



ECONOMIC ANALYSIS OF MARKETING AND PRICE CHANGES FOR THE MOST IMPORTANT FISH IN AL-BOUR MARKET ARAB REPUBLIC OF EGYPT

[2]

Nourhan. M.A. Ghareb; M.S. Kandel; M.S. Shehata and M. Osman
Agricultural Economic Dept., Fac. of Agric., Ain Shams Univ., Cairo, Egypt

Keywords: Marketing efficiency of tilapia and karmic, marketing margins for tilapia and karmate, seasonal in the transit market

ABSTRACT

The relative importance of fish in Egypt increased from 1482 thousand tons in 21001 to 15525 thousand tons in 2014, an increase of 43 thousand tons or about 2%. The fish are characterized by fluctuations in productivity and price, which affects the production and marketing decisions of both the producer and the consumer and lead to the emergence of problems and difficulties in marketing, the most important lack of marketing information and the modest marketing services available on the market and the high share of marketing intermediaries of the consumer price and requires study of the marketing side of the transit market.

And used the standards for calculating the marketing margins and the distribution of consumer pounds and the same seasonal analysis of the prices of the most important types of fish during 2010-2014. The research was based on the primary data collected from the market as well as the secondary data obtained from the market management and then the selection of the types of tilapia and crustaceans as the most important types of fish, such as the high market value and demand.

The share of the product in the 2014 retail price was about 83% while the wholesaler's share was about 64% while the retailer's share was 11.66% of the retail price. While the share of the wholesaler was 4.6%, while the share of the wholesaler was 19.4%. The efficiency estimate for the marketing costs of the tilapia category according to the variable yield index was 1020%. Therefore, the efficiency can be increased. To 90% which reflects the

lack of efficiency and this during 2009 and then increased efficiency to reach a maximum of 100% in 2012-2014. The results of the efficiency assessment of the marketing costs of the cutters according to the variable yield scale of the minimum threshold of 0.5% and thus the efficiency can be increased to 95% which reflect the lack of efficiency and this during 2005 was the best efficiency during the years 2012-2014.

The results of the IRS indicate increased marketing costs to improve efficiency during the year 2001-2011 and there was a reduction in costs in 2012 and the efficiency was high. In 2013 and 2014, there was a decrease in the independent variable from decreasing the difference with efficiency stability to reach the same efficiency. For tilapia.

The results of the IRS show that the marketing costs to improve efficiency during the period 2001-2011 should be increased for catfish and there was a decrease in costs in 2012 and there was high efficiency. In 2013 and 2014 there was a shortage in the independent variable, Efficiency of access to the same efficiency. On the other hand, the minimum season of wholesale prices of tilapia during the years 2010-2014 in the months (October- November- August) and the maximum during the months (April- May- February), (October- December- November) and the upper limit (April- June- March).

The most important marketing problems of fish in the absence of equipment market fish keeping 'weak regulation of the market lack of control on the actual functioning of the auctions market spread of the phenomenon of indiscriminate sale without a license, which requires regulation of dealing in the market and provide the appropriate equipment and provide data and market information for the services of all workers in the market.