An Economic to Market Some Vegetables Crops at Salahaddin Province (AI-Alam District Applied Model) Season of Agricultural (2016-2017).

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ABSTRACT

The target of this research is to study the marketing efficiency of some vegetable crops in Al-alam in terms of science because they are important in nutrition-ally and health of humans and their high nutritional value as it occupies an important position in the national economy. It was necessary to study these crops in terms of marketing. (75) farmers from vegetable producers in. The information was collected using a questionnaire for farmers. Information on wholesalers was collected from wholesale markets in the field of science using (8) questionnaire forms, and (54) guestionnair to Special form Retailer. The survey showed that the profit of the retailer was higher than the Salahaddin Province /AI- Alam district profit margin. It was ranked as the average of the total studied crops (about 41.5%) of the absolute marketing margin between the price of the product and the consumer price. The second place was occupied by the relative importance of the costs borne by the producer. (29.1%). The third place was the relative importance of the total costs borne by the retailer, with an average of absolute marketing margin (17.1%). The fourth place was the relative importance of the wholesaler's profits which reached an average of 10.1% Pain (71.7%, 69.9%, 67.1%, 68.8%), respectively. The relative importance of the costs of the wholesaler was estimated at an average of about 1.4% , While the marketing efficiency of the vegetable wholesaler (tomatoes, cucumbers, eggplants, peppers) was high (97.9%, 98%, 97.7% and 98.2%) respectively. The marketing efficiency of the vegetable crops retailer (Tamata, cucumbers , Eggplant, pepper) were high (77.1%, 81.7%, 79.8% and 81.9%), respectively, indicating that the marketing efficiency of the wholesaler was high followed by efficiency The marketing for the retailer and marketing efficiency of the product.

التحليل الاقتصادي لتسويق بعض محاصيل الخضر في محافظة صلاح الدين (ناحية العلم انموذجاً تطبيقياً) للموسم الزراعي (2016−2017).

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الخلاصـة

يهدف هذا البحث الى دراسة الكفاءة التسويقية لبعض محاصيل الخضر في ناحية العلم لكونها مهمة من الناحية الغذائية والصحية للإنسان و لقيمتها الغذائية العالية كونها تحتل مكانة هامة في الاقتصاد الوطني، فكان من الضروري دراسة هذه المحاصيل من الناحية التسويقية، وقد تم اختيار عينة عشوائية لهذا البحث قدرت بـ (75) مزارعاً من منتجي محاصيل الخضر في محافظة صلاح الدين /ناحية العلم، وجمعت المعلومات باستخدام استمارة استبانة خاصة بالمزارعين، وتم جمع معلومات خاصة بتجار الجملة من أسواق الجملة في ناحية العلم باستخدام (8) استمارات استبيان، فضلاً عن جمع (54) استمارة خاصة بتاجر التجزئة. وقد بينت الدراسة ارتفاع أرباح تاجر التجزئة من هامش الربح حيث احتلت المرتبة الأولى إذ بلغت كمتوسط لمجموع المحاصيل المدروسة حوالي(41.5%) من الهامش التسويقي المطلق بين سعر المنتج وسعر المستهلك أما المرتبة الثانية فقد احتلتها الأهمية النسبية للتكاليف التي يتحملها المنتج حيث بلغت بالمتوسط (29.9%) ،وجاءت بالمرتبة الثالثة الأهمية النسبية لأجمالي التكاليف التي يتحملها تاجر التجزئة حيث بلغت

بالمتوسط من الهامش التسويقي المطلق (17.1%)، أما المرتبة الرابعة كانت من نصيب الأهمية النسبية لأرباح تاجر الجملة حيث بلغت بالمتوسط (10.1%)،واحتلت المرتبة الخامسة الأهمية النسبية للتكاليف التي يتحملها تاجر الجملة حيث قدرت كمتوسط حوالي(1.4%)، وبلغت الكفاءة التسويقية بالنسبة للمنتج إذ بلغت للمحاصيل (طماطة، خيار، باذنجان ، فلفل)(71.7%،69.9%، 67.1، 68.8%) على التوالي، وأما الكفاءة التسويقية بالنسبة لتاجر الجملة لمحاصيل الخضر(طماطة، خيار، باذنجان ، فلفل) كانت عالية إذ بلغت (97.9%، 98%،97.7%،98.2%) على التوالي، في حين بلغت الكفاءة التسويقية بالنسبة لتاجر التجزئة لمحاصيل الخضر(طماطة، خيار، باذنجان ، فلفل) كانت عالية إذ بلغت (77.1%، 81.7%، 79.8%، 81.9%) على التوالي وهذا يدل على أن الكفاءة التسويقية لتاجر الجملة كانت عالية تليها الكفاءة التسويقية لتاجر التجزئة ثم الكفاءة التسويقية للمنتج .

