THE STUDY OF THE AGRICULTURAL MARKETING EXTENSION IN POLAND AND IRAQ

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Abstract— This research aims to make a comparison between the agricultural marketing between Iraq and Poland. The comparison between of the reality of agricultural marketing associated with the methods and instruments of agricultural marketing, that consist of agricultural products, and the prices of agricultural products, and place marketing agricultural products, as well as promotion and advertising for agricultural products. The comparison between the support by state to the farmers in the marketing of agricultural crops, also the methods and storage to agricultural products transport, and how to display products in agricultural markets by farmers. Identify the role of agricultural extension catalog in supporting and assisting farmers in the marketing of agricultural crops through follow-up work for farmers in the marketing of agricultural products and provide agricultural scientific advice for farmers in this area.

Keywords— Agricultural Marketing, Marketing of agricultural crops, agriculture.

I. INTRODUCTION

Agricultural marketing is one of the main pillars in the agricultural process in all its aspects, the marketing of agricultural products. Is the process of the arrival of the agricultural product in the end to the consumer in the best form at affordable prices (Promoting market access, 2003; Jari, 201).

Agricultural marketing is the basis for the continuity factor dealing in the production of any crop. The attention in this aspect becomes important and that takes a big part of the preparation of plans and programs for the success of agricultural marketing process. Markets are of fundamental importance in the livelihood strategy of most rural households, rich and poor alike. Markets are where, as producers, they buy their inputs and sell their products and where, as consumers. They spend their income from the sale of crops or from their non-agricultural activities, to buy their food requirements and other consumption goods. The rural poor people in many parts of the world often indicate that one reason they cannot improve their living standards. They face serious difficulties in accessing markets. Low population densities in rural areas, remote location and high transport costs present real physical difficulties in accessing markets. The rural poor are also often constrained by their lack of understanding of the markets. Their limited business and negotiating skills. They suffer from a lack exist an organization that could give them the bargaining power they require to interact on equal terms with other, larger and stronger market intermediaries. The rural producers in developing countries face significant impediments in accessing rich countries markets.

In this paper we will compare the work between the agricultural marketing system in Poland and Iraq, by identifying the concept of agricultural marketing and its main goals in general, recognize the reality of agricultural marketing in Poland and Iraq and the role of agricultural extension in agricultural marketing (Promoting market access, 2003; Jari, 2013).

II. THE STAGES OF THE PROCESS OF AGRICULTURAL MARKETING

The operations of the transportation of agricultural products: These include (Radwan, 2010; Ismail, 2010; Aldjoh Gee. 2003; Abd-Alhak,2011;General Organization for technical Education and vocational training, 2010):

- Storage.
- Transportation.
- The collection.
- Sort and the calibrator.
- The mobilization and packaging.

The store, adds the benefit of time, for agricultural products (in all times of the year), and reduce the price fluctuations of agricultural products to increase or decrease. This leads to the availability of agricultural products at affordable prices throughout the year. The store will be in the nude stores or refrigerated warehouses or refrigerators cooling.

Transportation, of the main functions of marketing. Transportation of agricultural products from places of production to the places the consumption, or transfer the products to the places where demand is increasing to such products. Transportation achieves the benefit of the spatial products, through moving them from one place to another in the appropriate time for those products. The means of transportation are divided to the three ways, including: road transport, the shipping,air transport.

The sorting and grading considered from important marketing functions. The products are divided into the groups or homogeneous sections in shape, color, size, with isolate the damaged. The corrupted and that

is the product of good. The give each section of the products certain degree or a particular name or a certain rank. This function should that associated with tastes of consumers. The importance of sorting and grading be through facilitate the sale between the producer and the buyer.

Means of Packaging, is put the products or goods in appropriate containers, suitable for each commodity. Those devices must fit the final consumer in terms of the form of packaging, size, and the data recorded for my taste and the name of the product, and the date of production, and brand.

III. AGRICULTURAL MARKETING IN POLAND

Agriculture in Poland, is one of the branches of the national economy, which are the basis of life and maintenance of the population. It produces about 90% of food products and raw materials for food processing. The appropriate level of agricultural development is one of the pillars of the development of the whole economy. Rural areas in South-Eastern Poland are currently dominated. Peasant farms have only been slightly affected by the Polish transition to a market system. Deteriorating agricultural terms of trade and hidden unemployment have conserved farm structures and led to an increasing income gap between booming urban centres and lagging rural areas (Gramzow, Petrick, 2007).

