

The Examination of Obstacles and Difficulties of Pistachio Marketing Network in Fars Province (IRAN) and Presenting Appropriate Strategy for More Efficient Marketing .

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Marketing is one of the most important aspects of agricultural products supply, specially when the products are to be exported. Special attention to the marketing process is needed to provide adequate producer support and a stable income of foreign currency. More attention should be paid to the marketing process when farmers in a region tend to use and sow a new crop , such as pistachio in Fars province .

In the last few years because of water shortage problem and also the poor quality of water supply farmers, in Fars province have shown a special tendency towards pistachio cultivation , as a resistant plant to this condition. At the moment there are nearly ten thousands hectares of pistachio plantation in Fars province , from which 94% are in Neiriz area.

Since pistachio have become an important crop in Fars province, in this study pistachio marketing system has been examined and analysed using marketing margin, cost, agents profit and efficiency. After discussing the difficulties of the current system , finally some appropriate strategies for pistachio marketing are presented.

Results from this study showed that the current pistachio marketing system in Fars province is not efficient and a major part of consumer prices is going to dealers and middlemen, but their services to the marketing of pistachio network are limited and little.