

Title The marketing study of the seasonality of citrus fruit commercialized in Lavras-MG.
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Abstract

The paper identifies the market structure and the marketing margins for retail citrus fruits in Lavras-MG. Five different varieties were studied: sweet oranges (lima Verde and Sorocaba), pear orange ('Rio'), acid lime ('Taiti'), and two mandarins ('Murcote' and 'Ponkan'). The survey was carried out between September 1993 and April 1995 and it was concluded that the price varied according to the seasonality of fruits which resulted in a decrease in the profit of retailers. The citrus fruit commercialized in Lavras-MG are usually supplied by CEAGESP (Sao Paulo-SP) but the CEASA at Belo Horizonte and suppliers from Limeira-SP also supplied the market investigated.