Introduction:

Vegetable crops are important crops because they play a major role in the prosperity of the national economy. It is considered an important and profitable crop if it is given the attention to supply the production requirements as well as the role of vegetable growers in the growth of the national economy. It provides the many works of the thousands of workers in the production of vegetables, The production and marketing processes of vegetable crops (Mohammed, 1982, 23). Vegetable crops are of great importance in terms of their nutritional value. They are rich in minerals and salts and contain a high quantity of vitamins, carbohydrates, proteins, sugars, syrups, fatty acids, which help digestion and equal acidity of the stomach for the human being, and constitute a large part of our daily needs and different consumer groups. Their consumption is almost necessary. The most important factors that increase the importance of cultivation is to give them a product within a relatively short period of time (45-120) days of planting, and this helps to raise the level of Producers' income. The agricultural sector suffers from obstacles and problems of production and marketing that limit its ability to grow and fulfill its role in achieving food security and achieving a better standard of living for the two years in it. . In fact, there is a continuous gap between the rapid scientific progress of innovations in the field of post-harvest transactions and agricultural marketing and their application in the field or translated into the behavior of the executive farmers, which leads to the improvement of the economic and social level of this important segment. This gap is the difference in time between the discovery of ideas and their application and spread, and this difference is greater in developing countries than in developed countries (Faraji, 2014, 1).

Agricultural marketing is one of the most important economic processes in both developed and developing countries. The world view of the food marketing process has been characterized by two different perspectives, although they are interrelated. The first refers to how food marketing methods are organized and to what extent these The way its economic and social functions efficiently and how it changes over time, and this view of economists and analysts is called the overall outlook. The second view followed by the decision makers, which is the product, is a look at the choices of what is produced, where to market, when to buy and when to sell, that is related to a particular strategy to satisfy the consumer in return for the product profit. The development of communities and the development of agricultural production led to the emergence of the specialization base, From self-sufficiency to the marketing of surplus. The need arose for the need to establish markets for the marketing of agricultural products and to facilitate the exchange of surplus production between producers (production sites) and consumers (consumption sites) (Musleh, 2011-5-4).

Agricultural marketing is therefore one of the main pillars of the whole agricultural process. Physically, it begins directly from the production, packaging and transport of products by the producers (farmers), with jobs and services that help these products reach consumer tables. It does not stop at this point but goes beyond it to make the economics of agricultural marketing deal with

several interlocking and interacting axes, such as supply of products, consumer demand, price system, marketing policies and all other facilitating services accompanying the prevailing agricultural marketing system (Jassim, 2015.1).

Research problem:

The research problem is concentrated in the low marketing efficiency of vegetable crops because of the high marketing margins resulting from increasing marketing costs and the profits of intermediaries, which leads to higher price paid by the consumer and lower income amounts received by the producers.

Search Hypothesis:

The hypothesis of the research is that the components of the marketing margin items represent a large part of what the consumer pays for the vegetable crops, and the decrease of the product which is paid by the consumer, as well as the low marketing efficiency of the vegetable crops under study for reasons of marketing operations.

Research goals:

1-Determination of marketing margins for vegetable crops (tomatoes, cucumbers, eggplants, peppers) between different marketing stages in Salahaddin Province / AI- Alam district.

2-Estimating the relative importance of the terms of the marketing margins and marketing costs of the studied vegetable crops in the province of Salahaddin Province / AI- Alam district.

3-Measuring marketing efficiency and studying the factors affecting the marketing efficiency of vegetable crops under study.

