

MARKETING OF AGRICULTURAL PRODUCTS IN THE INTERNATIONAL MARKET AND EXCHANGE POLICIES UNDER THE LAWS OF THE WORLD TRADE ORGANIZATION

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Abstract: What has been observed in the developing countries' economy is the dominance of hydrocarbons over exports which have reached 98% in recent years. This may have bad consequences in case oil prices collapse of fuel prices, taking into account that these are related to political, economic, and social variables occurring in the world. Besides, hydrocarbons are vital, yet they are on the way to disappearing. The agricultural sector is one of the most important ones that developing owns, and that is required to develop its way and means of production, which contributes to the development of Middle East countries exports outside hydrocarbon. The most important products are dates, olives, citrus, potatoes, tomatoes, carrots, grapes, and apricots. These products are considered the most important products that can contribute to the development of exports outside hydrocarbons.

Keywords: *agricultural products marketing, developing non- hydrocarbons exports, international marketing, World Trade Organization*

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INTRODUCTION

International marketing is an important issue that has occupied a distinguished place on the priority map of economic development programs to achieve development in many countries of the world, especially in the light of large economic blocs and the establishment of the World Trade Organization (Afzaal, M., 2020). Many countries have developed means and policies for increasing their competitiveness in global markets, and most of these policies have focused on developing methods technology to develop production, improve quality and relate to international standards (Karra, I., 2021). As well as quality systems that guarantee the overall protection of the environment in the

production process. Moreover, applying methods for increasing efficiency and reducing production cost by using research and development as a guarantee of continuous improvement in production to reflect consumer needs and enable competition in foreign markets (KOVÁCS, G., 2018).

The dependence of the countries' economy on oil made it an economy more vulnerable to risks as a result of oil being depleted materials, in addition to the tendency of many developed world countries to alternative energies (Staff of the International Monetary Fund, 2016). Therefore, reducing the strategic importance of oil as a primary source of energy, and made global demand for this substance decline. This issue led to the drop in price and the decrease in overall hard currency revenues, which

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makes thinking of a strategy to diversify exports is inevitable today before tomorrow. The rise in oil prices in recent years made these countries obtain significant financial revenues, and thus the possibility of investing these revenues in economic sectors that contribute to the diversification of exports and get rid of the absolute dependency on the hydrocarbons sector (Movchan, A., Zotin, A., & Grigoryev, V., 2017). The investment of these revenues in several sectors also includes the agricultural sector, as one of the important sectors in the international economy, which contribute to food security, reduce the import bill, and at the end, contribute to improving the balance of payments (Renzaho, A. M. N., Kamara, J. K., & Toole, M., 2017).

The repercussions of the collapse in oil prices led to a terrible deficit in financial resources, which had negative effects on economic and social development, especially after the government adopted a policy of austerity and raising taxes, which are urgent and short-term solutions that may reduce the economic and social welfare of society (Gonzalo Escribano, 2016). The effective solution to this critical situation is only by disengaging from oil as the most important resource to the international market and moving towards diversifying exports by exploiting the capabilities that hydrocarbons-exports countries have in it. The most important is the agricultural potential that needs more work to develop the production and marketing of the outputs of the agricultural sector to occupy an important place in the total exports (G.T. Sultanova, 2018).

Marketing agricultural products to the international market is an important means of developing exports and obtaining foreign exchange (Rozhkova, A. V., & Dalisova, N. A., 2021). This is can be occurred by increasing exports, or by substituting domestic goods resulting from the expansion in agricultural production that replaces agricultural imports, which leads to an improvement in the balance of payments position (Cherkesova, E., Mironova, D., Slatvitskaya, I., & Simonyan, L., 2019). The main problem in this study can be posed: To what extent can the international marketing of agricultural products contribute to the development of agricultural exports? And subdivided under this problem the following sub-problems: What are the mechanisms and policies for export development? How does the international marketing of the agricultural product contribute to the development of exports?

LITERATURE REVIEW

Several studies, researches, and books related to the topic under study, or related to some of its aspects, have been viewed, including but not limited to:

- "Towards an Integrated Model of Date Palm Economics in Algeria", a study prepared by the

researcher Ben Aichi Bachir; study dealt with the issue of date palm cultivation in Algeria, and analyzed the current situation thereof from various economic and social aspects, to conclude in the end a set of solutions for the promotion of agriculture products, such as the need to introduce modern methods of expanding production horizontally and vertically (Ben Aichi Bachir, 2014).

- "Agricultural development strategy in light of global economic changes and the reality of date palm cultivation in Algeria", a study prepared by the researcher: Azzawi Omar. This study dealt with global economic variables and their impact on the agricultural development strategy and Cultivation of palm trees in Algeria, to conclude in the end to many results, the most important of which is liberalizing prices and opening markets to foreign agricultural products is a necessity dictated by international changes as it is an effective catalyst for agricultural development (Azzawi Omar, 2013).

- "The development of Egyptian exports of vegetables to the most important global markets," a study prepared by the researcher "Jehan Mohamed Abdel Fattah Al-Jizawi". The researcher discussed the most important obstacles and problems that prevent the development of exports of vegetables to world markets. The most important of which are: High Production costs, and the unavailability of automatic sorting stations under the supervision of the state at subsidized prices to serve small children exporters. The study ended up that the product does not match the required quality that meets the health safety requirements imposed by international organizations to obtain the international quality certificate (Jehan Mohamed Abdel Fattah Al-Jizawi, 2015).

