

This is a refereed journal and all articles are professionally screened and reviewed

ORIGINAL ARTICLE**The role of packing to enlarge the export of Iran saffron****Jahangir khademolmahdieh (Engineering, Agriculture, Economics)***Payam-e- Noor university, Department of Agriculture, Faculty of Agriculture, po box 19395-3697, Tehran, IRAN*

Jahangir khademolmahdieh (Engineering, Agriculture, Economics): The role of packing to enlarge the export of Iran saffron

ABSTRACT

Graduation employment opportunities of agriculture, the necessity to enlarge the non-petroleum export and decreasing the migration of rural are the main factors that cause politicians and the resolutions of the country find some solutions in order to accept the above instances. Undoubtedly, appropriate packing and supports of interior production which are known as a key of economic growth, consisted in those solutions. Among the export products which have the relative advantage, saffron, is a strategic plant in economic, because of its situation in employment opportunities at agriculture and making the important part of the country currency. From this time, it will be important to pay attention to the packing of this valuable product. Investigations showed that Iran has taken first place of saffron production and export all over the world and it needs the serious and national will to stay in this place. In this paper, we try to do some studies to research for difficulties of saffron packing and export development .and with presenting appropriate solutions, take some steps in order to improve these difficulties. In this project, foundation of saffron collecting offices in its production region, to establish information organization for exporters about the situation of consideration market, using of best technology in saffron packing are consisted in suggested resolutions. Also in the main purpose of this project, we could refer to the graduation employment in agriculture, eliminate the middleman of saffron export, introducing the Iranian saffron all over the world and villages development concordant with the relative improvement of rural social- economic welfare. therefore we could have some challenges in world markets about saffron packing, according to the potential capacity of Iran in producing quality saffron, tastes, cultures and the standards of consideration market. and cause to make the currency of industry and agriculture contraction for our country.

Key words: packing, saffron, to enlarge export**Introduction**

Nowadays the packing has a important role in vending and marketing of agricultural outputs. Appropriate designing and accurate packing of agricultural outputs according to the taste and culture of people resulting in improvement of economic situation and it propounded as a factor for employment of rural and agricultural graduates. Thus presenting saffron with best quality and packing equal to global standards and retaining og eco will cause to produce the constancy to Iranian saffron in around the world and earning for agricultural employed and decreasing the migration of rural and eliminating the middlemen and progress of villages and increasing the yield of saffron. These are accessible with essential and excused management. thus using the proper management and conducting the exporters to suitable and shapely packing will result to seeking economic for saffron export. Packing is useful communicator between industry

and agriculture that with establishment of this connection the agricultural outputs will become more valuable and costly. We will collide to many subjects about packing the saffron but we try to review of following points. packing will cause to exempt the identity to saffron and improvement the recognition of customer about the product according to the needs and this is a useful indicator for Iranian saffron. socreating the sough mental view to producing the constancy in customers and increasing the level of vending and decreasing the marketing cost are the main factors for packing the saffron. Packing will protect the saffron from contamination and facility the transportation and storekeeping of saffron and decreasing the level of losses. Suitable packing will hint the future of saffron with Iranian quality and will establish the position of it among the rivals. In addition creation of mechanized units and factories for packing the saffron will cause the occupation of majority of agricultural graduates and other relevant fields. Packing the saffron has a vital and

Corresponding Author

Jahangir khademolmahdieh, Payam-e- Noor university, Department of Agriculture, Faculty of Agriculture, po box 19395-3697, Tehran, IRAN
E- mail: khademjahangir@yahoo.com

unavoidable role in increasing the exports and earning the currency and opening up the packing industry and producing the saffron. The main and vital questions are : how packing affect in process of producing the saffron? What are the main problems during the producing and exporting the saffron? What is the actual role of packing in marketing of saffron? What is the advantages of packing that doesnot observantin country recently?

