**Abstract**

Dairying is an important source of subsidiary income to small/marginal farmers and agricultural labourers. A sample consisting of 120 dairy farmers were selected randomly from Mettupalayam town to study their current position and marketing practices. Simple percentage analysis is used for this study from Mettupalayam town. The objective of the study is to analyze the profile of dairy farming in Mettupalayam town and various problems faced by them in general. This study concludes that the practice of dairy farming should be encouraged in each house holds as it may add additional revenue to the income in the family and it is highly nutritious of including milk and milk products in the food habits of the people.