

Study of pistachio marketing margin in Zarand region

Abstract

Given the economical and social importance of pistachio in national economy and great potential talents for qualitative and quantitative promotion of such products in country and given the international competition in context of agricultural products market and high potential of pistachios for export, in this investigation in order to study of pistachio marketing margin, time series data for the years 1393-1379 have been used. Results indicated the high marketing margin and its increasing procedure, decreasing farmers share of the final price and increasing share of wholesalers and retailers, the high coefficient of marketing cost, the high share of wholesale and growth the wholesale margin, the high net profit of marketing operations of wholesaler and the prominent role of wholesalers in inefficiency of market for this product. Also the function of estimating the total marketing margin and wholesale margin for this product by using the combination of the mark-up model and marketing cost showed that the margins of pistachios in Zaran region has been affected by various factors such retailer price and wholesale price.

Keywords: Pistachio, Marketing, Coefficient of marketing cost, Kerman



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