The study of "Marketing de la datte en Algérie—cas des quelques wilayas" prepared by the author Hafiza Zidour Mohamed Ibrahim. The study focused on researching the reality of the agricultural marketing sector in Arab countries, and the obstacles that still prevent the development of this sector, to contribute to the diversification of the national economy and get out of dependence on oil as the only resource. Among the most important obstacles: the lack of use of modern media and communication in the field of marketing and promotion; the lack of respect for international standards and standards and other obstacles. In the end, the author reached the most important results: attention to the marketing mix through quality, packaging, pricing policy, and promotion (Bouchnak Maysoum, 2017).

- "Limits of Efficiency of International Marketing Policies in Algerian Enterprises", a study prepared by Bouchnak Maysoum, where the study dealt with the situation of economic enterprises in the international market; Steps of international marketing and ways to enter international markets. In this study, the author concluded at the end the

importance of international markets for the Algerian institution, which calls for the necessity, understanding, and application of modern concepts in the field of international marketing.

- A report issued by the Ministry of Agriculture. Entitled "Dates in the Kingdom of Saudi Arabia, Reality and Hope", the Ministry's Agency for Agricultural Research and Development, Department of Studies, Planning, and Statistics, Riyadh, Kingdom of Saudi Arabia 2006. This study aimed to analyze the performance of the different aspects of agriculture in the Kingdom to find out the strengths, to preserve and develop them, and to identify weaknesses to find solutions to them. The results of the study indicated that the Kingdom is one of the most important countries in the world in the production, consumption, and export of dates. Therefore the study suggested many methods that can be followed by overcoming the problems that hinder the development of this sector and the promotion of the date crop. Among the most important of these proposals are the following: Activating the role of agricultural extension in educating date producers about effective methods to combat agricultural pests that affect date palms and the correct methods for harvesting, processing, storing, and marketing dates.

According to the previous study, it is observed the hydrocarbons-exports countries don't pay much attention to the agricultural sector to develop their economy. Therefore, this study aims to focus on the agricultural product and how it contributes to the development of exports, then conducting an analytical study of the most important exporting institutions. Considering that agricultural products are the most important in these countries which have high competitive capabilities, especially in terms of date product. This study is also a summary of previous studies through an analysis of statistics related to foreign trade, to find out about obstacles and problems.

RESEARCH METHODS

To reach the results of the research and solve the problem, we used the descriptive and analytical approach by making use of statistics often, whether when analyzing global agricultural markets or when knowing the extent of the agricultural product's contribution to exports.

This research is generally about the contribution of agricultural products to the development of international exports. In this study, the gel statistical data of 2009 and 2019 were compared from two aspects of theory and application. All the data applied in this study has been gained from Food and Agricultural Organization (FAO).

RESULTS AND DISCUSSION

1. Marketing Strategy of Agricultural Product

Agricultural marketing is one of the most important issues related to the agricultural sector, as the success of this sector depends mainly on the success of agricultural marketing operations, and marketing in any field is the next step in the production and there is no benefit from the production process if the production is not marketed and sold to ensure the sustainability of the productive institutions and the continuation of the production process.

What distinguishes agricultural products in most countries of the world is the clear contrast between production and demand for consumption. It is rare to find a region in the world that does not depend on external sources to supply its local markets with these products, and this matter led, as a result, to work on a balance between production and consumption. It is important to note that agricultural products take great importance in one region or one country that parallels concern for other issues in the national economy for a major reason related to the food security of the population. Today in the World Trade Organization is the agricultural file, due to the intransigence of countries, led by the developed countries, in the issue of agricultural support due to the sensitivity of the agricultural sector.

Before entering into the term "agricultural marketing", it must be noted that this concept includes both agricultural products and animal products, in contrast to what its outward concept refers to plant and animal products, and this is due to the similarity and interdependence between these two products. The balance in agricultural production versus animal production is noticed except in the famous agricultural countries of the world. In France, animal products constitute 55% of the total agricultural production, compared to 45% for fruits, vegetables, and other agricultural products.

Nevertheless, we will try to focus on marketing the agricultural product and this is due to the requirements of the research that examines how to market the agricultural product to the international markets. However, it is assumed to know precisely what agricultural products mean and the different products they contain, as the concept is not limited to fruits and vegetables, but goes beyond that to include dry products such as wheat, barley, rice, and lentils as well as industrial agricultural products such as sugar cane or sugar beet and raw materials for the production of oils of various forms such as olives and cotton seeds. And the sunflower is also what is extracted in the manufacture of vinegar, for example, and even the potato product, for example, it is included in agricultural products and cannot be considered fruits or vegetables, but rather crops and there are many other products similar to this product.

Agricultural products are characterized by abundance, and despite the variation in their production from one site to another, the institution working in the field of agricultural marketing is working hard to preserve these products so that they reach the consumer in the best way. The most important characteristic of agricultural products is the following: The variation in production periods (seasonal); Variation of agricultural outputs between countries of the world; Geographical concentration of some agricultural products; Perishable. The primary role of agricultural marketing is the transfer of agricultural products from the producer to the consumer, and thus the objectives of the institutions working in the field of agricultural marketing can be summarized in two goals: concentration and aggregation of agricultural production, and the balance between supply and demand.

