

**Economics Of Manufacturing and Marketing
Of Dairy Products in Fayoum Governorate**

By

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Abstract

The study aims at analyzing the dairy industry in Fayoum Governorate from the economic prospect through the following; identify the current situation of production and consumption of dairy products in Egypt, estimate the economic efficiency, productivity, and value added per unit produced within all phases of the dairy products' handling, and identify the most important factors affecting each of the following; the quantity of raw milk product, the quantity of manufactured products, and consumed dairy products. The study also aims at investigating the marketing channels of dairy products in Fayoum governorate.

The study structured of five chapters in addition to introduction, Arabic summary, English summary, and references.

Recommendations:

Based on the findings of the study and in order to develop the dairy subsector at both levels (local and national), it can be recommended to do the following:

- 1- There is an increasing demand for dairy products, and requires that encourage the State for educators on the upbringing of buffalo, cows, with investors encouraged to industrialization.

2- Establish specialized farms for milk production considering the selection of cross bred cows and artificial insemination.

3- In the framework of integrated agricultural development strategy 2030, which is aimed at increasing the per capita average of dairy to 80 kg in 2017 according to the results of the Standard Model, can be seen in the number of cattle producers increase by about 1,745 million head, to increase of the average annual per capita of dairy. Green fodder increase at amount of 4.5 million tons green fodder, and increase the amount of feed by 1.76 million tons, and increase the amount of fodder dry by 4.25 million tons.

4-Expand the collecting centers to be able to accommodate more quantities of milk and, accordingly, reduce losses.

5- Make available the proper transportation means and establish selling outlets at the towns and villages.

6- Make available loans for producers and processors to expand current project and/or establish new firms.

7- The estimates for lost income, and indicators financial analysis workshops in production, manufacturing and marketing, of opportunities for expansion in the dairy products and new investment projects.

8- Applications policy and the outcome of the standard model according to different scenarios, the dairy sector could accommodate about 21 thousand jobs in accordance with the first scenario, and about 23 thousand jobs in accordance with the second scenario, and about 26 thousand jobs in accordance with the third scenario.Ensure the production at the economic level to reduce the losses in revenues.

9-Set the standards for the dairy products and set the laws and rules for protecting consumers and obligate operators to stick to the standards.