Analytical study of the Marketing Patterns
of Lemon and olive crops in Fayoum Governorate

Eid N. Faysal*

*Department of Agricultural Economics, Faculty of Agriculture, Fayoum University

Abstract

Fruit crops are of great importance for agricultural production in Fayoum Governorate; is ranked second, fourth in Egypt in According to the relative importance of the total cultivated area for lemon and olive crops as an average for the period (2010-2015) , Although Fayoum Governorate is one of the most important areas of lemon and olive production in Egypt, the marketing system in Fayoum is a traditional system, The study use descriptive and quantitative analysis method to measure marketing margins, The study found that there are six marketing systems containing seven marketing patterns, The most important results were:

Marketing costs amounted to 1701, 1544, 1475, 1671, 1573 representing about 20%, 18%, 16%, 19%, 18% of the consumer pounds, The market profits amounted to about 1309, 1469, 1712, 1309, 1432, representing about 15%, 17%, 19%, 15%, 16% of the consumer pounds, The marketing margins around 3010, 3013, 3187, 2980, 3005, represent about 35%, 34%, 35%, 34%, 34% of the consumer pounds, Marketing efficiency was 55%, 55%, 53%, 55% and 56% for the lemon crop of marketing patterns, The farmer sells the crop as a retailer, the farmer sells the crop through the commissioner to the consumer, the farmer sells the crop through the commissioner to the retailer, the farmer sells the crop to the wholesaler, the farmer sells the crop to the retailer and then to the consumer respectively.

The marketing costs amounted to about 16%, 2168, 1667, 1740, 1495, 1690 representing about 20%, 26%, 20%, 22%, 19%, 20% of the consumer pounds, The market profits amounted to about 1313, 1092, 1663, 1533, 1732, and 1677 pounds representing about 17%, 13%, 20%, 19%, 21%, 20% of the consumer pounds, The marketing margins are about 29%, 3260, 3331, 3273, 3227, 3367 representing about 37%, 39%, 40%, 41%, 40%, 40% of the consumer pounds, The marketing efficiency was about 57%, 53%, 51%, 56%, 53% and 52% for the olive crop of the marketing patterns, The farmer sells the crop as a retailer, the farmer sells the crop as a wholesaler, the farmer sells the crop through the commissioner to the retailer, the farmer sells the crop to the wholesaler, the farmer sells the crop to the retailer and then to the consumer, and finally the farmer sells the crop to the wholesaler respectively.

The most important marketing problems were the high percentage of marketing losses and the high costs of conducting marketing service, The most important solutions proposed to solve the marketing problems, reducing the proportion of marketing losses by specialization and choose the appropriate marketing route, The study recommended reducing marketing margins by reducing the number of intermediaries during the marketing patterns, Follow the product marketing patterns marketed as a retailer, and the product is marketed through the commissioner, Reducing the monopoly of wholesalers, Increase the number of marketing outlets to reduce the control and greed traders at prices.

عميد الكلية	رئيس مجلس القسم	المتقدم للترقية
الأستاذ الدكتور/ منى الخشاب	الأستاذ الدكتور/ إيناس صادق	الدكتور/ عيد نعيمي فيصل