The marketing functions are described by the different activities and services related to the flow of goods to the markets, and according to the modern meaning of marketing, these functions expand to include all marketing activities, not only those related to the delivery of goods from producers to consumers, and if not easy, jobs can be classified. A classification that can be used or applied in all marketing conditions, except that it is classified into reciprocal functions (buying and selling), distribution functions (transportation and storage), and supportive facilitation functions (calibration, grading, information, and risk tolerance) and for agricultural commodities, some add. The processing function (preparation and manufacturing) refers to the distribution functions, and they call it the physical jobs, that is, the physical to include (transportation, storage, and processing).

2. International Markets of Agricultural Products & Policies Dealing With Price Fluctuations

2.1 Developments in agricultural product markets

Global growth in food production (at constant prices) slowed down to about 0.1 percent in 2018. After two major increases of 2.6 percent in 2017 and 3.8 percent in 2018 in the food price crisis, global agriculture has been affected. Other shocks, such as the drought that occurred in the Russian Federation during the summer of 2010, caused a dramatic decline in the country's production and exports of wheat. As for the growth of trade, it was around 4 to 6 percent annually before the financial crisis. Then it contracted in 2009 and is expected to remain negative in 2014.

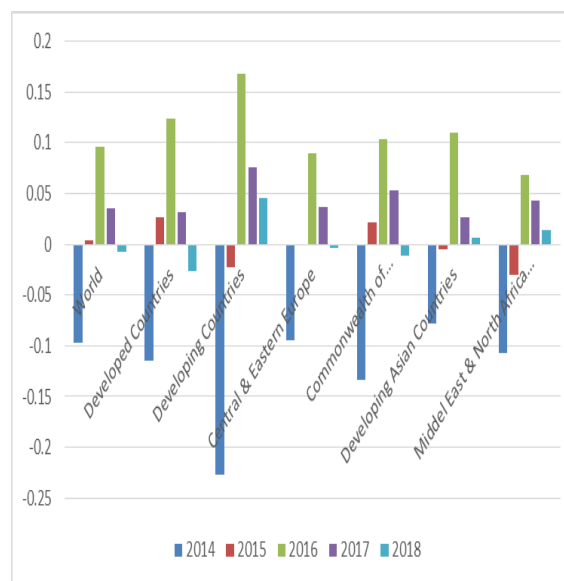


Figure 1: Growth rates in international agricultural trade in 2005-2018

The estimates of world production in the period 2014-2018 presented in Figure (25) show the global production response as a result of the increase in food prices and then their decline, reflecting the impact of several factors and factors on the agricultural production side, including the most severe structural factors and factors related to the agricultural production. In the industrialized countries and the countries of “Brazil, Russia, India and China (BRIC)” it is a response to the high prices of crops in the years 2007 and 2008, however during the last decade the least developed countries and “the rest of the world” achieved large growth in production (Figure 2). The two geographic regions that witnessed the strongest growth in food production during the last decade –OCDE Countries, Eastern Europe, and Latin America and the Caribbean - have differed in response to the food price crisis.

The rate of growth in international trade for agricultural products was greater than the growth in global production of the same products, which indicates the growing importance of international marketing of agricultural products and the direction of many institutions and countries to the global market order and thus maximizing its financial revenues. The countries of Eastern Europe, after recording exceptional crops in 2016, were not able to sustain the potential growth in subsequent years, and the drought that they were subjected to in the year 2014 led to a significant decline in the levels of crop latitude and the lesser crop. Production shortages related to the weather in 2014 and the financial crisis (Figure 3). However, production slightly recovered in 2015 and 2016. In Asia, growth in food production has remained strong over the last decade, generally between 2 and 4 percent per year,

but slowed down in 2015 and 2016.

