

Investigation of production and marketing of citrus (orange) in Mazandaran province: A case study in Tonekabon

H. Asadi

Dept. of Agriculture Economics, College of Agriculture, Shiraz University, Shiraz

Regarding increased population and demand for Agricultural production, The role of an efficient marketing system is a key in increasing the production. To apply advance technology in crops marketing would cause an increasing in consumer and producer benefits. In this study we have tried to identify the current conditions of orange fruit marketing services as well as the marketing margin, share of factors in marketing channels, effective factors on wholes and the method of production vending. In this direction, 30 garden owners were interviewed to simple random sampling. In this estimation, assignes share are so high and almost is 31 percent. The garden owner's share from final price that pay consumer is 40 percent. The most of the garden owners sell their production in short sale. Thus one method of increasing the producers income is leading them into a better sale.

According to FAO estimation in 1993, world citrus production is almost 56 million tons in which orange production is 70 percent (9 percent lemon , 14 percent mandarin and others are 7 percent). The Brazil has the most production of citrus among countries and almost has produced 18 million tons. According to agriculture statistics in 1370, the citrus production of Iran is 2.4 million tons, and Mazandaran province has 40.8 percent production. The citrus production of Tonekabon is 14 percent of province. Thus, in order to freedom of oil individual export and to improve agriculture export of country, it seems that this sort of investigation is necessary.