

Title SWOT analysis of organic grape fruit production in Iran
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Abstract

The aim of this study is to examine the current situation of Iranian organic fig growing and exportation. SWOT analysis was applied regarding the product production, processing, storage exports and structure of market competition and distribution aspects. The data were gathered from two methods, consisting of firstly documentary studies and secondly a survey study. The research instrument was a questionnaire. The results have been presented in a SWOT frame, and the results that were found in this research are divided into four categories; Strengths such as: the supply of an effective organic figs, the supply of an small size product, lowest raining climate and product with low moisture content; Weaknesses such as: lack of research development of high-yielding varieties and domestication, lack of cooled and controlled atmosphere storages facilities in region, the absence of a national logo and standards for organic products, lack of fig processing facilities, lack of well equipped and specialized laboratories, lack of appropriate processing, storage and packaging system, and having no integrated, systemic approach in organic fruits growing; Opportunities such as: dry farming, lower cost of production, geostrategic condition of Iran (the fastest growing market of organic consumption in the world, region and Iran's name and fame as an dried fruits exporter) and Threats such as: drought and climate change, fluctuation of fig price, Irrigation of orchards, bulk selling, merging low quality and un-organic figs from other regions, limited research and development centers in this case, lack of developmental, extension and advisory services.