



Expanding Market Strategies for Community-Supported Dairy Farms in Indian Villages: Enhancing Milk Product Value Chain Profits

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Abstract

Community-supported dairy farms (CSDFs) in Indian villages play a crucial role in milk product value chains, contributing to local economies and food security. A mixed-method approach combining qualitative interviews and quantitative surveys was employed to gather data from dairy farmers, marketing intermediaries, and consumers. The findings indicate that implementing a tiered pricing strategy for milk products based on quality and seasonality can increase revenue by up to 20% in village markets. Market strategies such as tiered pricing have the potential to significantly boost profits for CSDFs, supporting their long-term viability and economic contributions. CSDFs should consider implementing tiered pricing models to attract more customers and stabilise prices during seasonal fluctuations. Community-supported dairy farms, market strategies, tiered pricing model, milk product value chain, Indian villages The empirical specification follows $Y = \beta_{0+\beta}^{-} p X + varepsilon$, and inference is reported with uncertainty-aware statistical criteria.

Keywords: *Diaspora Economics, Market Access Strategies, Value Chain Analysis, Cooperative Economies, Participatory Development Approach, Agribusiness Models, Rural Enterprise Zones*

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