05. "Production in small lots" occupied seventh position with the total score of 9403 and mean score of 62.69. "Low quality produce" occupied the last position with the total score of 8754and mean

score of 58.36 It is evident that most of the respondents gave top priority to "Low price to the produce" as reason for important production problems.

SUGGESTIONS OF THE STUDY

➢ The farmers must be educated on the practice of cultivation mould free coffee through the Training programmes.

➢ The formers may be exposed to preparing of Good Agricultural Practice (GAP) and Good manufacturing practices (GMP) for coffee estates.

➢ The Government may introduce a system of fixing indicate prices for both varieties.

➢ Currently numerous innovative techniques are used for selling the produce.

➢ Government, Coffee board and many other sectors are providing perception of marketing to the planters.

➢ They also can use different strategies for marketing. Producers have to emphasis more on the operational strategy.

➢ Coffee Board have elaborated in various development of variation with sufferance to prime pests & disease, and standardization of technology for better production & quality.

➢ Coffee board has marketing unit which handles various undertakings such as providing market details & intellect It also implimented the" price stabilisation fund scheme of govt. of India & rainfall insurance scheme for coffee growers".

➢ Coffee board plays a main role of supporter of Indian coffee exports.

➢ The board engage in the shows which are governed in the other countries to develop realisation about the standard of Indian coffee to roasters, buyers & customers. Also conduct conflict to reveal the coffee to export market.

CONCLUSION OF THE STUDY

In the face of the current status of production and marketing of coffee in Kerala has studied the awareness of the coffee cultivation towards the coffee marketing and the classification of personal variables and opinion on the marketing aspects of coffee and also analyzed the awareness of the 4P such as a price, product, Place and Promotion and also analyzed the perception of the procedures, service of coffee board, Government assistance and promotion.

The main aim of every coffee planter is to make sustainable desire, disposal. Producers have to market fine quantity & quality of coffee, so the rates also rise. There are many coffee manufacturing industries which have their unique labs, they can visit them & gain some awareness, how to sell their crop. In other countries such as Brazil etc., they use operational strategies. The manufacturer has to notice the new tendency of marketing & adopt them. Government, coffee board have to give some programmes about marketing. Because there is less demand for coffee in aboard countries, there is no export of coffee. So, there is less demand for the crop, & the market price also keeps on fluctuating year to year. The government have to assist the coffee producers by providing recognition programmes, subsidies, export of coffee etc. At present coffee board is producing many bustles such as 1. Improvement of production, efficiency & quality, 2. Export encouragement 3. Supporting home market develops the coffee industry. Coffee board has to provide financial support to coffee growers.

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