

Constraints in Adoption of Price Forecasts and Suggestions for its Improvement: A Study in Chilli Farming

A Indhushree, G Raghunadha Reddy, K Uma Devi and Sk Nafeez Umar
Department of Agricultural Economics, Agricultural College, Bapatla 522101

ABSTRACT

The present study was conducted in Guntur district of Andhra Pradesh, India, to study the constraints faced by chilli farmers in adopting price forecasts and various suggestions given by them to improve the forecasts. Fluctuation in chilli prices and less reliability of the forecasted price were major constraints faced by adopters of price forecasts. Lack of awareness was the major constraint in case of non-adopters of price forecasts. Important suggestions as given by farmers were forecasted price consistent with market temperature and consideration of storage problem and market rush during the recommended month of sale.

Key words: Chilli farming, Constraints, Price forecasts, Suggestions.