

## **Marketing of Maize in Ratanak Mondul District, Battambang Province, Cambodia**

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### **Abstract**

This study was conducted to analyze the efficiency of maize in Ratanak Mondul district Battambang province, Cambodia. A total of 147 producers and 25 traders were randomly selected as the sample respondents. The methodologies employed in this study include tracing method, gross profit, marketing margin, price share, and Shepherd's Index

Results revealed that the gross return per hectare basis of producers for selling product in grain form was higher (699,711Riels) than selling in cob form (429,648Riels). Producers, village collectors, commune collectors, and district wholesalers were the marketing agents involved in delivering maize from the farm to domestic feed processing firms and Vietnam/Thai exporters. The product was distributed through 10 marketing channels. About 51% of maize was exported to Thailand and Vietnam. Maize price was determined by the buyers and was based on the prevailing price and quality of maize grain. Price of maize was high if the maize grains were of good quality and vice versa.

The results showed that producers claimed higher share (67.95%) in MC VIII and the marketing cost incurred was lower. On the other hand, village collectors received higher share (29.67%) in MC VI, commune collectors (30.46%) in MC IX, and district wholesalers (33.69%) in MC III. Commune collectors were more efficient in maize marketing than the other traders since they incurred lower cost of marketing and higher profit-cost ratio (0.65). In general, MC IX was found to be more efficient compared to the other channels of the whole system. The efficiency of maize marketing exists when there were less marketing agents participating in a marketing channel and vice versa.

Based on the results of the study, the following are recommended to improve maize production and marketing in the study areas in particular, and in Cambodia as a whole: 1) promote market contract arrangements; 2) strengthen and broaden extension services; 3) enhance accessibility of credit services; 4) improve information system and market information dissemination; 5) improve the road system; 6) regulation of traders through accreditation; 7) minimize market price fluctuation and unstable market; 8) improve bargaining power of farmers; and 9) formulation of policies for guiding maize marketing.