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Production and Marketing of Olives in the Governorates of Northern Upper Egypt - A Case Study in Fayoum Governorate

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A B S T R A C T

The study mainly aims to study the production and marketing of olives in Fayoum governorate, and the most important problems and obstacles facing it in the stages of production and marketing, and proposing solutions to them. The research method in the study relied on the use of the two methods of descriptive and quantitative statistical analysis. The study also relied on published and unpublished secondary data for the study variables issued by the official authorities. Two questionnaires were designed, one for the production of the olive crop and the other for olive pickling factories. Selection of the study sample: Two main centers were selected from Fayoum Governorate, according to the area of olives planted in the centers of Fayoum Governorate. Accordingly, the village of ManshiyetQarun was chosen from the Youssef Al-Siddiq Center, as it has the largest area for olive cultivation in the center, and the village of Manshiy *et al.*,-Jamal from the Tamiya Center. The study concluded: Fayoum Governorate is considered one of the most important governorates in olive cultivation, as the relative importance of the governorate in relation to the Republic ranged between 6.54, 6.33, 6.42 for the years 2015, 2016, 2017 of the area in acres, and the percentage of the fruitful area was 8.87, 7.77, 6.68 for the years 2015, 2016, 2017. The study showed the relative importance of the production of Fayoum Governorate compared to the Republic, where for the years 2015, 2016, 2017 it was 9.84, 8.65, 7.01 tons. The study data also showed that Fayoum governorate ranks first among the governorates of central Egypt in terms of the area of olive cultivation and production, as the total area of olive cultivation reached about 15548 acres, representing about 63.1% of the average area of olive cultivation in central Egypt, which is about 24683 acres in 2018. 2017, and it also ranks first in terms of production, with a production volume of about 76,823 tons, representing about 64.6% of the total average Egyptian production of about 118,840 tons of olives in 2017.

Introduction

The productivity of olives in the Mediterranean region is 10 million tons of fruits, at a rate of 98%, of which one million tons of fruits are used as table olives, and the rest is used to extract about 2 million tons of oil. Egypt, Jordan, Palestine, Syria, Tunisia, Algeria, Libya and Morocco are among the most Arab countries producing olives. In oil extraction, some for pickling, and other dual-purpose varieties. The most important varieties spread in the main areas of olive cultivation in Egypt are Al-Salam,

Hummus, Maraqi, Agizy, Abu Minqar, Sihawi, Cairo 7, Al-Shamali, Picual and Kalamata. The total area planted with olives in Egypt during the three years was 2015, 2016, 2017, about 227,683, 243,182, 241,933 acres, respectively, and the fruitful area during those years amounted to about 165903, 187944, 218,546 acres, respectively. It gave a production of about 698,927, 874,748, and 1094724 tons, respectively, and the study will focus on Fayoum Governorate as a case study for production Olives in the northern Upper Egypt region, given that it is considered one of the most important governorates in northern Upper Egypt in the cultivation and marketing of olives. The total area planted with olives in 2017 amounted to about 15548 feddan represents about 63% of the total area planted with olives in northern Upper Egypt, and the fruitful area amounted to about 14,619, representing about 62% of the total fruitful area in northern Upper Egypt, and the volume of its production reached about 118,840 tons, representing about 65% of the total olive production in northern Upper Egypt.

The study problem

Although Fayoum Governorate has a great history in the cultivation of olives in Upper Egypt and Egypt, this sector suffers from several problems, perhaps the most prominent of which is the lack of interdependence and integration between the production and internal and external marketing cycles, which are represented by olive farmers, factory owners, local merchants, and exporters. The study mainly aims to study the production and marketing of olives in Fayoum Governorate.

A study by the Arab Organization for Agricultural Development (1998) on the development of production, processing and marketing of olives in the arab world, showed that olives faced a number of problems in their production, and the requirements of taking care of olive orchards, especially among small producers, and the absence of an effective guiding role in pest and insect control, and the low quality of products intended for export. A study of SaadZaki Nassar and Jarhas Moawad Mina (2002) on the economics of olive production in the new lands in Fayoum Governorate indicated that the total and fruitful area of olives in the new lands took a general upward trend, while it was found that productivity took an upward trend, but it did not reach a statistically significant.

