

Title: **Marketing Margins in War-Water and Cold-Water Cultured Fish of Mazandaran Province**

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Abstract: Fisheries and aquaculture is some natural resources based activities that have an effective role in the economic growth of countries. Aquaculture is one of the productive activities that can have major roles in increasing of production and consumption of fish, where, it can have good employment, foreign exchange earnings, more suitable aqua resources usage, more per head fish consumption with some alimentary and medicinal premium and the prevention from malnutrition effects. To this end, the development and performance patterns of fish products and their supply have had some prominent growth, resulting from some recent years' attempts of the Fisheries Center of Irans. In this standing, the hypothesis is that the high marketing margins is an impediment for any improvement in marketing situation; otherwise, it can increase the marketing comforts of both producers and consumers. The recognition and analysis of this phenomenon will have some effects on the production and consumption rates, where could be some policy and management prerequisite for warm- and cold-water fishes-culture; which, is one of the agricultural activities with almost two decades of experience in Mazandaran province. The importance of effective marketing in aquaculture is enough choice for both producers and consumers from its very early start. In this condition, producers are able to select some new products with more value added and also the consumers' are able to select more sanitary, safe, and diverse products from the markets. This research is a cross-sectional, on-field survey designed to investigate the marketing margins of cultured fish in Mazandaran province. To do this, from 812 warm-water fish-culturing farms and from 177 cold-water fish-culturing farms in two-purposed pools of Mazandaran province, 195 and 67 were interviewed respectively- the sample size were worked out by Cochran formula. The entire information of this research were collected by interviews, observations, and with on field completion of two types of questionnaires cold-water and warm-water fishery farms. The warm-water fish in this study are: carps, silver carps, grass carps, bigheads and the cold-water fish are salmons. The major marketing channel of fish in Mazandaran province is the retailer-wholesaler-aquaculture path which is the main fish sales route in the markets. The total marketing margins for carps, silver carps, grass carps bigheads fish is 10199, 6078, 12371, 4387 Rials per kilo respectively; and 12867 Rials per kilo for salmons. Also in the all types of fish the retailing

margins are more than the wholesaling margins. The marketing costs coefficient for carps, silver carps, grass carps and bigheads are 7.74, 5.81, 12.87, 11.75 percent respectively. This shows the low share of marketing costs of 6.64 percent. The average marketing efficiency rates for carps, silver carps, grass carps and bigheads are 31.34, 46.62, 25.2, 62.55 percent respectively, and 26.38 percent for salmons. The estimated marketing margins function for warm-water fish shows the high and direct effect of the retail prices and the values of procured products for sale. The wholesale prices, marketing costs and the quantity of total production of the farms are also directly effective in marketing margins. The production rates of farms have inverse effects on the marketing margins of salmons. This is so due to the nature of price determination in sailors fish markets where it depends on the quantity of supply and demand in selling times. This suggests the planning of some effective policies for controlling the supply and demand of such products. The first step of that are the high level control and the supervision in fish marketing process, from very early stage in the farms till to the last stage of receiving the final products by the consumers. This should be followed until the entire obstacles and problems and their effective solution methods were found out, where the marketing process was entirely and efficiently improved.