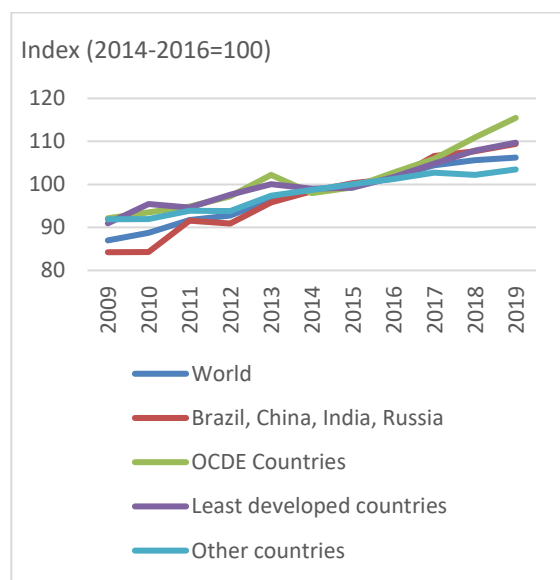


Figure 2: Food production index by economic group and by region 2009-2019

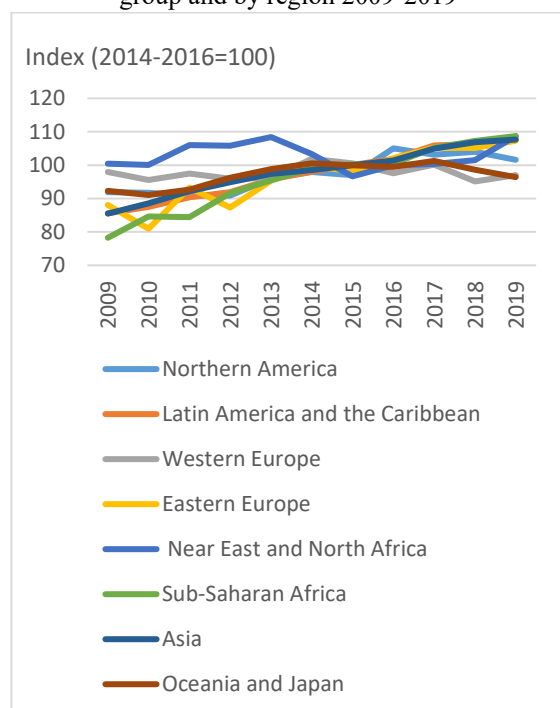


Figure 3: Index of food production by region

Production did not grow from 2013 to 2015 in Near East and North Africa, where growth ranged between 3 and 4 percent annually during the last years, and production is expected to increase moderately in 2021. The region, which recorded the slowest growth in food production in recent years is Western Europe, where it is expected that production in 2021 will be only about 5 percent higher than it was in 2010. Production has decreased in 2017 and 2018 under the influence of higher prices and lower requirements set aside in the European Union.

However, it has increased about 2 percent in 2019 due to high prices and favorable weather conditions. The consumption of foodstuffs in the world, which was increasing at a rate of more than 2 percent annually (about 1 percent in terms of per capita), decreased marginally in terms of per capita consumption during the economic downturn that occurred in 2017, as shown in Figure No. (27).

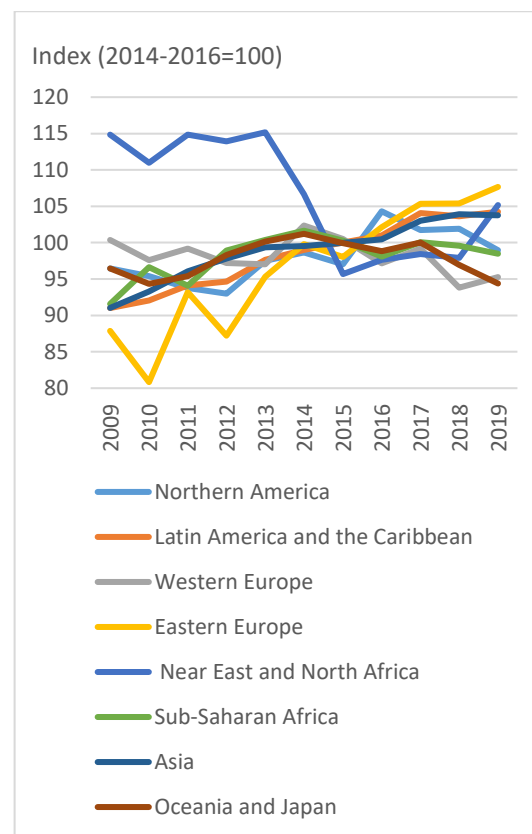


Figure 4: Food production index by economic group and by region 2009-2019

Food exports from almost all regions stagnated from 2011 to 2019 (Figure 5). From 2010 to 2014, Eastern Europe witnessed a cumulative growth in exports, amounting to about 350 percent, and in 2014, grain production was at a very high level. However, exports stagnated in the following years and slightly fell in 2019 as a result of high prices. Food exports from Western Europe have stopped making any improvement, perhaps as a result of the appreciation of the euro, as well as the successive reforms at the level of policies, including the reform of the joint agricultural policy of the European Union. This has made this region a supplier of food to the increasingly important global markets. Nevertheless, the region's food exports suffered from stagnation in terms of volume during the price crisis of foodstuffs and the economic downturn. The volume of exports from other regions also stagnated during the aforementioned decade. The use of local grains for biofuel production may limit growth.

