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Marketing Margins in Broiler Production in Jordan Industry

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Abstract: This study has been conducted to discuss the present marketing margins of broiler production in Jordan. The associated problems during broiler marketing and potential solutions, as well as marketing channels, were also discussed. Results of the study show that marketing system of poultry in Jordan is traditional in nature. The total marketing margin of middlemen was 0.04 JDs. Out of this, total marketing cost was 0.01 JDs per 1 kg and the net margin was 0.03 JDs per 1 kg. On an average, marketing cost of the retailer was 0.09 JDs, whereas the marketing margin was 0.07 JDs. The share of intermediaries (Middlemen + retailers) was about 51%, which is almost equal to that for the producer. The study revealed that middlemen were exploiting poultry producers by exhorting a large portion of consumer's rupee. Therefore, producers were not getting remuneration according to the value of their products. Minimizing role of middlemen, providing marketing information to producers, strengthening marketing infrastructure. Government intervention is a suggested approach. A number of government broiler outlets to the consumers could be part of the solution. Government should also take initiatives to develop laws which can allow producers to sell their products directly in market. Finding means of direct linkages between producers and consumers will provide chance to producers to understand consumer's behavior. This will end better circumstances in broiler marketing process. Encouraging investment to develop infrastructure is so important to develop broiler industry in Jordan. The provision of credit to the bird growers will allow them to reach directly to the retailers and could kick the commission agents out of the process.

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