A study by Ashraf Muhammad Shaheen Abu Al-Rish (2008) on the economics of the olive crop in North Sinai Governorate and the most important production and marketing problems and obstacles that face and surround olive producers, the study found that there are a set of problems that farmers suffer from and summarized them in the lack of organic fertilizers, the absence of agricultural guidance, and lack of irrigation water, the high costs of the irrigation network, the absence of disease-resistant and high-yielding foreign varieties, the lack of allocations for scientific research directed at the olive sector, especially in the field of farm management, technology transfer, and the provision of information and studies.

Materials and Methods

To achieve the objective of the study, the research method in the study relied on the use of both descriptive and quantitative statistical analysis methods. The study also relied on published and unpublished secondary data for the study variables issued by the official authorities. Three questionnaires were designed, one for the production of olive crops, and the other for olive oil pressing and extraction factories. The third form is for olive pickling factories.

Selection of the study sample

Two main centers were selected from Fayoum Governorate, according to the area of olives planted in the centers of Fayoum Governorate. Accordingly, the village of ManshiyetQarun was chosen from the Youssef Al-Siddiq Center, as it has the largest area for olive cultivation in the center, and the village of Manshiy *et al.*,-Jamal from the Tamiya Center. The

items of the study sample were randomly selected at the level of the two villages from the inventory lists available in the agricultural association in each village, with 25 questionnaires from each village with a total number of 50 questionnaires from the two villages. Six questionnaires were filled out from the pickling factories in Tamiya and Youssef Al-Siddiq.

Also, 2 forms related to the extraction of olive oil were filled out in the press of KomOshim, Tamiya Center, and the press of the Directorate of Agriculture in Fayoum. These forms were filled out during the months of November and December 2019.

Results and Discussion

The current status of the cultivated and fruitful area and olive productivity in Fayoum Governorate compared to the Republic during the period (2015: 2017)

Data in Table (1) indicates that Fayoum Governorate is considered one of the most important governorates in olive cultivation, as the relative importance of the governorate in relation to the Republic ranged between 6.54, 6.33, 6.42 for the years 2015, 2016, 2017 of the area in acres, and the percentage of the fruitful area was 8.87, 7.77, 6.68 for the years 2015, 2016, 2017.The study showed the relative importance of the production of Fayoum Governorate compared to the Republic, where for the years 2015, 2016, 2017 it was 9.84, 8.65, 7.01 tons.

Reasons for cultivating olives in Fayoum Governorate

Data in table (2) shows the reasons for thinking about olive cultivation for the Youssef Al-Siddiq and Tamiya centers from the study sample. The highest percentage of the sample in the Youssef Al-Siddiq center was the lack of irrigation water available for cultivation, which does not allow the cultivation of other crops, especially vegetable crops, while olive cultivation is suitable as it is not It needs large amounts of water, and it cultivates it well in desert lands, where the recurrence rate reached 100%, and the next percentage was that olive is the most suitable crop for cultivation under the prevailing conditions in the region, as the recurrence reached about 68%, followed by that olive is a more profitable project than others.

The recurrence rate was 64%, while in the Tamiya center, the results of the study sample were that olive, the most suitable crop with the nature of the land, is the highest recurrence rate, reaching 96%.In the second stage came the category of lack of available irrigation water, with a frequency of 88%. Then it was followed that olive cultivation is considered a more profitable project than others, with a frequency of 60%. Olive is considered a more profitable project than others, with a recurrence rate of 60%.

Productive problems facing farmers when growing olives

Results in table (3), which shows the most important productive problems facing olive growers in the study sample of the village of ManshaatQarun in the Youssef Al-Siddiq Center, shows that bad weather conditions, especially during the flowering period, come in the first place, as the percentage was 92%, followed by the lack of water needed for irrigation. It reached 88%, and finally the incidence of diseases and pests reached 40%.

Data of the study sample for the village of the camel facility, Tamiya Center, showed that the most important productive problems were bad weather conditions, especially in the flowering period, and it reached 100%, and it was in the second place. Infection with diseases and pests, and the lack of the role of agricultural extension in providing the necessary directions, and the percentage was 20% for each of them, and in the third stage came the problem of lack of water needed for irrigation, and it was 16%, and finally the problem of the difficulty of providing workers and technicians with experience came, and it was 4%.

More about productive

Marketing the olive crop at the farm gate 2019

Data in table (4), shows the number of repetitions of the method of selling at the farm gate of the olive crop, so the highest percentage was for the wholesaler and it was 44.4%. The local market, exporters, and factories with a percentage of 11.1%.