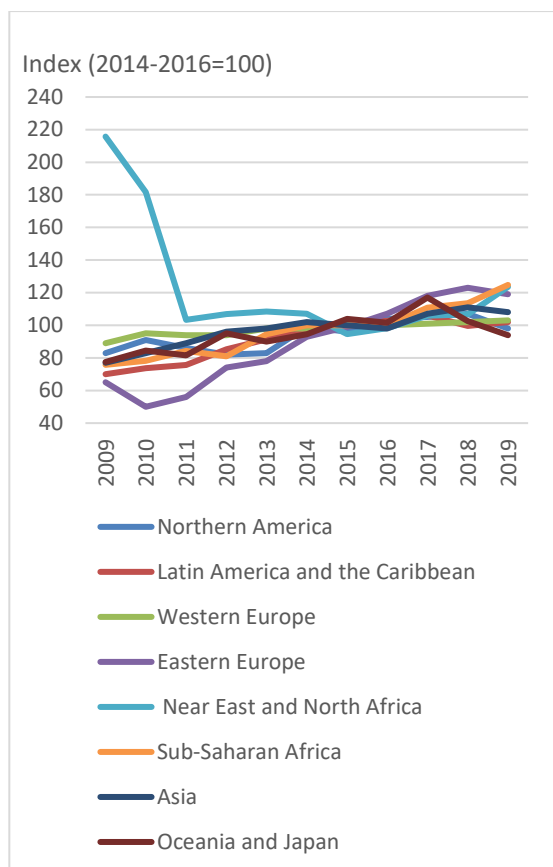


Figure 5: Indexes of food export volumes by geographical region

Food imports in Latin America and the Caribbean rose faster than in other regions (Figure 6), increasing in volume by nearly 75 percent during the period between 2009 and 2019. After 2011 imports continued to grow in maintaining relatively high rates of income growth and also increased food imports for the countries of the Near East and North Africa. The increased oil revenues funded this increase, but they decreased significantly during the economic downturn (2009 to 2011). The imports of all other regions also increased slightly over time. The volumes of food imports to sub-Saharan Africa decreased in 2017 and 2018. During the last decade, net food imports to sub-Saharan Africa, at constant prices, increased by more than 60 percent, implying an increase in the widening of the food trade deficit that this region suffered from throughout the past several decades after population growth outpaced the growth of food production.

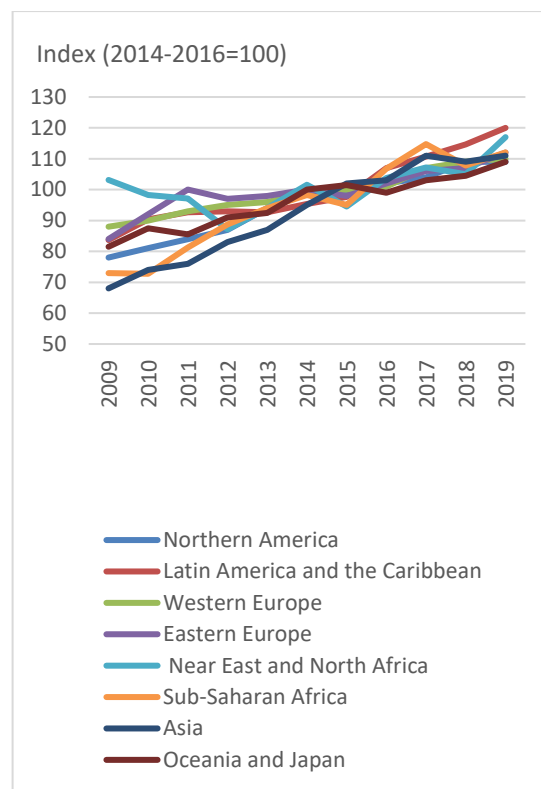


Figure 6: Indexes of food import volumes by geographical region

2.2 Trends in international prices of agricultural commodities

The increase in international prices of agricultural commodities escalated in 2009, turning into a surge in food price inflation around the world, which led to increased food insecurity, led to violent protests, and even increased concerns about international security. Africa was perhaps the most vulnerable. Therefore, the problem was global.

Developments in prices in food commodity markets, especially for the prices of basic foods (grains, oils, dairy products, meat, and sugar) have had a critical impact on global food security. During the food price index that occurred in the period 2010 and 2011, the food price index increased sharply (Figure 7). 2015 and 2016 are highly volatile and largely related to what preceded since 2011 (Figure 31) and during the period from Jan to October 2015, the prices of grains, oils, and sugar decreased, which largely explains the decrease that occurred in the food price index during the period. The fluctuation of sugar prices, especially since 2011, has been clearer than the fluctuation in the prices of other commodities that are included in the food price index.

Table 1: The most important countries exporting agricultural products globally in 2019

Country	Value Exports (Billion US\$)	Percentage of the Country's Exports from Global Exports (%)
European Union (28)	561.971428	38.90%
United States of America	139.662306	9.67%
Brazil	79.504077	5.50%
China	71.357093	4.94%
Canada	45.313743	3.14%
Argentina	35.881668	2.48%
Mexico	34.350163	2.38%
Australia	33.825732	2.34%
Thailand	33.811515	2.34%
Indonesia	32.862668	2.27%
India	29.299377	2.03%
New Zealand	24.472894	1.69%
Malaysia	21.754115	1.51%
Russian Federation	19.953546	1.38%
Turkey	18.763806	1.30%
Viet Nam	18.580593	1.29%
Total (16 Most Exported Economies)	1201.364724	83.16%

Source: Food and Agriculture Organization of the United Nations (FAO)

Concerning other agricultural commodities that do not form part of the food price index (Figure 7), the international prices of fruits moved closely with the commodity prices included in the food price index, so that they showed a sharp rise in the food price index and a decline during the financial crisis that followed. Regarding the prices of non-alcoholic beverage products, they moved less closely with the commodity prices included in the food price index. In general, the prices of raw materials were not affected by the rise in the prices of other commodities during the food price crisis, but they declined significantly in response to the economic decline that occurred in 2011 before the rise in the economic demand for these commodities reflects another rise in response to this.

