

A comparative analysis of marketing margins of fruit and vegetables in Mindanao, the Philippines

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Abstract

This study integrates several previous studies on marketing margin analyses for fruit and vegetables in the Southern Philippines. The paper aims to determine the general efficiency of fresh produce marketing systems in Mindanao and to identify which actor(s) in the marketing chain benefit the most. Marketing margins entail an analysis of price transmission and net margins at the farm, wholesale and retail levels. A comparative analysis was undertaken using figures that were already available from existing studies that had been conducted by Agribusiness economics students at the University of the Philippines Mindanao. Nine different commodities were considered in this study: calamansi, Cardaba banana, durian, mango, Solo papaya, tomato, carrot, lettuce and potato. Results showed positive net margins where farmers received the most benefits and incurred the least cost. Prices were transmitted efficiently at each node, implying that buying price was the key factor in determining the selling price.