The most important marketing problems facing olive growers

It is clear from table (5) the most important marketing problems facing the farmers of the study sample in the village of ManshaatQarun in the Youssef Al-Siddiq Center. The most important marketing problem that topped the sample was the high transportation costs to the place of distribution, which amounted to 100%. The next marketing problem was the distance of the farm from the place of marketing, and the percentage was 48 %, followed by the decline in olive prices, which amounted to 36%.

Solutions to solve the marketing problems of olives

It is evident from Table (6) of the study sample in the village of Monshaat Al-Jamal in the Tamiya district, where the highest percentage of irrigation water shortage was 52%, followed by work to reduce olive production costs, which amounted to 24%, and the percentage of linking olive farms to oil factories was 20%.

Activating the role of the state in protecting farm owners, improving agricultural operations and caring for service, increasing the uses of the olive crop in the food industry, and their percentage was equal to 16%, and the following was the work of marketing centers by 12%, and the two percentages of utilization of cadres, research and extension centers, and opening the field of export were equal. Their percentage was 8%, and the percentages of activating the role of cooperative marketing and conducting training courses for workers in the field of marketing were also equal, and their rates were 4%. The results of the study showed that the relative importance of the costs of production elements for olives in the Yusuf Al-Siddiq Center, represented in organic fertilization followed by resistance, then preparing the seeds and seedlings, is one of the most expensive elements, reaching 33.2, 20.8, 9.3%, respectively, in the Youssef Al-Siddiq Center, While the elements of phosphate and potassium fertilization were among the least expensive elements. At the same time, the rest of the production factors were close in the relative importance of the production costs.

The results also showed the relative importance of the costs of the production factors for olives in the center of Tamiya, about 28.4, 14.6 and 12.5%, respectively, while the elements of production were plowing and hoeing among the least expensive elements, and at the same time the rest of the elements of production were close in the relative importance of costs, as shown in Table (7).

Important economic indicators of olive production

It is represented in the total costs, the total return, and the net return per feddan, as well as the rate of return for costs, and the return on the invested pound. The results of the study showed that an acre of olives achieved a net return of about 5705 pounds in the Youssef Al-Siddiq Center, while it achieved a net return of about 21789 pounds in the Tamiya Center. In Markaz Tamiya, it is very suitable, and olives are grown in large specialized farms in which higher production techniques are used, while in Yusuf al-Siddiq, the land was reclaimed not long ago and suffers from some production problems such as the lack of irrigation water in a way that meets the needs of olive trees, and other production problems.The results of the study also showed that the olive feddan achieved a rate of return on costs amounting to about 1.3 and 1.9 in the centers of Youssef Al-Siddiq and Tamiya, respectively, while the return on the invested pound amounted to about 131.5 and 191.4 in Youssef Al-Siddiq and Tamiya, respectively, table (8).

Table.1 Economic indicators of the olive crop in Fayoum Governorate compared to the Republic during (2015/2017).

Production tons**			Area fruitful*			Area feddan*			Year
%	Fayoum	Republic	%	Fayoum	Republic	%	Fayoum	Republic	
9.84	68775	698927	8.87	14727	165903	6.54	14909	227683	**2015**
8.65	75683	874748	7.77	14619	187944	6.33	15398	243182	**2016**
7.01	76823	1094724	6.68	14619	218546	6.42	15548	241933	**2017**
8.29	73760	889466	7.68	14655	190797	6.43	15285	237599	**Mean**

Source: Ministry of Agriculture and Land Reclamation - Economic Affairs Sector - Bulletin of Agricultural Economy, various issues.
* The area includes the total areas of olive trees in the old and new lands.
**Production includes the total production of olives in the old and new lands.

Table.2 Reasons that help farmers to grow olives in Fayoum.

Center Tameia			Center Youssef Al-Siddiq		
%	Rep.	Reasons for deciding to grow olives	%	Rep.	**Reasons for deciding to grow olives**
96	24	Olive is the most suitable crop with the nature of the land in the region and the prevailing weather conditions	68	17	**Olive is the most suitable crop with the nature of the land in the region and the prevailing weather conditions**
60	15	More profitable project than others	64	16	**More profitable project than others**
88	22	Limited available irrigation water	100	25	**Limited available irrigation water**

Source: The questionnaire form for the study during 2019.