Table 2: The most important countries importing agricultural products globally in 2019

Country	Value Imports (Billion US\$)	Percentage of the Country's Exports from Global Imports (%)
European Union (28)	527.434106	35.47%
China	172.434752	11.60%
United States of America	139.662306	9.39%
Japan	58.984345	3.97%
Canada	34.92053	2.35%
Russian Federation	27.796805	1.87%
Republic of Korea	27.454606	1.85%
Mexico	25.784233	1.73%
China, Hong Kong SAR	24.323623	1.64%
India	21.685852	1.46%
Viet Nam	20.857225	1.40%
Saudi Arabia	20.083973	1.35%
Indonesia	19.248944	1.29%
Malaysia	16.467198	1.11%
Turkey	16.076311	1.08%
Egypt	15.749064	1.06%
Total (16 Most Imported Economies)	1168.963873	78.61%

Source: Food and Agriculture Organization of the United Nations (FAO)

Although the prices of basic commodities have decreased from their peak levels during the Covid-19 crisis, all commodities covered by the food price index at the end of the third quarter of 2020 remained significantly stable than the prices that prevailed before the crisis. According to the 2020-2021 OECD-FAO Agricultural Outlook, real commodity prices are expected to be higher on average over the next decade than they were in the period 2009-2011. Factors behind the expected higher agricultural commodity prices include higher production costs, increased demand from emerging and developing economies, and increased production of biofuels from agricultural feed-stocks.

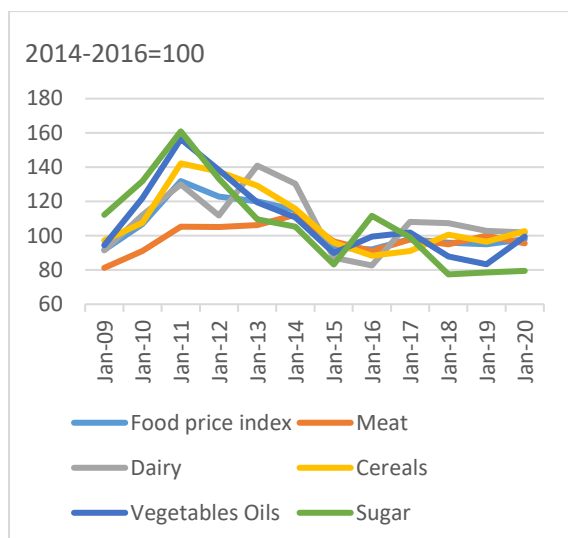


Figure 7: FAO Price Index Number for Basic Foods (Cereals, Oils, dairy products, meat, and sugar) 2009-2020

2.3 Policies dealing with agricultural market price fluctuations

There is no agreement among economic writers on a specific definition of the term policy in general, yet economists generally view policies as the goals and methods adopted by governments to influence the level of economic variables, that is, they refer to government interventions in the economy. National policy responses to rising food prices have varied in both their nature and their effectiveness, and in many cases, governments have used existing policy measures. Policy responses can be grouped into three broad categories, targeting consumption, trade, and production respectively, and it appears that there has been relatively little action on longer-term measures.

Many countries around the world have announced new pledges or increases in their expenditures on food production programs, and it is one of the immediate responses to the food crisis through the quarantine caused by Covid-19. For example, in China, expenditures on support programs for cereal production - direct income support and subsidies for seeds, machinery, fuel, and fertilizers - increased to more than four times between 2015-2016. In Angola, the government announced in 2018 an investment of \$ 2 billion in agriculture to boost cereal production.

Many countries, especially the least developed countries, have intervened to protect the access of poor consumers to food through a variety of emergency "safety net" measures. These measures included the distribution of basic foodstuffs (food seeds, bread, and milk), and the provision of cash to buy food (or food for work) for the most vulnerable groups, which are the poorest in urban and rural areas, or school children, or patients in hospitals and

used them. Consumer prices, especially about basic foodstuffs. At the same time, some governments have also reduced consumption taxes. For example, price controls have also been used through sales from public stocks at predetermined prices or simply freezing retail prices by decree.

A WHO survey of 77 countries showed that 55 percent of them used price controls or consumer subsidies in an attempt to limit the transmission of price increases to consumers. Scarce budgetary resources can distort food markets. Price controls may impose quotas and suppress incentives for producers. Income transfers are less distorting than food subsidies and can be directed toward the poor and vulnerable, while comprehensive, non-selective benefits and price controls benefit the rich and the poor alike. This also applies to other safety nets such as food and nutrition programs.

Many countries have introduced measures in their trade policy to reduce price increases and to ensure that adequate supplies are available in domestic markets. These measures included customs cuts to facilitate imports. And the imposition of an export restriction, the imposition of taxes to transfer supplies to the local markets, the reduction of more than half of the seventy-seven countries covered by the Organization's survey of their tariffs on imports of food seeds, and the imposition of a quarter of these controls on imports of food seeds. Physical controls such as imposing a ban and imposing a quota system. In the short term, these commercial measures are feasible, easy to implement, and inexpensive. However, it may have negative effects on the incentives for increasing food supplies by increasing domestic production, and on global markets by increasing the restriction of supplies and further pushing up prices. Although the imposition of taxes on exports generates some additional government revenues, several exporting countries have reported that export controls, and then the decrease in product prices coupled with the rise in the prices of inputs, have led to a decrease in love. Reducing customs tariffs on imports also leads to a loss of customs revenues that can represent an important contribution to the resources of the country.