Theoretical basic facts and background inquest:

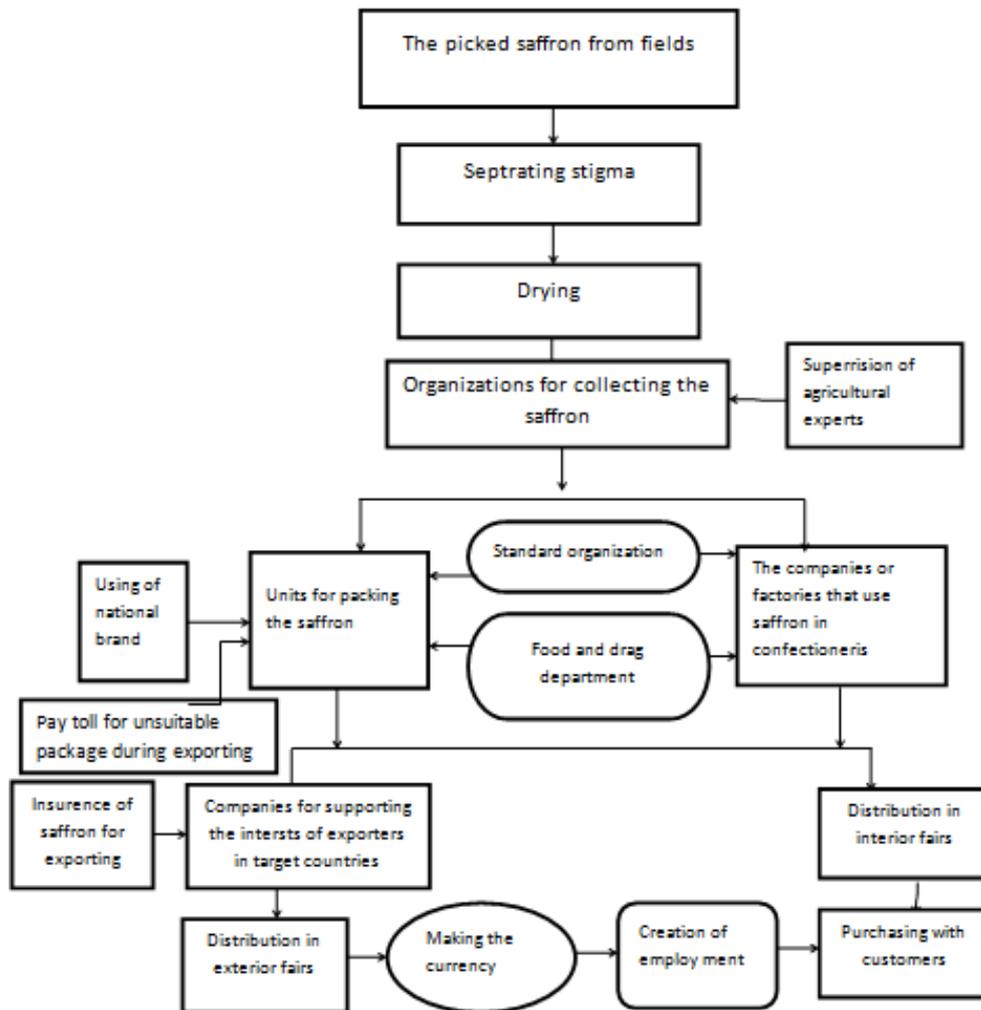
Saffron is a product that has a important role in exports non-petroleum export and agricultural products. The scientific name of saffron is *carcusitous* and it placed in iridaceous family. Saffron has a specific place as a most valuable and expensive spice in the world. The shapely packing the saffron cause to open up the exporting the saffron and has a vital role in satisfaction of costumers and the idea of them about Iranian products in export fairs . the main goals of packing is protect and keeping products that meet the tenacity of outputs during the transportation of them to propuse fairs. Recently we heard some key words like exports, packing necessity and spain from connoisseurs or others .these words indicate that saffron and its global fairs had been become an important uneasiness for Iranian. Saffron is a strategic product and suitable for agriculture in Iran. Increasing the level of cultivation of saffron causes to adjustment of long term and efficient marketing programs and proper designing for packing and augmentation in price of it . many studies conducted about the saffron and its exporting but some of them was not doable and others have been rest in primary stage.

