

# The Production and Marketing Problems Facing Vegetable - Greenhouse Projects in the Riyadh and Kharj Area

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## ABSTRACT

The main objective of this study is to identify and analyze the major production and marketing problems facing vegetable - green house projects in Riyadh and kharj area. Other objective is to identify different solutions and alternatives to help these projects reach higher levels of economic efficiency.

Across sectional data is the main source of information in this study. Project managers are randomly selected and interviewed through a designed questionnaires.

Results showed that: (1) The most important production-side problems are: the spreading of pests and diseases, high costs of pesticides, fertilizer high costs and low quality, high water salinity with declining water-tables. (2) The most important marketing-side problems are: low farm-gate prices, production surpluses in the market, competition of products from both traditional farms and imports. Price Variations, and the Middleman high bargaining power against the producers in the market. (3) Both scale of production and managerial efficiency have significant impacts on certain production-marketing problems. (4) The marketing problems are more tedious to vegetable producers in green-house projects than production problems.

Accordingly, the paper suggested that, in order to increase profitability and efficiency, certain measures have to be taken to remedy the above-identified production-marketing problems, these include: (1) A national survey supported by the government for the purpose of identifying the most dangerous insects, and pests, and the proper ways to control them in green-house vegetable projects in Saudi Arabia. (2) More control should be directed towards the quality and costs of pesticides, fertilizers, and seeds. (3) Initiation of a big marketing company to support vegetable producers for scheduling and marketing their products to avoid price risk.