

Abstract:

Grapes are one of the most important horticulture products. Due to different varieties production is possible in different regions and climates. In Sistan & Baluchestan province of Iran, grape production constitutes one of the most important horticulture products in this province. Products are distributed in the province itself, adjacent provinces and Tehran. Market of grapes in the province itself can be divided it into two sub markets: Sistan region and Baluchestan region. The results about marketing efficiency examined by the Method of Shepherd and Futrell demonstrate that the efficiency in Sistan market is 31% higher than that of Baluchestan market. In comparison with other regions of the country, the marketing process of the grapes produced in Sistan & Baluchestan province faces more obstacles and difficulties. The negative role played by mediators is one of these problems. Other factors impeding marketing efficiency are: wholesale pricing system that dos not take into account real production costs and an undesirable retail pricing system. Furthermore, the inefficiency in packing and transportation, lack of proper processing industries and limited facilities for storage lead to the sharp decrease in price of grapes. This paper identifies limitations that are impediments at grapes marketing process in the study area and concludes some recommendations to improve market share in the concerned markets.