prolongation of hypothesizes and purport of models:

Among the export products which have the relative advantages saffron is a strategic plant in economic because of its situation in employment opportunities at agriculture and making the important part of currency .the level of producing the saffron in iran is about $\frac{4}{5}$ and its allotment in global fair is $\frac{3}{4}$ from this stand point iran has a most important role in producing and exporting the saffron, but producing and exporting of it has been faced with challenges recently. Results from researches and collected data distinguished that the main and efficient factors on improper saffron exporting process are included lack of foundation of seeking and professional commercial organization

for saffron , ignoring the meeting the anticipations of customers in global fairs, uncondacted supports from saffron industry, appearance of new rivals like Afghanistan accpmanid with receiving supports from European countries, substituting the synthetic colours because of illogical increasing of saffron value and the lack of clear strategy for pricing the saffron in iran and prohibitions ,deability of packing system .marketing and advertisements for exporting the saffron via exporters cause to purchasing it from iran with low price by spain and united arab emirates exporters and after renewing the package they will vend it with raise price in global fairs. ffrom this stand point most of the people in the world and some of the scientific sources indicated that spain is a senior country in producing and exporting saffron in around the world. the majority of countries use the packs with 0.5 gr of saffron. In our country the decision base upon the using of packs with the weight between 0.5 to 1 gr of saffron and advertisement awards for it and it resulted to decrease the marginal interests of totally export of saffron and tend to exporting it with package. the critical position of iran s saffron in global fairs , missing the customers, changes in consumption patterns ,replacing products and invidually actions of a persons who works for cultivating the saffron (result in decreasing the quantity of crops and increasing the value for sorting and advertisment in relation with price of crops and consequently decreasing the incomes from vending of saffron) cause to missing the bent of cultivator or producerto produce the saffron. the value of saffron in generaion stage is low in iran and the main factors for this are increasing the price of saffron ,middlemen and brokers, fluctuations in price of saffron during the vending or exisit in global fairs. middlemen and brokers must bring back the iran s saffron because exporting more than 70% of saffron is done by them and the people who have the different creadits and this is not good position for country and it requiresto the accurate monitoring and management. One of the reasons for decreasing the export level for saffron is increasing the value that it must be equal to global fairs. the relative stabilization of global price of saffron indicated that the increasing of quantity of producing the saffron did not decrease the level of exporting rate of iran s saffron during the recent years. but other factors like interdiction, forestalling of totally exporting of saffron ,increasing the customs tariffs and exclusive export of ssffron influenced on it.

we can consider the following diagram for cultivation to export process and creation the employment and making currency.



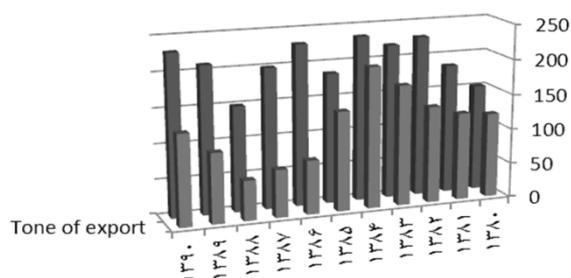
Material and methods

This study focused on packing the saffron and the propuse goal was suitable packing for enlargement of exporting the iran s saffron and consequently propagating the industry and services and development of villages and employment of agricultural graduates and creation a motivation for countinuing the education in young rurals and returning them to villages ...we try to analysis and evaluate the quantity of producing the saffron in country and the rate of exporting of it with suitable package by using the collected date ,documentary and bookish source and stratified sampling method and transferring the data to histograms .we try to reach the options for enlargement of exporting the iran s saffron.

