

# **YARD FOR MARKETING LOCAL FOOD PRODUCTS**

**STATE OF QATAR**



# INTRODUCTION

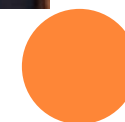
The purposes of this project are

- To market local farm products directly to consumers, without mediators, which will have positive effect on the producer and consumer.
- To create a marketing system for local agricultural products, enhancing the product quality and the agricultural investment
- To reduce the marketing costs.
- To limit influence of brokers and prices control
- Encouraging the smallholders farmers to increase the quality of their products



## THE MECHANISM OF DETERMINING THE VEGETABLE PRODUCTS PRICES

Net Profit	Yard Price	Porker	Prices in Central Market
3 QR	2 QR More	1 QR	Box < 5 QR
3 QR	1.5 QR More	1.5 QR	Box ( 5 – 10 QR)
3 QR	1 QR More	2 QR	Box ( 11– 15 QR)
3 QR	Same Price	3 QR	Box ( 16 – 20 QR)
3 QR	1 QR Less	4 QR	Box ( 21– 25 QR)
3 QR	2 QR Less	5 QR	Box ( 26 – 30 QR)
3 QR	3 QR Less	6 QR	Box > 30 QR

















الخطاح المان الخطاحات الوادعة للصوت المركزي

الواردة للسوق خلال  
الفترة الماضية بلغ  
5020 صنفاً شهرياً















































































## **MARKETING YARD OUTCOME**

- **Marketing more than 215,000 vegetable boxes**
- **Marketing more than 720 tons of fresh fruits**
- **Marketing 32 tons of fish**
- **Marketing around 600 Heads of sheep, goat and camel**
- **Marketing around 3000 poultry**





**THANK YOU**

