

Market problems of agricultural products in Albania

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Abstract

The production of fruits and vegetables in our country still faces challenges, including informality in sector of planting material, high costs of inputs purchased and fuel (especially affecting the green houses with heating), low productivity and high losses of post-harvest, especially in the case of fruit. *Fresh fruit and vegetable marketing is different in many respects from the marketing of other agricultural and nonagricultural products. Hundreds of individual commodities comprise the total group. Each product has its own special requirements for growing and handling, with its own quality attributes, merchandising methods, and standards of consumer acceptance (How, R. B. 2012,1).* Food safety standards of fruits and vegetables their compliance with key standards and certification as a prerequisite and a challenge to be addressed in order to increase Albanian exports of agricultural products to European markets. Concerning vegetables and fruits, Albanian farmers face important marketing problems. Such problems are encountered at all stages of the production system-provision of inputs, both in terms of processing, promotion and other market incentives, which directly assist in the efficient realization of the sale of fruits and vegetables.

Keywords: *wholesale markets, sector informality, marketing of fruits and vegetables, food safety, market facilities.*

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