Summary

Reducing the percentage of losses in horticultural crops after harvest, even by (5-10%), equals the economic benefit of reclaiming and planting huge areas which exhaust a lot of water and economic resources. The high percentage of the damaged horticultural crops is attributed to its nature of being likely to decay quickly after harvest and its limited life of storage and marketing. To reduce the losses of horticultural crops after harvest while maintaining the quality as long as possible, it is a must, firstly, to completely know the factors of deterioration after harvest and find out ways and techniques to control them.

The problem of the study is that the agricultural loss ranges from 10-15% of the Egyptian agricultural income which represents a major challenge, in addition to the increase of losses and damages out of the total output production which represents a loss in the economic agricultural resources, affecting negatively the farmer, wholesaler and retailer’s income.

The study aimed to study the effect of marketing losses on the most important fruit crops in Fayoum Governorate.

The study included four main chapters in addition to the introduction which tackled the study problem, its objectives, sources of data and the way of there search besides the summary in Arabic, Arabic and foreign references, abstract, recommendations and appendices.

The most important findings were as follows:

• The average amount of losses in the olive crop of the farmers of the sample in the village of Qarun Abaza, Yusuf el-Siddiq, Fayoum Governorate, amounted to about 91.3 tons per acre, which is equivalent to about 5.44% of the average yield of the farmers of the sample, which was estimated at 1.68 tons/acre.
• The average quantity of the farm losses of the mango crop of the farmers of the sample in the village of Senaro, Ibshway, Fayoum Governorate amounted to about 35.7 tons per acre, which is equivalent to about 10.75% of the average yield of the farmers of the sample, which was estimated at 0.3 tons/acre.

• The average quantity of the agricultural losses in the salty lemon crop of the farmers of the sample in the village of Fedimin, Sinnures Fayoum Governorate amounted to about 15.5 tons per acre, which is equivalent to about 11.28% of the average yield of the farmers of the sample, which was estimated at 0.1 tons/acre.

• The average quantity of the agricultural losses in the crop of grapes of the sample farmers in the village of Naqalifa, Sinnures, Fayoum Governorate, amounted to about 36.5 tons per acre, which is equivalent to about 8.99% of the average yield of the farmers of the sample, which was estimated at 0.4 tons/acre.

The outputs of marketing margins for crops of the study were as follows:

• For the olive crop, it showed that the share of the producer (the farmer) was about 53.37% of the consumer pounds and the share of wholesaler was about 94.12% of consumer pound, while the marketing margin for the wholesaler was about 1732 pounds/ton, and the marketing margin for the retailer was about 250 pounds/ton.

• For the mango crop, it showed that the share of the producer (the farmer) was about 40.61% of the consumer pound, and the share of the wholesaler was about 56.52% of the consumer pounds, while the marketing margin for the wholesaler was 1830 pounds/ton and the marketing margin for the retailer was about 5000 pounds/ton.
• For the salty lemon crop, it showed that the share of the producer (the farmer) was about 44.25% of the consumer pound, and the share of the wholesaler was about 50% of the consumer pounds, while the marketing margin for the wholesaler was about 328 pounds/ton, and the marketing margin for the retailer was about 2850 pounds/ton.

• For the grapes crop, by estimating the share of each of the producer, wholesaler and retailer, it showed that the share of the producer (the farmer) was about 44.25% of the consumer pounds, and the share of the wholesaler was about 50% of the consumer pounds, while the marketing margin for the wholesaler was about 328 consumer pounds/ton, and the marketing margin for the retailer was about 2850 consumer pounds/ton.

With regard to the marketing efficiency, the study showed that for the olive crop it reached about 34.8%, 27.6% for the mango crop, 47.2% for the salty lemon crop, and 33% for the grapes crop.

The distribution of the cost and revenue between dealers was counted, showing that in the first system the wholesaler carries out most of the processes of the series from the beginning of the service to packaging. The wholesaler bear 91.9% of the total cost, and the retailer starts from the stage of transportation, bearing 8.1% of the total cost, accordingly, the percentage of the revenue from selling is distributed between the wholesaler who carries out the farming and services process and the retailer with the rate of 94.1% and 5.9% for each of them, respectively. As for the mango crop, the cost of the production processes is distributed between both of them by 96.2%, 3.8%, respectively, and the revenue from the crop is distributed by 56.5%, 43.5% each, respectively.