Analysis of data:

The detailes of iran s saffron function are :
 Each kg of saffron flower2173 gr of saffron flowers with change variance 9.73%
 Each kg of saffron flowers..... 47.93 gr of fresh stigma
 Each kg of saffron flowers9.48 gr of dried stigma
 Each kg of saffron flowers28.93 gr of fresh style
 Each kg of saffron flowers3.26 gr of dried style
 The stigma and style ratio is 3 to 1
 And totally each 170 gr of fresh flowers will produce 1 gram of dried saffron.

Digram refers to rate of the producing and exporting of saffron from 1380 to 1390



The following diagram indicated that the highest rate of producing and exporting occurred in 1384 and faced with fluctuations during the other times. This will show the export prohibitions, insufficient management for producing and packing and appearance of the new rivals with using the more suitable packing system by them and lack of sufficient support on behalf of the government.

Discussion and conclusion:

To enlarge the saffron export, some complications like increasing the produce, quality, decreasing the costs and suitable packing should be considered. These factors are important to overcome some problems like fluctuation in payment balances with increasing the rate of capital concentrations and making the currency and development of non-petroleum export. Exporting the suitable packed saffron can pursue the interests of exterior trade directly or indirectly and it causes to increase the capacity of interior fairs directly and

1) exchange of products with more potential growth rate 2) instructor effects (attraction of practical science and modern technologies) 3) entry of the exterior capital and payment of the debt 4) preventing of unfulfilled exclusives indirectly. One of the important roles of government in economic development is enlargement of agriculture industries specially exporting the saffron. It requires to allocate the capital to saffron and packing of it and using the practical progress and new methods for harvesting the crops and organizational and natural improvements. In general, the important role of packing of saffron in enlargement of economic development is mentioned below:

- Creation of sources for foreign currency via exporting the excessive saffron and meeting the necessary funds to sell the capital products for economic developments.

- Increasing the level of rural incomes

- Creation of employment opportunity for labor (producing the 200 tone of saffron allows to employ the 6000 labor and with establishment of companies for packing the quantity of employments will be increased).

- Relative improvement of social-economic welfare in villages (it causes to increase the abilities of rural for purchasing and assending the requests for industrial products and totally development of

industry and services). Some of the problems and obstacles during the exporting of saffron will be mentioned in the following:

1) Iran is a senior country for global export of saffron but it has not an important role to determine the costs of it because of:

- Existing of the exclusive purchase in fairs that it takes the side of Iran trade.

- Selling the totally product

- Lack of the congruency between package and customers tastes.

- Lack of the rate of advertisement to recommend Iran as a senior producer of saffron

- Insufficient attention to create the export brand for saffron

2) Lack of the recognition about the suitable export fairs.

3) Lack of the information about regulations and procedures prevail on proposed fairs.

4) Reliance on great petroleum sources

5) Infractions are done by brokers during transaction of saffron

The following options must be considered to improve the packing and exporting of Iran's saffron:

1) Increasing the level of exporting excessive saffron by applying the best monetary and wealthy options.

2) Utilization of best technologies for packing, cultivating, keeping and harvesting of saffron

3) Elimination of obstacles and restrictions for exporting

4) Wealth credits and foundational facilities to encourage for exporting

5) Establishment of companies for insurance and compensation of all losses during the exporting

6) Fixing the price of saffron

7) Administering the suitable options to control of quality, constant observation and investigation on saffron exporting process similar to investigation of agricultural products institute.

8) Establishment of organizations for increasing the information of exporters about condition of fairs, exterior importer institutes, economical situations and fluctuations in currency in proposed country and tastes and culture of proposed fairs.

