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# **Agric. Econ. – Czech**

**Abassian M., Shirani  
Bidabadi F.,  
Ebrahimzadeh H.:  
Efficiency of date  
marketing system in  
Sistan & Bluchestan of  
Iran; a marketing  
margin approach**

*Agric. Econ. – Czech, 56 (2010): 43-50*

As Sistan and Blouchistan province is one of the most important date producers in Iran, an attempt is made to estimate the economic function of factors affecting the

date marketing margin in the province. The data required in this research have been collected through the field survey and document analysis. The results of the estimation of marketing margin functions was obtained through utilizing of the combination of models including the Price Increase Model, Relative Price and Marketing Margin. The data analysis indicates that the farm-gate price and the harvest margin of dates are among the highly influential factors on the entire marketing margin. The retail-margin function is influenced by the retail price and the retailer cost and the wholesale margin function is affected by the wholesale price and the wholesaler cost. Calculation of the market transparency determination criteria shows that due to the fact that the total of the farm-gate price and marketing costs are less than the retail sale, there is a lack of transparency in the studied marketing channels which in turn resulted in the declining market efficiency.

**Keywords:**

date, marketing margin, wholesale, retailing, exporter

[ Fulltext ]

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