The costs of the production processes of the salty lemon crop is distributed in this system between each of the wholesaler
who carries out processes of the service and retailer who carries out the marketing with a rate of 100% and 0.0%, respectively. The revenue of the crop is distributed by 50% for each of them, respectively. For the grapes, the distribution percentage of the production costs was 100% and 0.0%, respectively, and revenue from the crop is distributed by 73% .27% between each of them, respectively. In the second system, for the olive crop, the farmer who carries out the production processes till packaging stage bears 91.9% of the total cost, the wholesaler who starts from the transportation stage bears 8.1% of the total cost, and the selling revenue is distributed between both of the farmer who carries out the service processes and wholesaler with a percentage of 56.7%, 43.3% between each of them, respectively, and for the mango crop, the costs of the production are distributed between them by 96.2%, 3.8%, respectively, and the revenue is distributed between them by 71.8%, 28.2% each, respectively.

The distribution of the costs of the production processes for the salty lemon crop in this system is between each of the farmer who carries out the service and wholesaler by 92%, 0.8%, respectively. The revenue from the crop is distributed by 88.5%, 11.5% for each of them, respectively. As for the grapes, the percentage of the distribution of the production costs for each of them was 93.9% and 6.1%, respectively, and the revenue from the crop is distributed by 81.8% and 18.2% between each of them, respectively.

In the third system, for olive crop, the farmer who carries out the production processes before the harvest bears 91.9% of the total cost, and the retailer who starts from the stage of collecting bears 8.1% of the total cost, while the revenue is distributed with a percentage of 53.4%, 46.6% respectively per each; and for mango crop, all of them bear 96.2%, 3.8%, respectively, of the total cost, and the revenue from the crop is distributed to each of them by 40.6%, 59.4%, respectively.
The distribution of the costs of production processes for
the salty lemon crop in this system for each of the farmer and
retailer who carries out operations of the service is 92%, 0.8%,
respectively, while the revenue from the crop is distributed by
44.2%, 55.8% each, respectively; and for the grapes, the
distribution of the percentage of production processes costs for
each of the min 93.9% and 6.1%, respectively, and revenue from
the crop is distributed by 59.7%, 40.3% each, respectively.

In the fourth system, for the olive crop, the production
processes and its cost are distributed between the farmer,
wholesaler and retailer with a percentage of 91.9%, 0.0% and
8.1% each, respectively, of the total cost. The farmer carries out
the production processes starting from preparing the farm and
planting till the harvest and the wholesaler starts from the
beginning of collecting, sorting grading and packaging, then the
retailer carries out the processes from transportation till
marketing. The revenue from the crop is distributed to each of
the farmer, wholesaler and retailer in this system by 53.4%,
40.8%, 5.9% each, respectively; and for the mango crop, the
various processes and its costs are distributed between the
farmer, wholesaler and retailer with a percentage of 96.2% 0.0%,
3.8% each, respectively, of the total cost and the revenue from
the crop is distributed to each of the min this system by 40.6%,
15.9%, 43.5% respectively.

The costs of the production processes and marketing for
the salty lemon crop are distributed between the farmer,
wholesaler and retailer with a percentage of 92%, 0.8% and
0.0% each, respectively, of the total cost, while the revenue from
the crop is distributed to each of the min this system with a
percentage of 44.2%, 5.8% and 0.50% respectively; and for the
grape crop, the costs are distributed by 93.9%, 6.1% ,0.0% each,
respectively, of the total cost and the revenue from the crop is
distributed to each of the min this system by a rate of 59.7%, 13.3% and 27%, respectively.

The study in this section reached different reasons for the loss and how to deal with them from the perspective of farmers.

The study concluded with the most important recommendations proposed and the summary of the most important results reached and the most important references which used to serve the purpose of the study.