Research importance:

The importance of the research highlights the importance of agricultural marketing, which contributes to the delivery of products of agricultural crops, including vegetable crops from producers to consumers, whose importance lies in:

1-the importance of vegetable crops in the consumer table

2-The increase in the consumer's benefit when purchasing vegetable crops and the reduction of the product obtained from the production of vegetable crops.

3-The research is a serious attempt and a real beginning to keep abreast of the continuous scientific developments and modern innovations in the fields of marketing studies for all agricultural products and vegetable products in particular. By focusing on the advanced foundations of the performance of different marketing functions of vegetable crops to meet the growing needs of modern humans and achieve satisfaction.

Data Sources:

The research relied Initial date :

Preliminary data was obtained from interviews through questionnaire forms designed for (producer, wholesaler, retailer). (25%) of the study population consisted of (300) farms of vegetable crops in the field of study. The data of the wholesaler were collected from (8) wholesale offices and from the dealer Retail (54) as a random sample of the study population.

Analysis Method:

The study was based on the commodity approach in the study of marketing some vegetable crops, and the use of equations and mathematical formulas used in measuring and estimating marketing margins and efficiency. Marketing, etc., using statistical and econometric analysis to measure the time trend, and using the SPSS statistical program.

Results and discussion:

In light of the review of the estimated results of some economic indicators of the marketing efficiency of some vegetable crops through the use of some mathematical equations.

First: the development of agricultural prices and wholesale prices and retail prices of some vegetable crops under study.

The average farm price of(tomato, cucumber, eggplant, pepper) (355.25) dinars / kg, (390.25) dinars / kg and (345.25) dinars / kg and (401.25) dinars / kg respectively, while the average

sentence amounted to each of(tomato, cucumber, eggplant, pepper) (393,01) dinars / kg and (429.76) dinars / kg and (382.51) dinars / kg and (441.31) dinars / kg, respectively, while the average retail prices amounted to each of (tomatoes, cucumber, eggplant, pepper) (Tomato, cucumber, eggplant, peppers) were(562 ID / kg, JD 557.64 ID / kg and 612.53 ID/ kg and 763.74 ID / kg), respectively, as shown in Table (1).

Table (1) show the average prices of the studied vegetable crops.

Type of crops	The price received by the farmer(producer)I D/kg	The price of the farm including the marketing margins I D/kg	Wholesale price ID/kg	Consumer price (Retail) ID/kg
Tomatoes	265	355.25	393.012	562
Cucumbers	290	390.25	429.762	557.64
Eggplants	245	345.25	382.512	612.53
Peppers	285	401.25	441.312	763.44

Source: Collected and calculated from the questionnaire of the producer, wholesaler and retailer of the sample.

Second: - Distribution of marketing shares of the producer and wholesaler and retailer of consumer dinars.

In terms of the share of the product of the consumer dinar for tomatoes (cucumbers, cucumbers, eggplants, peppers), the average share of the product was (63.21%, 69.98%, 56.36% and 52.56%) respectively. (Tomato, cucumber, eggplant, pepper), the average share of wholesaler (6.72%, 7.09%, 6.08% 5.25%) respectively, (30.07%, 22.93%, 37.55%, 42.19%) respectively As for the share of intermediaries of the consumer JD (for tomatoes, cucumbers, eggplants, peppers) The average share of intermediaries was(36.79%, 30.02%, 43.63% and 47.44%), respectively, as shown in Table (2).

Table (2) shows the distribution of the consumer dinar share of vegetable crops (tomatoes, cucumbers, eggplants, peppers).

Type of crop	Price ID / kg			Distribution of Consumer Dinar%			
	Farm (1)	Wholesale (2)	Retail (3)	the share of farms (4)%	Wholesaler share(5) %	Retailer's share(6) %	Of brokers (7)%
Tomatoes	355.25	393.012	562	63.21	6.72	30.07	36.79
Cucumbers	390.250	429.762	557.64	69.98	7.09	22.93	30.02
Eggplants	345.25	382.512	612.53	56.36	6.08	37.55	43.63
Peppers	401.25	441.3125	763.44	52.56	5.25	42.19	47.44

Source: Collected and calculated from the questionnaire of the producer, wholesaler and retailer of the sample.
1-farm share (4) = farm / retail × 100.
2-wholesaler share (5) = (farm-wholesale) / retail x 100.
3-share retailer (6) = (wholesale-retail) / retail x 100.
4-share brokers (7) = share of wholesaler + share of the retailer.

