

**MARKETING EFFICIENCY FOR SOME
FRUIT
CROPS IN NEW LAND
IN EL-BEHERA GOVERNORATE**

BY

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Summary

In the last few years, the study and application of the principles and marketing concepts of agricultural crops of vegetables and fruits, have been increased to many factors i.e. the shift of production to the purpose of self-sufficiency production for the market production. The total crop area for the annual fruit crops in Egypt is about 1.16 million acres in 2005 that representing about 7.81% of the total area of crop fields in Egypt. The study and application of marketing concepts become important after reforming the policies of economic and liberalizing the foreign trade. This lead to serve the economic system under new mechanisms of the market based on competition between organizations and bodies of different marketing states to open new markets and the trend towards export, particularly fruit crops, which lifting the marketing efficiency is necessary for facing many aspects at the present time.

The problem of the research was that, although the area cultivated fruit crops in Egypt is estimated 1.16 million acres, it represents about 7.81% of the crop area in the Egyptian Agriculture in 2005. However, the output of these marketing systems still applied traditional patterns matter. These productivity patterns losses and thus affect the entry of farmers. As well as the traditional marketing patterns are still face specific and clear ways to export those products despite the availability of broad marketing opportunities for export. The wastage of fruit production in Egypt is the highest recognized different areas of the world. Horticultural crop in Egypt losses about 17%, while the estimation are 4%, 3% and 1% in the European Union, the United States of America and the Middle East, respectively.

The study targeted primarily to shed light on aspects of the production and marketing of the main fruit crops in new land in EL-Beheira Governorate. We aim to study the following sub-goals:

- 1-Devolping the cultivated and fruitful area and the most important fruit crops production in the Arab Republic of Egypt and the new land.

2- Seasonal supply and the prices, of the main fruit crops in the Nozha market for wholesale trading for vegetables and Fruits in Alexandria.

3-Marketing operations of the main fruit crops in new land in EL-Beheira Governorate.

4- Estimating marketing efficiency and margins of the main fruit crops in new land in EL-Beheira Governorate.

The study adopted both of descriptive and quantitative economic analysis to achieve its objectives, with the use of the general trend equations in written form. Also, it used analysis of variance to net revenue disparity feddan and marketing margins. We used the mathematical averages and percentages to estimate the average cost of the various marketing operations. We counted the seasonal guide for prices supply of study crops in the Nozha market wholesale trade for vegetables and fruits. Finally, we estimated efficiency marketing of the main fruit crops in the sample by using mathematical equations. The primary and secondary data were collected from farmers sample in new land in EL-Beheira governorate representing 364 farmers. They were distributed as owners' categories. The other sample was 120 merchants as wholesalers and retail from markets' fruit.

The first section of the study deals with the review of the most important benchmark studies and research in the areas of agricultural production and marketing of fruit crops. It was classified into: studies and research on the economics of fruit crops in Egypt, II: Studies and Research on the economics of fruit crops in new land.

While Section two deals with the indicators of fruit production. It was clear from the results of this section:

The evidence of seasonal quantities of apples to Nozha market reached its climax during the study period in May, June, July and August; they reached about 155.74%, 314.25%, 353.45% and 148.8% for each respectively. While the quantities decreased in January, February, March and December; they reached about 7.53%, 24.36%, 52.43% and 2.62% for each respectively. As a result of the seasonal supply is seasonal price. It was found that the evidence of the seasonal average price of kilo of apples in Nozha market, has reached its climax in

January, March, November and December, it reached about 168.18%, 166.49%, 125.95% and 165.19% for each respectively. While it decreased in May, June, July, August and September; it reached about 68.23%, 51.99%, 44.07%, 56.35%, and 74.24% respectively.

The evidence of seasonal quantities of grape received by Nozha market reached its climax during the study period in July, August, September, October and November; they reached about 160.25%, 143.96%, 146.91%, 111.08% and 124.17% for each respectively. While the quantities decreased in January, February and December; they reached about 28.33%, 1.20% and 52.68% for each respectively. As a result of the seasonal supply is seasonal price. It was found that the evidence of the seasonal average price of kilo of grape in Nozha market, has reached its climax in January and February; it reached about 129.31% and 254.56% for respectively. While it decreased in June, July, August, September, October, November and December; it reached about 85.18%, 75.76%, 83.41%, 85.01%, 56.47%, 55.02% and 75.34% respectively.

