

Analytical study of cost of production and marketing of apples in Souieda Governorate

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Abstract

The research aims to clarify in scientific and practical way an active and important subject for the inhabitants of Souieda governorate. the agriculture of apples is not old, it began since 50 years only, and the attempts repeated for many years till it become active in mountain areas of the governorate of Souieda, it forms the basic income of many inhabitants of the governorate, and for the importance of this product, it is necessary to highlight the costs and difficulties of production processes, and marketing issues to find the required solutions to the difficulties and obstacles.

The increase in production leads to increase in national income, and average of economic growth, which will lead to drive of economic and social development processes.

Through study and questionnaire distributed to the farmers in many areas inside the governorate, it is revealed that the government must interfere to enlighten the farmers and assist them to contract production cost, and not to use toxic destructive, and obtain safe and good product able to rival the same product in other states.

Key words : apples - good grades - costs - marketing.