

## **Citrus marketing analysis in Babol**

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The importance of citrus in Iran economy is due to its largest output share in the orchard products. Despite the large output, citrus marketing faces a lot of weaknesses because , exports are limited, the rate of post harvest losses is high, producers obtain only a small portion of consumers price;price fluctuations is very high and marketing services is inadequate.

This study consider the market services in Babol and analyse the major cause of the weaknesses.

The result showed that the quality of marketing services is minimum.

The losses are high due to lack of standard quality measurement.

Citrus loss is significant in the warehouse. Market coverage is limited. Most gardners are illiterate. About 40% of producers use future market system to sell their products. Ghaem-shahr is the main vending place for Babol citrus producers although Tehran is the largest ultimate consumption market.