

## **A STUDY ON CONSUMPTION PATTERN OF THE MILK AMONG THE DAIRY FARMERS IN THE SELECTED AREA OF COIMBATORE DISTRICT**

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### **ABSTRACT:**

Dairy farming plays a very important role in the rural economy of India. It provides income and employment not only to the workers sections of the society but also to the farming community of the country in general. The return from small holdings can be maximized by the proper combination of dairy enterprise with crop production. India ranks first in number of animals and in production of milk in the world. India succeeded in producing 88.1 million tones of milk to become world's largest milk producer. The present study attempts to examine the consumption and disposal pattern of milk in different farm groups and the problems faced by the dairy households in Vellalore milk shed areas of Coimbatore district. The universe of the study consists of all farming households practicing dairy farming either as main or subsidiary occupation in Vellalore village in Coimbatore district. From the sampling frame of these farm households, a random sample of 100 households was drawn using systematic random sampling method. The findings of the study revealed that the consumption of milk per day per household varied from 1.24 litres to 1.59 litres in different farm size groups. The consumption of milk was high in larger farms. A major portion (55 to 61 percent) of the income came from the sale of young livestock for all farm groups. Low price of dung and use of dung for own use in agricultural operation and as domestic fuel may be the reason for the low returns from the sale of dung. The major help they sought from the government across all size groups was the extension of credit facilities at responsible rates of interest which could enable them to increase their investment and thereby achieve higher profitability.

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