In May 2019 a survey of policy responses was conducted in 77 countries, which revealed the following: The occurrence of a decrease in customs duties on grain imports or the abolition of tariffs in nearly half of the seventy-seven countries; And imposing price controls or providing subsidies to consumers in 55 percent of countries, and the existence of some form of export restrictions, including taxes in a quarter of the countries, and almost identical percentage measures to increase supply by utilizing grain stocks. On the other hand, only 16 percent have been implemented. One hundred of the countries surveyed have any policy

responses at all.

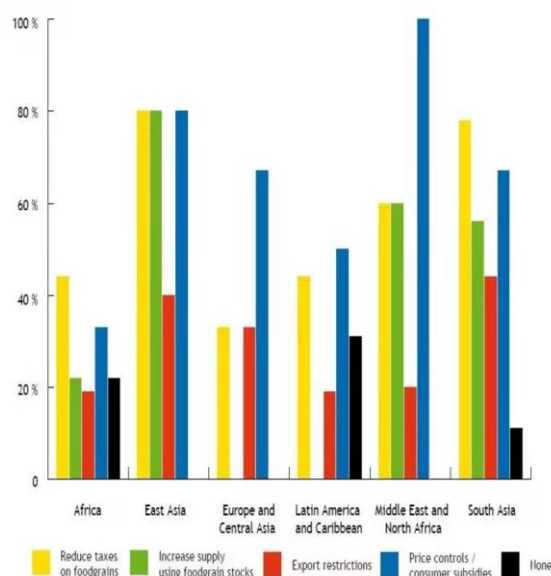


Figure 8: Policies taken to confront the rise in food prices

Source: FAO, *Annual Report on the State of Agricultural Markets 2019*

Policy responses have also varied greatly by region. The countries of East and South Asia, the Near East, and North Africa have undertaken major activities in all four areas of intervention, and in every geographic region except sub-Saharan Africa, two foreign exchange controls reported that one or two percent of their prices were used. On the other hand, sub-Saharan Africa and Latin America, and the Caribbean regions showed the lowest level of policy intervention, with approximately 20 and 30 percent of their countries reporting, respectively, that they had not undertaken any activity in any of the aforementioned policy categories.

The global food crisis that occurred in 2018-2019 prompted many countries to attach great importance to food production and to set higher goals to achieve self-sufficiency, whether in the context of new domestic food security strategies. In turn, they are attributed to the rise in prices in global markets, which of course lead to increased production possibilities, as policy responses embody the desire to increase food production and labor to have higher levels, and these responses are also due to the growing sense of the possibility of relying on global markets. For example, China, a few years ago, was pursuing a policy of "grain security", aiming at achieving self-sufficiency at a rate of 95%. The Russian Federation announced in January 2010 the principle of food security that includes, inter alia, quantitative goals in terms of achieving self-sufficiency. From African countries In Burkina Faso, Senegal, Nigeria, Benin, and others, governments have launched new campaigns for food production,

especially rice production, just as Arab countries have announced the endeavor to achieve complete food self-sufficiency, especially concerning wheat for Egypt and Algeria.

Reducing taxes on producers, especially on food seed production, was a policy that was widely used to boost production in each of the low-income countries, and increased middle-income subsidies, and subsidies for production, especially food seed production, were used to boost incentives and seed subsidies were also used. Although the provision of these subsidies and the distribution of production inputs (such as seeds and fertilizers) can provide a short or medium-term stimulus to production, these systems can be very costly and may lead to less than optimal use of these inputs, especially if the work continues. Despite the concrete need to ensure adequate food supplies and in addition to sufficient food supplies, some countries still control the prices of producers, where we set the price below the price on the free market, or buy food seeds at low prices from domestic suppliers. Subtracting seed stocks.

In many countries, governments also resort to a variety of other measures that may be termed "market management policies." These measures may include imposing price controls through administrative orders, restrictions on the possession of traders in the private sector of stocks, and restrictions on stocks. For hoarding, restrictions on futures contract dealers for basic commodities, and open market operations that sell public stocks of food intending to reduce market prices, these measures have been widespread in large quantities and large quantities. It is not "market-friendly" or of development that is in the interest of the private sector. Nevertheless, the governments' resort to such measures during food crises indicates that these policies can help alleviate the situation to some extent.

3. The policy of international exchange of agricultural products under the laws of the world organization trade

3.1 Commitments on how to access the markets

First: shifting from protection by quantitative means to protection by price means. The main observation in the agreement is the transfer of all non-tariff barriers (such as import bans, quantitative restrictions, optional export restrictions, seasonal quotas, and import quotas - to the equivalent of restrictions (tariffs), which is called the tariff process.

The transfer rules consist of imposing customs taxes on them, taking into account the average prevailing in the base period 1988-1986, and this tariff is fixed, i.e. linked within the framework of the principle of transparency that governs the work of the World Trade Organization agreements.

Second: Gradual abandonment of the policy of

customs restriction on trade in goods, and the adoption of the Agriculture Agreement within the framework of the principle of reciprocal tariff reductions a policy of liberalizing international trade in crops and products partially gradually liberalizing tariffs (including tariffs that have shifted from the system of quantitative restrictions where all duties are reduced. Customs applicable to agricultural commodities, including tariffs resulting from the removal of non-tariff restrictions, by agreed rates and a specific time frame in which the economic conditions of developing countries are taken into account.