9) Establishment of transaction companies that they are agent and supporter of importers in proposed countries

10) Establishment of agents for distribution of saffron in important commercial centers in around the world

11) Participating in international agricultural products exhibitions and introducing the iran s saffron

12) Establishment of committees to encourage to export and they work as a counsellor and creator in harmony between producers and exporters

13) Elimination of brokers by inspectors and creation the offices in important places to purchase the saffron from rurals

14) Preventing the exporting saffron bulbs to other countries(smuggled or freely)

15) Pay toll for insufficient packing and totally exporting of saffron

16) Creation a brand for Iranian saffron and regestring of it in around the world as a warranty for customers

17) Management of international fairs and organization of it

18) Applying the specific mechanisms to enlarge the suitable packed saffron

19) Programing to change the traditional marketing to scientific and advanced marketing from produce to use

20) Investing the capital according to export potential capacity and creation a variation in saffron producing base upon the taste of purposed fairs

21) Editing of obligatory standards for interior producing and packing the saffron network

22) Complete exploiting of iran s saffron potentials

23) Meeting the government incomes by it self via foundational investing capital in none- petroleum export and specially agricultural products

24) Designing the suitable packages and friend with environment and the ability of recycling

25) Applying the new techniques in packing of saffron like nano technology

26) Creation a stock exchange for efficient agricultural products

27) Consideration of regulations for labeling

28) Exporting of products of saffron like syruos and confectioneries

29) Remitting of compact dicks that contain the informations about methods for cooking the Iranian foods and confectioneries and syrups with using the saffron, pharmaceutical effects of saffron and ancient places and promenades and etiquetts of Iranian tribes accompanied with packed saffron to other countries and it causes to attraction of tourists to iran

30) Insertion of information on package base upon the formal language and interested calligraphy of purposed country

In genral according to the potential capacity of iran for producing the saffron with best quality and attention to tastes and culture of cutomers and standards in purposed fairs for packing the saffron

we can continue to rivalry in global fairs and exporting the saffron to countries that they are deprived to access to it and it causes to making the currency and connecting the industry and agricultur in our country . it results to create thebest combat against fraction of payment balances and create the employment and social – economic welfare.it has an important role in development of villages. Packing is an important factor for exporting products in around the world and using of it for saffron can increase the rate of exporting and oversighting of it will cause to miss the potential and actual fairs.

References

1. Abrishami, M.H., 1366. Knowledge of iran s saffron .tosan publication
2. Akbar zadeh, J., 1384. Evaluating the main factors to export the iran s saffron. zabol university. dissertation of master science
3. Tajiyani, H and Kohpaei, Majid, Estimating the presentation and demand dependencies to export iran s saffron, journal of agriculture science, 36: 3th: frist year
4. Zaribaf, M., 1382. Management of international fairs.
5. <http://www.iransaffron.org>, 1378. Saffron export
6. [http://www.world food.ir](http://www.worldfood.ir), 1389 and 1390. Pubishing and packing
7. <http://www.shahri.com/iran-saffron/artices/>. 1386. saffroniran.irandaneshkavir food industrial.
8. <http://www.persianpack.ir>, 1390. Designing of package
9. Fouji., M., 1380. Usage sytems for purchase
10. Ghrabaghian, M., 1386. Expansion and development in economic(3th publication).tehran,.ney publication
11. Catler, P. and G. Strong, 1385. Principles of marketing.(translated by Frouzandeh .B.)
12. Minor., J., 1386. User behavior .(translated by Dr.Ardestani, S)
13. [http://acessmylibrary.com/article/Appointment of rich saffron as packaging](http://acessmylibrary.com/article/Appointmentofrichsaffronaspackaging)
14. De.pineres, S, A, G., 1999. Externalities in the agricultural export sector and economics growth developing countryprespective.Agricultural economics, 21: 257-/267.
15. <http://www.journal-archieves31.webs.com/>. Effects of packaging quality on performance of saffron export.webs.com/459-463.
16. <http://www.travandleisure.com/articles/packaging-a>
17. <http://saffronexporter.com/news-a-articles>
18. Oberdieck, R.A., 1991. Contribution to saffron(crocussativus L.) knowledge.-Dtsch-Rundschr., 87: 246.