Also, we found the evidence of seasonal quantities of mandarins that received by Nozha market has reached its climax during the study period in January, February, April and December; they reached about 196.17%, 160.83%, 219.75% and 165.42% respectively. While the quantities decreased in March, May, September, October and November; they reached about 95.51%, 1.25%, 0.2%, 4.37% and 56.52% respectively. As a result of the seasonal supply is seasonal price. It was found that the evidence of the seasonal average price of kilo of mandarins in Nozha market, has reached its climax in the months of March, April and May; it reached about 111%, 146.9% and 169.6% each respectively. While it decreased during January, February, September, October, November and December; it reached approximately 72.2%, 79.1%, 46.8%, 99.5%, 85.4% and 89.6% respectively.

The evidence of the seasonal orange quantities that received by Nozha market reached its climax during the months of January, February, March and April, November and December; they reached about

318.44%, 142.18%, 245.06%, 133.25%, 107.75% and 151.15% respectively. While the quantities decreased in May, June, July, August, September and October; it reached about 54.99%, 13.35%, 20.59%, 5.68%, 7.67% and 48.67% respectively. As a result of the seasonal supply is seasonal price. It was found that the evidence of the seasonal average price of kilo of oranges in Nozha market, has reached its climax in the months of April, May, June, July and August; it reached about 121.25%, 114.27%, 110%, 101.48 % and 109.31% respectively. While it decreased during the months of January, February, March, September, October, November and December; it reached about 82.42%, 88.59%, 99.35%, 98.87%, 92.59%, 94.27% and 87.39% such an arrangement.

That the evidence of seasonal quantities of acidic lemon that received by Nozha market reached its climax during months of May, June, July, August and December; they reached about 151.65%, 267.57%, 108.37%, 100.04% and 101.71% respectively. While they decreased during January, February, March, April, September, October and November; they reached about 67.83%, 52.66%, 62.07%, 47.45%, 80.50%, 67.97% and 92.28% such an arrangement. As a result of the seasonal supply is seasonal price. It was found that the evidence of the seasonal average price of kilo of acidic lemon in Nozha market, has reached its climax in March, April, May, June and July; it reached about 138.04%, 163.14%, 202.06%, 143.10% and 105.61% respectively. While it decreased during January, February, August, September, October, November and December; it reached about 68.83%, 96.38%, 53.11%, 56.42%, 63.93%, 60.31% and 49.13% such an arrangement.

Section three dealt with the marketing process of main fruit crops in new land in EL-Behera Governorate. It was clear that the results of this section follows:

The average cost of crop harvest per ton from apples, grapes, mandarins, oranges, summer orange and acidic lemon are 44, 51, 54, 43 and 47,....Pounds respectively.

The average cost of sorting, grading and packing /ton of apples, grapes and mandarins, oranges, and acidic lemon are about 62, 48, 39, and 31

...Pounds respectively. While the average cost of packing ton of summer orange and acidic lemon are about 16 ... Pounds respectively.

The acre average production of apples, grapes, mandarins, oranges, summer orange and acidic lemon approximately are 10.88, 7.946, 12.28, 12.57 and 10.313 Tons.

While Section four dealt with the marketing efficiency for main fruit crops in new land in EL-Behera Governorate. It was clear from the results of this section follows:

The average of farm price of apples, grapes, mandarins, oranges, summer orange and acidic lemon are about 974, 1124, 730, 885, 916 and 1010 pounds / ton respectively.

Per-farm consumer of pound (pound/consumer) of apple, grape, mandarins, orange, summer orange and acidic lemon are approximately 38.96%, 40.88%, 41.72%, 41.17%, 52.34% and 37.41%, respectively .

The results showed that the average of marketing efficiency of crops apples, grapes, mandarins, oranges, summer orange and acidic lemon are nearly about 65.06%, 76.21%, 60.65%, 66.26%, 79.94% and 35.53%, respectively.

The review found that the view of farmers about marketing efficiency set constraints can be divided into productive and marketing. The most important productivity constraints are raising prices of raw materials, labor costs and lack of skilled labor. While the main marketing constraints represented in the highest commissions, the greed of merchants and lower sales prices.