

Analytical study of the milk marketing and its products in Lattakia Province

Dairy production in Syria is considered one of the most important sector in industry, in which the small-holder farmers suffer from a lack of profit that preventing them from improving the production system.

This study was carried out in Lattakia province, Syria during the 2012 season, in order to recognize the current situation of marketing of milk and its products and detect the problems and the obstacles that facing it in Lattakia.

The area of study included four regions (Lattakia, Alhaffa, Alqurdaha and Jableh) in which couple of villages in each region were studied, and the raiser were divided into categories regarding to the number of their cows. A specific questionnaire was designed and distributed on the keepers. It included the following questions: farm location, holding size, the quantity of production, production costs, manufacturing costs (if present), packaging and transport costs, the marketing chain for milk, the marketing costs, the marketing margin and the faced problems by the raiser.

The study showed that the percentage of the small farms was the largest (88.4% of the total number of farms), it also showed declining numbers of raiser in recent times due to low economic efficiency of milk product, the absence of modern methods of marketing, the control of brokers who control the price, the lack of the collection centers and the weak role of the cooperative societies and the public sector in supporting this field.

The current research shed the light on the fading of the small farms in the studied area which push a very large number of raiser to change their careers. Moreover, the work suggested some key solution to the problem that may improve the marketing chain and the quality of the produced milk and its products in Lattakia.

Key words: Dairy production, small holders, Syria, Agricultural Marketing.