

Review Form 1.6

Journal Name:	Asian Journal of Agricultural Extension, Economics & Sociology
Manuscript Number:	Ms_AJAEES_90780
Title of the Manuscript:	A study on Price spread and Marketing efficiency of Honey value chains in Thrissur district of Kerala
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalajaees.com/index.php/AJAEES/editorial-policy>)

PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Compulsory REVISION comments	<p>The author should as a matter of fact</p> <ol style="list-style-type: none"> 1. review more literature. 2. The sample size/population (100) of the study must be well defined, and specifically illustrates the number of the each intermediaries. 3. Tell how the data of the study was obtained. 4. Give more insight on the tools used for the analysis. 5. Revisit the explanation given to the discussion on channel III. This statement "In this channel, there was no marketing margin as there were only beekeepers and consumer in this channel and no intermediaries. Finally, it was clear that this channel was the best channel for beekeepers to sell their produce as the price spread in this channel was zero, which was the least price spread among the four channels." Contradict everything in itself and the manuscript. Thus check broad definition of marketing margin. THERE IS MARKETING MARGIN IN THIS CHANNEL III PROVIDED THERE IS A PRODUCTION, PRODUCT, TRANSACTION BETWEEN PRODUCER AND CONSUMER. 6. More citation and references is needed. 	
Minor REVISION comments	Look for other model for the analysis of your work.	
Optional/General comments	This FAO article can be of help to the author AGRICULTURAL AND FOOD MARKETING MANAGEMENT Chapter 12 Marketing Costs And Margins https://www.fao.org/3/w3240e/W3240E12.htm	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
Are there ethical issues in this manuscript?	(If yes, Kindly please write down the ethical issues here in details)	

Reviewer Details:

Name:	Mgbasonwu Vincent Nwabinye
Department, University & Country	Michael Okpara University of Agriculture, Nigeria