27th INTERNATIONAL SCIENTIFIC-EXPERT CONGRESS OF AGRICULTURE AND FOOD INDUSTRY

BOOK OF ABSTRACTS



26-28 September 2016, Bursa
TURKEY

27th INTERNATIONAL SCIENTIFIC-EXPERT CONGRESS OF AGRICULTURE AND FOOD INDUSTRY

Organized by

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Beef Marketing Structure and Marketing Margins in İzmir, Turkey

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The main objective of this study was to analysis the beef marketing structure and beef marketing margins in İzmir. To do so, districts in İzmir such as Buca, Kemalpasa, Ödemiş, Menderes and Menemen were included in the study.The main material of the study was the information gathered from the farmers through questionnaires. The number of interviewed farmers was determined as 62 according to proportional sampling method. The data were belong to the year of 2013. When analyzing the data, the farms are divided into three groups according to size. According to survey results, 24,2 % of the farms sold to the integrated meat facilities and 17,7 % preferred sacrificial sales. The reason for these preferences was high price. Within the farms surveyed, 72,1 % of the farms preferred carcass sales and 14,8 % preferred living sales. At the living sales, head price was 4902,94 TL. At the carcass sales, term selling price was 15,81 TL/kg ($8,33) and cash selling price was 18,22 TL/kg($9,59). The cause of the term price is lower than the cash price was that cash selling used for sacrificial sales and sacrificial selling price was higher than the other prices. The brokers located between beef producers and consumers in İzmir were drovers, breeders, wholesaler and butchers, retailer butchers, Meat and Dairy Institute and integrated meat plants belonging to private sector. The most important problem encountered was instability in beef prices.

Keywords: Beef Cattle Farms, Beef Marketing Structure, Beef Marketing Margins, İzmir, Turkey