

## عنوان مقاله:

The Necessity of Production, International Marketing, Export And Financing of Agricultural Projects in Iran (Case Study: Variety of Edible and Medicinal Mushrooms)

## محل انتشار:

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## خلاصه مقاله:

Falling oil prices and the need to increase no- oil export and exchange earnings, Exposureing post-embargo and need to compensation of past economic losses and financing, the water crisis and the need to produce and export of high value-added and low- Consumption water products has challenged exports and production planning. purpose of descriptive analytical study, using research literature and interviews with experts and published statistics from Iran Statistical centre and Iranian mushroom Association and World Bank, is evaluated necessity of international marketing , export and financing of Mushrooms due to the comparative advantages of this industry in Iran. Existence of comparative advantage: cheaper labour and energy resources, climate variability (compared with regional countries), lower distance with neighbouring countries (compared with major producers),producing all- domestic production and No import raw materials, the frequent demand due to food security, compliance with the green agriculture principles, justifies the necessity of due to mushroom industry. Using of all mentioned comparative advantage, reduces the cost product and earns competitive price as a competitive advantage that makes it possible to attract export markets. According to the mushroom processing facilities (increase in value-added and with little water) is solution to non-oil exports and the water crisis

## کلمات کلیدی:

international marketing, export, finance, agriculture projects in Iran, edible and medicinal mushrooms

## لینک ثابت مقاله در پایگاه سیویلیکا:

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