Third: Estimating the marketing margins of the studied vegetable crops.

Marketing margin: The marketing margin of agricultural crops is defined as part of the consumer expenditure that goes to the marketing institutions, which is the difference between the consumers of the agricultural products and the producers.

1-The marketing margin between the wholesaler and the product stages: In terms of the absolute marketing margin between the wholesaler and the producer of (tomato, cucumber, eggplant, pepper), it reached about (128.012 iD / kg, 139.762 ID / kg, 137.512 ID / kg, 156.3125) dinars / kg,

respectively. As for the relative marketing margin between the two stages of the wholesaler and the product of (tomato, cucumber, eggplant, pepper), it reached about(32.57% ID / kg, 32.52%ID / kg, 35.95% 35.42%), respectively, as shown in Table (3).

 2-The marketing margin between the wholesaler and the retailer: The absolute marketing margin between the stages of the wholesaler and retailer for each of (tomato, cucumber, eggplant, pepper) was about (168.988) dinars / kg, (127.878 dinars / kg, 230.018) dinars / kg, (322.1275) dinars / kg, respectively. As for the relative marketing margin between the two wholesaler and retailer phases of (tomato, cucumber, eggplant, pepper), it reached about (30.07%) dinars / kg, (30.46%) dinars / kg, (22.93%) dinars / kg, (42.19%), respectively, as shown in Table (3).

3-Marketing margin between the stages of the retailer and producer: - With regard to the absolute marketing margin between the stages of the retailer and the producer of (tomatoes, cucumber, eggplant, pepper), it amounted to about (297) dinars / kg, (276.64 dinars / 367.53) dinars / kg, (478.44) dinars / kg, respectively. As for the relative marketing margin between the two stages of the retailer and the producer for (tomatoes, cucumbers, eggplants, peppers), it reached about (52.85%) ID / kg, (49.99) ID / kg,(60%) ID / kg,(62.67%)ID/kg respectively, as shown in Table (3).

Table (3) shows the marketing margins between the different marketing stages of the studied vegetable crops.

Type of crop	marketing margins					
	Wholesale- Product		**Wholesale- Retail**		**Retail- Product**	
	Absolute(1)	**Relative(2)**	**Absolute(3)**	**Relative(4)**	**Absolute(5)**	**Relative(6)**
Tomatoes	128.012	32.57	168.988	30.07	297	52.85
Cucumbers	139.762	32.52	127.878	22.93	267.64	47.99
Eggplants	137.512	35.95	230.018	37.55	367.53	60
Peppers	156.3125	35.42	322.1275	42.19	478.44	62.67

Source: Compiled and calculated from Table(1) data.
1. Absolute (product) = (wholesale price) - (product price).
2. Proportional (product) = (product) absolute / (wholesale price) x 100.
3. Absolute (sentence) = (retail price) - (wholesale price).
4. Relative (sentence) = (absolute) / (retail price) x 100.
5. Absolute (retail) = (retail price) - (product price).
6. Relative (Retail) = (Retail) Absolute / (retail price) x 100.

Fourth: the costs of marketing operations of some crops Kharafi Salahaddin Province /   AI- Alam district.

 Marketing costs mean the difference between the price received by the product and the price paid by the consumer for the purchase of agricultural products. This marketing difference includes all the costs of moving agricultural crops from production to the place of consumption. Therefore, the transfer of agricultural commodities studied from product to consumer goes through stages and marketing costs:

1-Costs of packaging and transportation from farms (product) to the market.
2-Transportation and loading costs from the wholesale market to the retail market.
3-Costs of marketing operations carried out on agricultural commodities by wholesaler and retailer.

The calculation and evaluation of the marketing operations carried out by the wholesaler and retail through:

Average marketing costs for wholesaler and retailer = (marketing operations costs) / (sales quantity)

 The profits of the wholesaler were derived from the following relationship: wholesaler profits = retail price - (product price + marketing costs), and the profits of the retailer were extracted from the following relationship mathematical sports: Retailer profit = consumer price - (wholesale price + Marketing), and the relative importance was derived from the following mathematical formula: relative importance = (retailer, wholesaler, product) of each and marketing profits operations for costs (/)marketing margin (x 100).