Table.3 The productivity problems facing olive growers of the village of ManshaatQarun in Youssef Al-Siddiq Center and Manshaat Al-Jamal in Tamiya Center

%	Rep.	Olive production problems	%	Rep.	Olive production problems
4	1	The difficulty of providing experienced workers and technicians	40	10	**Infection with diseases and pests**
20	5	Infection with diseases and pests	92	23	**Bad weather, especially during the flowering period**
100	25	Bad weather, especially during the flowering period	88	22	**Lack of water for irrigation**

Source: The questionnaire form for the study during 2019.

Table.4 Marketing the olive crop.

%	Rep.	Method of marketing the crop
11.1	1	**Local market**
44.4	4	**Wholesaler**
11.1	1	**Exporters**
11.1	1	**Factories**
22.2	2	**Contemporary**
22.2	2	**Comp**
100	11	**Total**

Source: The questionnaire form for the study during 2019

Table.5 Marketing problems for farmers through the study sample in the village of ManshaatQarun in Yusuf Al-Siddiq Center and Manshaat Al-Jamal in Tamiya Center.

Manshaat Al-Jamal			**Yusuf Al-Siddiq Center**		
%	Rep.	Marketing problems	%	Rep.	**Marketing problems**
96	24	High transportation costs to the place of distribution	100	25	**High transportation costs to the place of distribution**
16	4	Low olive prices	48	12	**After the farm from the place of marketing**
16	4	Decreased demand for olives	36	9	**Low olive prices**

Source: The questionnaire form for the study during 2019.

Table.6 Solutions to solve marketing problems through the study sample in the Youssef Al-Siddiq Center, and the camel facility in the Tamiya Center.

Youssef Al-Siddiq Center		
%	Rep.	**Solutions to solve marketing problems**
80	20	**Work to reduce production costs**
88	22	**Solving the problem of insufficient availability of irrigation water**
Tamiya Center		
%	Rep.	**Solutions to solve marketing problems**
24	6	**Work to reduce production costs**
52	13	**Solving the problem of insufficient availability of irrigation water**
16	4	**Improving agricultural operations and interest in service**
12	3	**Marketing centers work**
4	1	**Conducting training courses for workers in the field of marketing**
8	2	**Opening the field of export**
16	4	**Activating the role of the state in protecting farm owners**
8	2	**Exploitation of cadres and research and extension centers**
4	1	**Activate the role of cooperative marketing**
20	5	**Connecting olive farms with oil factories**
16	4	**Encouraging the uses of the olive crop in the food industry**

Source: The questionnaire form for the study during 2019.

Table.7 The relative importance of the costs of production factors for the olive crop in the Youssef Al-Siddiq Center and in the Tamiya Center.

Tamiya Center			Youssef Al-Siddiq Center		
The relative importance of costs	Total costs (in EGP)	Production elements	The relative importance of costs	Total costs (in EGP)	**Production elements**
5	1201	olive seedlings	5.8	1058	**olive seedlings**
1.3	316	Cultivation	2.5	444	**Cultivation**
7.6	1819	Digging and preparing seeds and seeds	9.3	1668	**Digging and preparing seeds and seeds**
7.6	1802	Organic fertilization	33.2	6011	**Organic fertilization**
5.1	1211	Nitrogen fertilization	2.5	455	**Nitrogen fertilization**
2.8	661	Phosphate fertilization	0.8	140	**Phosphate fertilization**
4.9	1165	potassium fertilization	4.4	803	**potassium fertilization**
2.7	654	Sulfur fertilization	0.8	137	**Sulfur fertilization**
28.4	6763	irrigation	4.0	729	**Irrigation**
2.7	641	Trim trees	6.6	1199	**Trim trees**
4.4	1051	Disease and pest resistance	20.8	3774	**Disease and pest resistance**
12.5	2968	collection and packing	9.2	1669	**collection and packing**
14.6	3489	permanent workers	100	18105	**total costs**
0.4	90	hoe the earth	-	-	**-**
100	23831	total costs	-	-	**-**

Source: The questionnaire form for the study during 2019.

Table.8 Total costs and total total return in EGP per feddan, net return on costs and return on invested EGP per feddan during the 2019 season.

Tamiya Center	Youssef Al-Siddiq Center	Item
23832	18107	**Total total costs**
45621	23812	**The overall total return**
21789	5705	**net return**
1.9	1.3	**cost rate of return**
191.4	131.5	**The return on the invested pound**

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