For 22 years (Agricultural Market Agency) (AMA) has been supporting agri-food sector. Since accession, as an accredited paying agency, it has been implementing intervention policy on agricultural markets, administering the mechanisms in compliance with the principles of the EU law and with Polish regulations. The mechanisms are funded by (European Agricultural Guarantee Fund) (EAGF) and the state budget. Moreover, AMA administers the funds for agri-food products' promotion. AMA has been operating. based on the act of 11 March 2004 on Agricultural Market Agency and organization of certain agricultural markets, and the charter of Agricultural Market Agency granted by the Minister of Agriculture and Rural Development on 7 February 2008. According for the Polish regulations, since 1 January 2012 AMA has been an Implementing authority. AMA actions serve agricultural producers, processors and exporters and increasingly also consumers, as they contribute to stabilizing the agri-food market and to increasing the competitiveness of agri-food products (Agriculture and Rural Economy in Poland, 2012). Its actions include (Agriculture and Rural Economy in Poland, 2012):

Marketing strategies carried out by Polish companies abroad may also be categorized as national strategies for marketing mix. This is due to the fact that Polish companies do not have large capital resources and are not able to finance the extensive market research or marketing strategies on foreign markets. However, the selective development strategies (concentration) i.e. selection of a market segment (or niche market) and achieving a leading position in it, do not require large capital investments. What is necessary is a specialized offer, the Polish companies have. Since the majority of Polish companies operate in relatively few markets and enter them gradually. Every one of these strategies can be tailored to the specificity of a given market. Results of Polish exporters research allow for drawing conclusions about the relatively high resemblance of competition tools in the domestic and foreign markets.

It can be assumed that the product policy of Polish companies concentrates on standardization and adaptation, i.e. adjustment of the offer to the requirements of the selected segment of the market. Standardization policy is definitely favorable and is implemented when a company operates in several markets. In the field of brand policy, there are attempts at using own original brand. This action is difficult, because Polish brands are not known in foreign markets and in some countries Polish products lack positive image. The efforts towards its improvement would require a very large investment in promotion.

The pricing policy of Polish companies generally implies using the cost method combined with comparing to the prices of competing products. The vast majority of Polish exporters set export prices at a different level than the prices for the same products in the country. This is a consequence of the policy of adaptation to conditions in foreign markets (Grzegorczyk, 2014; Kania, 2008).

IV. AGRICULTURAL MARKETING IN IRAQ

Agriculture is Iraq's second largest sector. The country's largest employer, and an effective engine for promoting stability through private sector development, poverty reduction, and food security. The revival of a dynamic, market-driven agricultural sector will strengthen private business, increase income and employment opportunities, and meet the food requirements of the Iraqi people. Despite Iraq's strong agricultural heritage, after decades of neglect the country can no longer provide enough wheat – a fundamental staple crop to satisfy the domestic market (The Agriculture Reconstruction and Development Program for Iraq (ARDI), 2006; Telleria et al., 2007).

After 1991, Government compelled the authorities to impose restrictions on the selling (export) of some products of crops to international markets. The purpose for such restriction was to ensure enough products of crops inputs for the Iraqi people.

After the events of 2003 began to take the role of the market mechanism gradually except for strategic crops in the formation of prices for agricultural products and production requirements. After this, determine agricultural production and trends in size.

In 2008 the state determined the pricing of wheat and barley, rice and farmers are free to market its products. Current situation for marketing agricultural in Iraq depend on the ministry of agriculture, which identified policies oriented to improve the functioning of agricultural markets. The objective of these policies was to raise the efficiency of commodity markets (Telleria et al., 2007):

- Classification and grading of agricultural commodities,
- Adding value and packing of agricultural commodities,
- Expansion of agro-industry transformation and processing facilities,
- Modernization of cooling and refrigeration storehouses,
- Strengthening ofinformation networks to promote competitiveness.

Support the marketing of agricultural products, process or production requirements in Iraq. Include free transportation (and at the level of all the provinces of Iraq) inputs and outputs for agricultural production. This Support include; the transfer of chemical fertilizers of all kinds to the provinces of the country by both agricultural plan. Government and track freedom marketing of agricultural products to the policy of the government officially declared the price, and other marketing functions and services.

When domestic production is unable to cover the domestic consumer demand for a specific commodity. The government will blocking this deficit by the required imports of the commodity, through the support price of the commodity in order to keep the price at the required level.

