



The Requirements of Organic Pomegranate Marketing from Paveh Growers' Perspective

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Abstract

One factor that has highlighted the role of agriculture in the economy is to make the marketing system of agricultural products more efficient. The main purpose of this study was to identify the requirements of marketing the organic pomegranate of Paveh, Kermanshah Province, Iran, from the perspective of farmers. In order to identify contributing factors, an exploratory factor analysis was used. The population of this study consisted of the pomegranate growers of Paveh (N=2000) and 320 people were selected using the Cochran formula and a proportional stratified sampling method. The main research instrument was a questionnaire that was completed by interview. Validity and reliability were confirmed using the feedbacks of advisors through 0.78 Cronbach's alpha coefficient. The results showed that the requirements were classified in eight factors of motivational improvement such as informing, technical, policy, economic, marketing, infrastructure, management, and social- services and they could explain 87 percent of the organic pomegranate marketing variance.

Keywords:

Requirements, Marketing, Organic Pomegranate, Paveh County

INTRODUCTION

The agriculture sector plays an important role in the country's economy. About 15% of impure internal production is produced in the agriculture sector. It also provides 25% of employment, 99% of food needs, 20% of exports, and 90% of the raw materials needed to meet the country's industries. Today, in many developing countries, more production makes up for only one part of the agriculture duties and another important part is to market the products, because it is the marketing system that has the task of distributing the produced agricultural products (Mohammadi, 2011).

All over the world, over 26 million hectares of farmlands are under organic farming. What is considered as a need in new marketing strategies and innovations in the structure of organic marketing is to give new information to consumers, promote investment in the relationship between retailers and consumers, and improve the understanding of the usage of these products. Consumers have to know all the information and the benefits of organic production methods and their effects on the environment protection, biodiversity, quality, and food safety. This should be provided by new marketing strategies and activities (Colom, 2009).

With increase in production, especially supply over need and expanding the markets from the beginning of this century, marketing has been considered as an important issue in the economic management of countries and its importance is increasing day by day, so that some experts believe that such a category is more important than producing and it is a tool for responding to consumer preferences (Mohammadi, 2011).

Barabari (2011) believes that marketing of agriculture products is important for the development of the other agriculture sectors as well as for related sectors such as industry, finance, economy, and services. Therefore, if agriculture products are not harvested, collected, transported, or maintained timely and properly or if grading and packing operations are not done timely and properly, and most importantly, if the supply of such products is not on the basis of statistical criteria and market data, the impacts of other activities in effective parts such as production and marketing development will be decreased.

Ardestani and Moazeni (2012) stated that an active and effective system in the marketing of agriculture products increases the speed and amount of production.

Gbolahan (2013) believes that different functions of marketing such as grading, standardization, storage, and market information to provide the daily necessities of farmers need to be improved.

Market is referred to a network of relationships between producers and consumers in which goods and services are traded (EhteshamMajd *et al.*, 2013). Marketing refers to all activities of economic actors to plan, produce, distribute, sell products, and give services to final users based on their needs and organic agriculture is a holistic production management system which increases the agriculture ecosystem health including genetic diversity, biological cycles, and soil biological activity (Kohansal and Rahimi, 2013). Organic production systems are based on specific and precise standards of production which aim to achieve optimal and sustainable agricultural ecosystems in terms of social, economic, and ecological fields (Olhan *et al.*, 2005).

Koujalgi *et al.* (2013) reported that to improve the marketing of pomegranate in India new processing units, providing storage facilities and effective communication are required in order to maintain the benefits of pomegranate growers. Another point that should be considered is that pomegranate is a product with high potential marketing. This can be exploited to expand the production and manufacturing facilities in the state.

According to Christie (2007), in Albania, barriers to the entry of the pomegranate product into Europe markets have been divided into two categories: custom and non-custom obstacles.

Callado (2000) examined the evolution of marketing the pomegranate and the future requirements of pomegranate business in Spain and stated that future trading of the pomegranate fruit should be based on distinguishing the elements of pomegranate product from other products, continuity of elements of supply to demand such as volume and product quality and marketing proceedings and strengthening the use of this product. In addition, active and dynamic coop-

eration between the domestic needs and different parts of marketing chain (Manufacturing, exporting and distributing real trade) should be considered as future commercial requirements of pomegranate.

The results of the Kohansal and Rahimi (2013) study, entitled "Investigating the factors of marketing pomegranate in Fars", have expressed the pomegranate marketing requirements in Fars province as follows: Need for in-service training courses in order to learn the marketing and processing of pomegranate; analyze and identify factors contributing to the development of modern and industrial exports, development, and marketing facilities; removing physical barriers in order to increase the production and export of pomegranates; and increase the use of appropriate scheduling, providing credit and loans, establish the industrial and packaging companies by government, and possibility of rating in provincial results in increase of added value.

