



An Economic Study of the Marketing Systems and Marketing Problems for the most Important Agricultural Crops in Central Sinai

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Abstract : The research was a study of methods and pathways of marketing, as well as, estimating the costs and efficiency of marketing problems facing the marketing of the most important agricultural crops in central Sinai. It aims to study marketing problems in the region and offer solutions and proposals suitable for the present marketing problems, improve marketing services and reduce wastage marketing. The search has been adopted on both descriptive and quantitative statistical analysis and was based on exporters of data; published secondary data and the initial data, which was collected by conducting a field questionnaire on crops farmers in the study sample, by testing a random stratified sample, which was 168 farmers for wheat, cantaloupe and olive crops in El-Hassana and Nakhl regions in central Sinai, and the results of the study showed the following : -

The marketing pathways and approaches of agricultural products were limited to five methods; sell in the wholesale markets, farm gate sales, sales to wholesalers, sales to retailers and household consumption. Results of the study also showed that the efficiency of marketing of wheat, cantaloupe and olive amounted to about 63.1% 0.57% 0.61%, respectively. With regard to the most important marketing problems which face farmers in central Sinai region, it was divided into market problems such as the lack of wholesale markets in central Sinai, and problems concerning traders and brokers such as controlling traders on purchase of the crop and having high commission rate. There were also problems concerning transport and other marketing processes, such as high transport costs, poor roads, high packaging prices and the lack of skilled labor on the sorting and grading operations. The study reviewed the most important proposals and marketing solutions to the problems faced by the Bedouin farmers in central Sinai region, and the establishment of a joint stock company for the marketing and export of fruit and vegetable crops, and establishment of units of agricultural industrialization in central Sinai, to provide the means necessary and processed transport, and support production for export.

Key words: Marketing problems, field study, central Sinai, wheat, olive, cantaloupe, descriptive analysis, quantitative analysis.