Table (4) The relative importance of marketing margin items between the parties to the marketing process.

Type of crop	marketing margin JD	The relative importance of the marketing costs of the product %	The relative importance of marketing costs to wholesalers%	Relative importance of wholesaler profits%	Relative importance of transportation costs%	Relative importance of marketing costs to retailer%	Relative importance of costs of damaged quantities%	Relative importance of retailer's profits%	Total %
Tomatoes	297	30.4	1.6	11.1	8.4	7.2	7.4	33.9	100
Cucumber	267.64	37.5	1.8	13.0	9.3	8.0	2.2	28.2	100
Eggplants	367.53	27.3	1.3	8.8	6.8	5.8	1.5	48.5	100
Peppers	478.44	24.3	1.0	7.4	5.2	4.5	2.1	55.5	100
Average	352.65	29.9	1.4	10.1	7.4	6.4	3.3	41.5	100

Source: Collected and calculated from the questionnaire of the producer, wholesaler and retailer of the sample.

Fifth: Measuring the marketing efficiency of the (producer, wholesaler, retailer) of the vegetable crops under study:

Marketing efficiency is one of the most important economic criteria used to measure market performance. Marketing efficiency is an important target for both producers and consumers of marketing facilities and the general society (Zidane and Khater, 2013,160). The marketing efficiency of the studied vegetable crops is measured through comparisons that reflect the percentage of total costs Marketing and total costs (productivity and marketing). Here comes the role of using the mathematical measure of marketing efficiency to link the production and marketing aspect through the concept of costs and according to the following wording:

$ME = 100 - (Mc / (MC + Pc)$

Marketing Efficiency = ME

Marketing Costs = Mc

pc =Production costs

1-Measuring the marketing efficiency of the product per ton of studied vegetable crops.

Table (5) Calculate the marketing efficiency of the product (farms) per ton of studied vegetable crops.

Type of crop	Production costs per ton (JD / ton)	Marketing (JD / ton)costs	Marketing costs + Production costs per ton (JD / ton)	Marketing efficiency%
Tomatoes	229060	90250	319310	71.7
Cucumbers	233075	100250	333325	69.9
Eggplants	204000	100250	304250	67.1
Peppers	256126	116250	372376	68.8

Source: Collected and calculated from the questionnaire of the producer, wholesaler and retailer of the sample.

The results of the table above show:

The value of the marketing efficiency of the tomato crop (71.7%) was average because of the high marketing costs of this crop for the farmers of Salahaddin Province / AI- Alam district.

The value of the marketing efficiency of the cucumber crop was 69.9%. The value of the cucumber was medium because of the high marketing costs of this crop to the farmers of Salahaddin Province / AI- Alam district.

Eggplant: The marketing efficiency of the eggplant was 67.1%. The value of the eggplant was average due to the high marketing costs of this crop for the farmers of Salahaddin Province /   AI- Alam district.

Pepper: The marketing efficiency of the pepper crop amounted to (68.8%) where the value was average due to the high marketing costs of this crop to the farmers of Salahaddin Province /   AI- Alam district.

2-Measuring the marketing efficiency of the wholesaler of the tonnage of the studied vegetable crops.

Table (6) Calculate the marketing efficiency of the wholesaler of the tonnage of the studied vegetables.

Type of crop	Production costs per ton (JD / ton)	Marketing (JD / ton)costs	Marketing costs + Production costs per ton (JD / ton)	Marketing efficiency%
Tomatoes	229060	4800	233860	97.9
Cucumbers	233075	4800	237875	98
Eggplants	204000	4800	208800	97.7
Peppers	256126	4800	260926	98.2

Source: Collected and calculated from the questionnaire of the producer, wholesaler and retailer of the sample.

The results of the above table show:-

The value of the marketing efficiency of the tomato crop was (97.9%), which was high because of the low marketing costs of this crop to the farmers of Salahaddin Province /   Al- Alam district.

The market value of the cucumber crop was 98%. The value of the cucumber was high because of the low marketing costs of this crop for the farmers of Salahaddin Province /   Al- Alam district.

Eggplant: The marketing efficiency of the eggplant was 97.7%. The value of the eggplant was high because of the low marketing costs of this crop for the farmers of Salahaddin Province /   Al- Alam district.