In a survey by Salem and Tabatabaei (2011) pomegranate marketing requirements are as follows: provide enough credit in the harvest for market factors, particularly for local buyers; promote and respect the grading, packing, and processing; increase the number and quality of educational courses; support for pomegranate exporters; and increase the quality and quantity of marketing services.

Farshid Karkoodi (personal communication, 2013), the provincial coordinator of IPM and FAO projects, said: Paveh is one of the organic pomegranate production centers in Kermanshah province and even in West of the Country. It also has the first rank of producing pomegranate in the province. This research had not been conducted in this city earlier and it appears to be necessary to do some researches in order to increase the value of this product. An inefficient

marketing system shows that manufacturers have only a small share in retail prices. This issue has negative impacts on the farmers' income and capital formation in agriculture.

The main purpose of this study was to identify the requirements for organic pomegranate marketing in Paveh County from the farmers' point of view.

MATERIALS AND METHODS

According to the purpose of study, the research method was a correlation. The research included all growers who produce Paveh organic pomegranate. According to statistic of agriculture organization, the growers were estimated 2,000 persons, and sample size using Cochran formula was considered 320 persons, and proportional stratified sampling method was used due to specific number of pomegranate in each county. The research delamination was 2013-2014. The questionnaire was used to collect data. First, the theoretical foundations of topic according to literature review were examined. Then considering the results of the study, a preliminary questionnaire was prepared and after ensuring its validity and reliability, the final questionnaire was designed. In order to check the validity of the research instrument, the questionnaire was examined by the scholars and after some necessary modifications and changes, its validity was confirmed. The 0.78 reliability through Cronbach's alpha was found. Finally, to analyze the collected data, SPSS software was used.

RESULTS

Personal characteristics of respondents

According to Table 1, the majority of respondents, namely 217 persons (67.8%) of the farmers are not in any contact with the promoter, 84 persons (26.3%) of the growers are in contact with the promoter once a month and 19 persons

Table 1: The results concerning the number of contacts with extension agents in a month.

The number of contacts in a month	Frequency	Percentage	Cumulative percentage
0	217	67.8	67.8
1	84	26.3	94.1
2	19	5.9	100.0
Total	320	100.0	100.0

Mode: 0

The Requirements of Organic Pomegranate Marketing / Farhad Lashgarara et al

Table 2: The familiarity of growers with marketing.

Likert	Frequency	Percentage	Cumulative percentage
Very low	49	15.3	15.3
Low	147	45.9	62.2
Medium	99	30.9	92.1
High	25	7.8	100
Very high	0	0	100
Total	320	100	100

Mode: Low

Table 3: The familiarity of farmers with organic farming

Likert	Frequency	Percentage	Cumulative percentage
Very low	71	22.2	22.2
Low	157	49.1	71.3
Medium	74	23.1	94.4
High	18	5.6	100.0
Very high	0	0	100.0
Total	320	100.0	100.0

Mode: Low

Table 4: Extracted factors with specific amount of percentage of variance and cumulative variance.

Factors	Eigenvalue	Percentage of the variance	Percentage of cumulative variance
Motivational-informing improvement	15.663	42.333	42.333
Technical	5.051	13.651	55.984
Making policy	3.969	10.728	66.711
Economic	2.462	6.653	73.365
Marketing	1.473	3.981	77.346
Infrastructural-technology	1.383	3.738	81.084
Managerial	1.146	3.098	84.182
Social-services	1.052	2.843	87.025

(5.9%) of growers are in contact with promoters two times a month.

Based on the Table 2, it was determined that the average area under cultivation by Paveh gardeners is 1.50 hectares. The maximum and minimum areas under cultivation are 4.0 and 0.5 hectares respectively.

According to Table 2, the familiarity of a majority of farmers with the concept of marketing is at the low level (45.9%).

According to Table 3, the knowledge of most of the farmers with organic farming is very low (49.1%).

The purpose of the application of the factor analysis is to identify the requirements of pome-

granate marketing from the perspective of Paveh growers and determine the amount of variance by each variable in classified factors.

In order to classify the factors, the criterion of eigenvalue has been used and factors with specific amount greater than one have been considered. Extracted factors with eigenvalue, percentage of variance, and percentage of cumulative variance are shown in Table 4.

Based on the findings of Table 4, the motivational-informative factor with the eigenvalue of 15.66 explains 42.33% of the total variance by itself. In general, the above eight factors explain 87.02% of the total variance which indicates

The Requirements of Organic Pomegranate Marketing / Farhad Lashgarara et al

Table 5: Rotated matrix for requirements of the marketing associated with factor loading.

