

**Title** A comparative study on pistachio marketing from Iran to the global markets  
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### **Abstract**

Pistachio is the most important agricultural crop which has been extensively cultivated in Iran's tropics. The country earns sizable income from Pistachio export. Currently Pistachio is exported to many countries through Pistachio cooperative and private exporters. This paper aims to analyze the marketing costs, margin and efficiency of major channels of Pistachio marketing in Iran. Necessary data were collected through personal interview of randomly selected 100 sample fanners and 10 sample exporter/ processors in Kerman province in the crop year 2003-04. Shepherded model and Ranking market performance indicators method were employed in this study. The results show that although none of the channels are economically efficient, but Pistachio cooperative channels are relatively more efficient than private channels. Since there are some more indicators which were included while using composite index, the results of the second method seems more accurate and reliable. According to composite index export to European countries was the most efficient channel with the lowest mean score of 2.16, followed by central Asian countries (2.5), export to Arab countries (2.66), export to the other markets ( 3.83), export to south east Asian countries (4.5) and sell to domestic market (4.66).