In Iraq, agricultural production consists of two main components: plant production and animal production. Plant production is a high proportions in which, the government of Iraq has supported agricultural production, and accessories (requirements) of agricultural production.

The purpose of the government's support for agricultural inputs, in order to increase agricultural productivity and agricultural production. This happens through the intensification of the factors of production per unit area, encourage farmers to use modern mechanization, fertilizers, pesticides etc. inputs that lead to the development of agriculture.

When the government not to rule the world price in the domestic market for imported goods, and in order to make the domestic price at the desired level, it requires the state to pay subsidies. If the government is that you import item, in this case the cover of this world price by budget transfers to imported institution of the commodity to balance its accounts. Government it will paid the difference between the domestic price and world price, through the use of the resources of the public treasury in order to Local prices are lower than the world price paid for the importation of the commodity.

That the most important impact on agricultural production is the pricing policy. Which is an integral part of the economic policy of the country, the great support directed to the input and output to be an obstacle to progress. At the seventies and eighties was the agricultural Marketing compulsory and prices imposed by the government. There are requirements for farmers, which must be implemented in the marketing of grain crops, as determined by the institutions of agriculture. At the end of the eighties was canceled this approach by the government. In the period of the blockade has been a pricing strategy crops; wheat, barley, rice, maize, cotton, sunflower, and the state was is ready to receive the product at a specific price (Al-Agede, 2006).

Thus, agricultural and livestock production have been generally subsidized with levels that have reached 78% of total production cost. When subsidies have been so high,frequently they have included input and output subsidies.

During the past decades has been building marketing structures of different storage capacities and means of transport and specialized laboratories and others. However, many of them are subjected to destruction during the last war. This requires the provision of funding for rehabilitation. Iraq need the development of various elements of the promotion, especially in the areas of advertising and packaging and card statement (Labeling), and distinguish goods using brands (Branding) and the definition of a consumer item.

V. AGRICULTURAL EXTENSION AND AGRICULTURAL MARKETING

When we talk about the role of agricultural extension in the marketing of agricultural and rural products. We will find the important aspect of the work of the agricultural extension, is (agricultural marketing extension). The role of agricultural extension is no longer confined to agricultural production. It also included other tasks are complementary because the increase of agricultural production as agricultural marketing. The agricultural production alone is not enough to raise farmers' income level. The loss of the value of agricultural crops will affect the lives of the farmers, because they are related to his life and the lives of the families of farmers.

Agricultural extension started in interest in agricultural marketing process. The cultivation of agricultural crops if not be useful to farmers, the farmers will stop the cultivation of these crops.

The workers in the field of agricultural extension play an important role in agricultural marketing,as follows (http://www. capewools.co.za, 2015;http://www.kenanaonline.com/users/amanmhmd/posts/619051,2015).

Assist farmers to get organized as a group, make market information available, approach the private sector to assist in solve the transport problems, help

establish strategic partnerships between farmers, interface with subject-matter specialists, encourage communication between farmers and sellers (e.g. hawkers), assist farmers to plan production to reduce transaction costs, understand the production and marketing possibilities, conduct a market research for produce that could be produced by small-scale farmers, liaise with the National department of agriculture and marketing companies consumers and farmers, to collate and analyze market information, facilitate the provision of market facilities (information, packaging, storage and transport services) to meet the needs of small-scale farmers, subscribe to any written reports published by the different information services identify local buyers for crops, find out what prices they are paying, keep records of prices and plot them on graphs, organize visits for farmers to auctions, urban markets and processors, monitor local market prices, assist farmers in understanding marketing costs, identify traders for new crops, assist local communities to establish their own local market information services, extension workers can help farmers to make use of market information to (http://www. capewools.co.za, 2015):

- Reduce the risks associated with marketing,
- Decide where to sell for agricultural products,
- Check on the prices they are getting it about products,
- Decide whether to grow out-of-season produce,
- Decide whether to grow different crops.

There are many of the specialists and researchers in the specialty of agricultural extension, whose have conducted many studies and research in the field of (agricultural marketing extension); T. Al-Bakri (Bakri, 2014), J. Aziz, A. Edan and A. Mansur(Aziz et al., 2009), O. Ovwigho, A. Isiorhovoja and E. Idoge (Ovwigho et al., 2014), H. Al samara(Al Samare, 2005), A. Al-Samawi (Al-Samawi, 2005).

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