Factors	Variable	Factor loadings
Motivational-informing improvement	Motivate manufacturers to produce organic products	.883
	Increase the participation of producers in marketing activities related to organic pomegranate	.867
	Short-term training courses for organic pomegranate growers to increase awareness of marketing issues	.860
	Inform the growers of the state policy in the field of organic pomegranate marketing	.830
	Send the promoters to pomegranate orchards in order to resolve issues related to marketing	.826
	Increased participation of producers in activities related to the marketing of organic pomegranate	.805
	Inform the organic pomegranate growers of customer-friendly with good market verities	.749
	Construction and development of agricultural products terminals in the provincial capitals and cities	.708
	Inform the organic pomegranate growers of accessing to market information	.616
	Improvement of organic pomegranate packing facilities	.835
Technical	Provide the infrastructure needed to launch e-commerce in marketing the organic pomegranate	.789
	Education the pomegranate growers in marketing via text messaging and multi-media messaging	.728
	Notifying the growers of time and amount of supply and demand	.719
	Provide the infrastructure needed to launch e-commerce in marketing the organic pomegranate	.717
	Access to information on laws and regulations relating to the marketing of organic pomegranate	.714
	Considering the customers' interests and tastes	.682
	Increase private sector participation in the various channels of marketing the organic pomegranate	.645
	Management of the proper time schedule in producing organic pomegranate by growers	.570
	Providing facilities and low-interest loans for the pomegranate growers to buy the needed equipment	.829
	Increase private sector participation in the various channels of marketing the organic pomegranate	.700
Making policy	Providing economic information of market including input price, products and etc to raise economic awareness of the pomegranate growers	.676
	Create a database of information on requirements of organic pomegranate marketing (inputs, weather conditions, equipment, etc.)	.671
	Create a favorable environment for investment in infrastructure in marketing the organic pomegranate	.575
	Active and dynamic collaboration between different sectors of the pomegranate marketing chain	.423
	Determine the price of organic pomegranate by government	.804
Economic	Stability in government policies regarding marketing, buying and selling the pomegranate	.726
	Providing financial incentives for organic fruit growers by government	.710
Marketing	Considering the customers' interests and tastes	.575
	Stability in government policies regarding the marketing, buying and selling the pomegranate	.909
	Increase the private sector participation in various channels of marketing the organic pomegranate	.627
Infrastructural-technology	Create a favorable environment for investment in infrastructure in marketing the organic pomegranate	.905
	Create a fund to support the organic fruit producers	-.623
Managerial	Guaranteed buy of the organic pomegranate by government	-.592
	Management of the proper schedule in producing the organic pomegranate by growers	.817
Social-services	Reduce the number and activity of dealers in marketing the organic pomegranate	.682
	Reducing the cumbersome regulations in getting bank loans by pomegranate growers	.502

the high percentage of explained variance by these factors. So these variables can be summarized in eight factors. Given the variables forming

factors, the factors from one to eight are named as follows: motivational-informative improvement, technical, policy, economic, marketing,

infrastructural-technology, management, and social-services (Table 5).

DISCUSSION

Based on the findings and according to variables forming factors in requirement of organic pomegranate marketing, eight factors were named: motivational-informing improvement, technical, making policy, economic, marketing, infrastructural-technology, management, and social-services. The findings of Kohansal and Rahimi (2013) and Salem and Tabatabaei (2011) confirmed the Motivational-Informing improvement factor; the findings of Koujalagi *et al.* (2013), Kohansal and Rahimi (2013) and Salem and Tabatabaei (2011) were compatible with the technical factor; and the findings of Koujalagi *et al.* (2013) and Salem and Tabatabaei (2011) confirmed the making policy factor. Given the facts and the results obtained in this study, the following recommendations will be substantial to improve organic pomegranate requirements.

Since motivational and informative factor has been recognized as the first rank contributing to the requirements of organic pomegranate marketing, it is proposed to increase the awareness of farmers on organic farming and marketing of the products by holding regular courses and sending a promoter to the areas. In addition, informing the farmers about the government policies in the field of marketing and giving them information about the customer-friendly varieties and about ways to access the market information will improve the organic pomegranate market. On the other hand, the construction and development of product terminals in the center of provinces can be helpful to develop organic pomegranate marketing.

By providing proper infrastructure for electronic commerce and marketing with cell phone, providing accurate information to farmers on the supply and demand of organic pomegranate, and also representing the customers' interest, the ability to produce and supply at the proper time and place will be increased.

It is recommended that by granting low-interest loans, as well as providing infrastructures and encouraging private sector to invest in this

market, the development of this sector is facilitated. On the other hand, it can be useful to create a database on a different ground.

Economic factors such as pricing for products, stabilization in policies with regard to the marketing, buy and sell of pomegranates, and providing financial incentives for manufacturers by government can be a major factor in the development of marketing. In the meantime, paying attention to the interest of customers and their preferences should be considered as requirements.

The creation of stability in government policies and increased participation of private sectors in organic marketing are important factors in marketing requirements.

The creation of a favorable environment for investment in infrastructures, the creation of a fund to support producers of organic pomegranate, and guaranteed purchase of organic pomegranate with high quality can improve the planting of this product. These factors are termed as technical-infrastructure in marketing requirements.

Management of time schedules by the grower is an important managing factor in pomegranate marketing requirements.

By reducing the activities of dealers and cumbersome regulations of bank loans, we can expect a growth in this product. These factors, which are known as social-service, are considered as marketing requirements.

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