SUMMARY

ECONOMIC STUDY OF THE MEASURE THE EFFICIENCY AND ITEMS OF MARKETING MARGIS FOR THE SOME VEGETABLE CROPS IN EGYPT

Dr. Mohamed Eliwa Abd Allah Gmail

Agricultural Economic Research Institute

The research aimed at studying the production, economic and consumer indicators and the relationship between net return and farm prices and total costs and the return of the pound for the most important vegetable crops the subject of our research are (tomatoes, potatoes, and green peas) for the three production lugs that characterize these crops during the period (2000- 2018) as well as studying the development of prices for both the product (farmer) and wholesale and retail (consumer) at the level of the unit used (pound/kg) as well as the calculation of the marketing assets of the product and the wholesaler and the retailer of fragmentation and the share of intermediaries and the measurement of the absolute and relative marketing margin between The wholesale and product stages, the retailer, the wholesale dealer, the retailer and the product as well as the measurement of the marketing efficiency of those crops in question using formulas and mathematical equations ready to measure and calculate marketing efficiency.

The results of the research showed a decrease in the cultivated area of tomato crop at an annual rate of about %0.26 from the average of about 487.2 thousand acres during the period (2000-2018) as well as the increase of the cultivated area of the potato crop at an annual rate of about %4.75 from the average of about 316.9 thousand acres during the period (2018-2000), the planted area of the green basket crop decreased at an annual rate of about %3.1 from the average of about 54.8 thousand acres during the period .(2018-2000)

On the other hand, the results showed increased productivity for both tomatoes and potatoes and decreased for green baskets at rates of about %0.45,%0.73, %-0.67 respectively from the average of about 16.14, 10.67, 4.30 tons/acre respectively during the period (2018-2000) For total production, the results showed that both tomatoes and potatoes increased and decreased for green baskets at rates of about %0.18, %0.89, %-3.54 respectively from the average of 7887.1, 3415.8 and 234.2 thousand tons respectively during the period (2000-2018).

In terms of consumption, estimates show that the availability of consumption for both tomatoes and potatoes increased and decreased for green baskets at rates of about %0.03 , %5.41, % -3.4respectively from the average of about 7835, 3063, 232 thousand tons respectively during the period (2000 - 2018), as well as increasing the surplus for tomatoes, potatoes and green peas at rates of about %16.5, %6.39, %1.1 respectively from the average of about 101, 423, 4 thousand tons respectively during the period (2018-2000). The per capita share of tomatoes and green peas decreased and the potato increase at rates of about %-2.8, %-11.1, %2.29 respectively from the average of about 72.5, 1.71 and 23.8 kg/year respectively during the period (2000-2018). The reduction of the net food for both tomatoes and green peas and increased potatoes at rates of about %-0.81, %-9.2, %4.28 respectively from the average of about 5560, 125, 1863 thousand tons respectively during the period (2000-2018) The amount of loss of tomatoes, potatoes and green peas increased at rates of about %6.01, %9.7, %3.01 respectively from the average of about 1641, 550, 39 thousand tons respectively during the period (2018-2000). The loss rate increased by about %27.5 , %19.2, %24.9 for tomatoes, potatoes and green peas, respectively from total production of 1869, 953, 42 thousand tons respectively for 2018, according to statistics from the Egyptian Ministry of Agriculture. The self-sufficiency ratios for tomatoes, potatoes and green peas increased at rates of about %0.23, 0.14%, %0.04 respectively from the average of about %101, %114 and %102 respectively during the period (2000-2018).

Based on economic indicators, the results showed that farm prices for tomatoes, potatoes and green peas increased at rates of about %8.5, %7.6, %10.9 respectively from the average of 914, 1163 and 1799 pounds/ton respectively during the period (2018-2000). The total costs for tomatoes, potatoes and green peas increased at rates of about %68 , %8.8, %9.3 respectively from the average of 4,679, 8,564 and 3,785 pounds/acre respectively during the period (2000-2018). The net yield of tomatoes, potatoes and green peas increased at rates of about %9.2, %7.1, %11.6 respectively from the average of 11,354, 4061 and 4,262 pounds/acre respectively during the period (2018-2000). The pound's return on both tomatoes and green peas increased and its decline for potatoes at rates of about %4.3, %3.6, %-2.4 respectively from the average of about 2.34, 1.05, 0.50 pounds respectively during the period.(2018-2000)

By estimating the relationship between both farm prices and total production costs and the net of the ransom yield for tomatoes, potatoes and green peas during the period (2000-2018), it is adopted that the increase in farm prices by one pound increases the net ransom yield of the crop by about 15.93 Pound for tomato crop, as well as the decrease in total costs by one pound leads to an increase in the net yield of the crop by about 0.582 pounds, as well as that the increase in farm prices by one pound leads to an increase in the net yield of the crop by about 7.07 pounds, and that the decrease Total costs of one pound increase the net yield of the crop by about 0.402 pounds for potato crop. As for the green basket crop, the increase in farm prices by one pound leads to an increase in the net yield of the crop by about 3.31 pounds, as well as the decrease in total costs by one pound leads to an increase in the net yield of the crop by about 0.455 pounds.

With regard to the prices of the product for tomatoes, potatoes and green peas, they averaged about 0.90 , 1.11 , 1.76 pounds/kg during the period (2018-2000), and for the wholesaler prices for tomatoes, potatoes and green peas, they averaged about 1.88 , 2.34 , 2.87 pounds/kg during the period (2018-2000), and for the retailer's prices for tomatoes, potatoes and green peas, they averaged about 2.64 , 3.12 , 3.79 pounds/kg during the period .(2018-2000).

It is clear from the distribution of the marketing assets of the product, wholesaler and retailer of the consumer pound for the crop of tomatoes, potatoes and green peas during the period (2000-2018). The results showed that the share of the product of the consumer pound for tomatoes, potatoes and green peas averaged %38.18 , %41.37 and %44.47 respectively. The wholesaler's share of the consumer pound for tomatoes, potatoes and green peas averaged %30.98 , %34.61 and %30.64 respectively. The retailer's share of the consumer pound for tomatoes, potatoes and green baskets averaged %30.84 , %24.97 and %55.53 respectively. The share of intermediaries in each of the tomatoes, potatoes and green baskets averaged %86.17,%59.57 and % 61.82respectively.

With regard to the absolute and relative marketing margin between the wholesaler and producer of both tomatoes, potatoes and green peas, the average was about 0.98 , 1.23 , 1.11 pounds/kg respectively for the period (2018-2000) %43.75, %44.55 and %39.98 respectively in the relative order during the period (2018-2000). The absolute and relative marketing margin between the retailer and wholesalers for both tomatoes, potatoes and green peas averaged about 0.76 , 0.78 , 0.92 pounds/kg respectively for the period (2018-2000) %30.84 , %24.97 , %24.89 respectively in the relative order during the period (2018-2000). The absolute and relative market margin between the retailer and the producer for both tomatoes, potatoes and green peas averaged about 1.74 , 2.01 , 2.03 pounds/kg respectively for the period (2000-2018) %61.82 , %58.63 and %55.53 respectively in the relative order during the period (2000-2018).

With regard to the calculation of the marketing efficiency of tomatoes, potatoes and green peas, the average was about %18.23%, %43.66 , and %31.10 respectively during the period (2000-2018).