Pepper: The marketing efficiency of the pepper crop amounted to (98.2%), which was high value because of the low marketing costs of this crop to the farmers of Salahaddin Province /   AI- Alam district.

3-Measuring the marketing efficiency of the retailer for one ton of the studied vegetable crops.

Table (7) Calculate the marketing efficiency of the retailer for one ton of the studied vegetable crops.

Type of crop	Production costs per ton (JD / ton)	Marketing costs	Marketing costs + Production costs per ton (JD / ton)	Marketing efficiency%
Tomatoes	229060	68308.7	297368.7	77.1
Cucumbers	233075	52316.6	285391.6	81.7
Eggplants	204000	51655.2	255655.2	79.8
Peppers	256126	56450.2	312576.2	81.9

Source: Collected and calculated from the questionnaire of the producer, wholesaler and retailer of the sample.

The results of the table above show:

The value of the marketing efficiency of the tomato crop (77.1%) was high because of the low marketing costs of this crop because most of the retailers in Salahaddin Province /   AI- Alam district are ignorant of dealing with marketing functions (actual, facilitating) Simple.

The value of the marketing efficiency of the cucumber crop (81.7%) was high because of the low marketing costs of this crop because most of the retailers in Salahaddin Province / AI- Alam district are unaware of dealing with the actual (facilitating) marketing jobs Simple.

Eggplant: The marketing efficiency of eggplant (79.8%) was high because of the low marketing costs of this crop because most of the retailers in Salahaddin Province / AI- Alam district are ignorant of dealing with marketing functions (actual, facilitating) Simple.

Pepper: The marketing efficiency of the pepper crop (81.9%) was highly valued due to the low marketing costs of this crop because most retailers in Salahaddin Province / AI- Alam district are unaware of dealing with marketing functions (actual, facilitating) Simple.

Conclusions:
The main conclusions of the study are:

1-The share of the consumer's JD of tomato, cucumber, eggplant, pepper (63.21%, 69.98%, 56.36% and 52.56%) respectively, , Eggplant, pepper), the average share of wholesaler (6.72%, 7.09%, 6.08% 5.25%), respectively, while the share of the retailer of dinars per consumer of (tomatoes, cucumber, eggplant, pepper) (30.07%, 22.93% 37.55% and 42.19% respectively). As for the proportion of intermediaries of the consumer JD for (tomato, cucumber, eggplant, pepper), the average share of intermediaries was(36.79% 0.02%, 43.63%, 47.44%), respectively.

2-of the marketing margin between the price of the product and the consumer price is the (%41.5) profits of the retailer. The second place was occupied by the relative importance of the costs (17.9%), while the third place was occupied by an average of (10.1%) of the total sales margin,) Followed by the relative importance of the costs incurred by the wholesaler where an estimated average of approximately (1.4%).

3-The rise in commissions in the wholesale markets, which amounts to (5%) of the price of agricultural product, which leads to higher price of products at the retailer.

4-The marketing efficiency of the product (tomato, cucumber, eggplant, pepper) was 71.7%, 69.9%, 67.1% and 68.8% respectively. The marketing efficiency of the wholesaler of vegetable crops (tomato, cucumber, eggplant, (Tomato, cucumber, eggplant, peppers) were high (77.1%, 81.7%), while the market efficiency of vegetables (tomato, cucumber, eggplant, pepper) was high (97.9%, 98%, 97.7% and 98.2% 79.8%, 81.9%) respectively This shows that the marketing efficiency of the wholesaler was high followed by the marketing efficiency of the retailer and then the marketing efficiency of the product.

Recommendations:
It is recommended to continue the research in estimating and analyzing the marketing margins of agricultural products in general and for vegetable crops in particular, in order to analyze and estimate these margins, and then to determine the share of the producer, the wholesaler and the retailer of the consumer dinars spent on vegetable crops (tomatoes, cucumbers, eggplants, A marketing database that contributes to the development of a marketing database that contributes to the formulation of agricultural marketing policies as well as some structural and organizational changes in the vegetable market of SaIahaddin Province / AI- Alam district, which improve the agricultural marketing process by reducing the unnecessary profits that Most farmers are charged with wholesale and retail markets.

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