From this standpoint, the agreement stipulated the commitment of developed countries to reduce their customs tariffs on agricultural commodities by a total average of 36% over a period not exceeding six years.

Concerning developing countries, the reduction will be 24% over ten years, ie an annual reduction rate of 6% for developed countries (2.4%) for developing countries. It is noted that the determined rates are a picture of a total average, which means that these percentages are achieved from the total reduction in tariffs on the agricultural import sector as a whole, and not necessarily for each customs segment.

Third: Establishing a tariff-quota system - The AOA sought to achieve a minimum level of access for products to close or semi-closed markets, through a minimum level of opening the member's markets. An import of crops and agricultural products constitutes less than 3% of its average domestic consumption of these commodities in the base period (1998-1986), with an increase to this level at the beginning of the implementation of the agreement and increasing this percentage at the end of the implementation period to 5% as a minimum. But if it is not less than 5% of consumption.

The local government should maintain this level during the implementation period. The establishment of the tariff-quota system represents a partial treatment of high tariffs on imports of goods that were highly protected by non-tariff restrictions (as in the case of bound tariffs on meat, grains, and dairy products) in developed countries, which constitutes an effective impediment to access to the markets of these commodities. Therefore, the GATT obliged countries to import at least 5% of the commodities on which very high restrictions were imposed, which led to a decrease in the percentage of imports, including 5% of domestic consumption.

3.2 Domestic support

The endeavor to reduce support for local production of agricultural products is one of the most important things mentioned in the Agriculture Agreement, and the importance of this trend is because reducing support for local production would, if the negotiation parties adhere to the essence of this

trend, create international trade for agricultural products, which is essentially devoted to limiting the support policies it provides. Developed countries, especially European Union countries.

It is noted that the agreement to reduce domestic production support is an embodiment of the US attack on agricultural policy. If America has turned a blind eye to how to formulate market access procedures or exceptions that have been received, considering that it can adapt to take advantage of these exceptions through the formation of economic blocs excluded from the principle of the most favored nation, then the United States did not find anything clear Work to limit agricultural product support policies that European Union countries provide to their agricultural producers, and to restrict production support, the AMS is calculated and then this scale is reduced by certain percentages. The AMS, which expresses in monetary terms for agricultural production support methods, includes three components: The support provided to specific products, the support provided to the sector as a whole, or what is called the impermissible cash payments m, and the equivalent measure of support, which was grouped into three lists: the green list, the blue list, an exception to the minimum.

Based on the above, calculating the AMS requires two steps. The first step is to define what is meant by the three lists that are not included in the AMS, and the second step is to clarify how each of the three components that are included in this scale is calculated. The exceptions are those that are enjoyed by both developing and least developed countries.

3.3 Supporting exports of agricultural commodities

It was not what the developed countries resorted to, mainly before the Uruguay Round, in imposing high tariffs as well as non-tariff restrictions on agricultural imports and to support agricultural producers, which were the only two factors that caused the international trade in agricultural products to seriously disturb at that time, but rather A third factor was found next to them, represented by the financial subsidies provided by the countries in the event of the export of these products, when the policy of supporting domestic prices necessitated such subsidies if these products were to find a place in the global export markets.

In the Agriculture Agreement, it was possible to reach reasonable levels of discipline in this important area of agricultural trade policy and to clarify the rules governing it with a reasonable degree of strictness attached to it. And to decide on reliable reductions in the two types of exports:

- The first type relates to the amounts of subsidy expenditures that were provided by countries for their agricultural exports, and also the second type relates to the quantities of subsidized products. As a

result of all this, many could consider the part related to reducing agricultural export subsidies as the most effective part of the Agriculture Agreement in the first periods of the year. Its implementation and that the most important repercussions of the agreement immediately after its implementation will be caused by the provisions limiting this support.

It is clear that reducing export subsidies contributes to increasing market access for agricultural products and strengthens competition in exporting them to world markets.

- Provisions for limiting export subsidies: The provisions for limiting export subsidies are contained in Articles (8) to (11) of the Agriculture Agreement and paragraphs (3) and (1) of Article (3) thereof relating to the inclusion of concessions and undertakings, and there are six provisions in this, In particular, its performance is as follows:

First: Determining the types of agricultural export subsidies that are subject to reduction pledges

Second: Reducing agricultural export subsidies for subsidy amounts, or subsidized quantities.

Third: Recording the undertakings of the countries in this regard in their schedules of the GAT 194

Fourth: Not to allow the provision of subsidies for agricultural exports of the aforementioned types that were not provided by the countries in the base period, nor for a product that was not obtained therein.

Fifth: Preventing pledges to reduce agricultural export subsidies from being circumvented

Sixth: Clarify the treatment of agricultural products included in exported prepared products.

CONCLUSION

The most important aspects of this study can be summarized as follows:

1. What distinguishes agricultural products in most countries of the world is the apparent variation in production and demand for consumption, and this has resulted in the inevitability of an international exchange of this product to balance them.
2. The term "agricultural marketing" refers to those efforts aimed at facilitating the flow of agricultural goods and services arranged on them from the places of their production to the places of their consumption, according to the conditions, prices, and types that are appropriate and acceptable to all parties to the agricultural process.
3. Agricultural marketing functions refer to all activities and services aimed at delivering goods from producers to consumers and can be categorized into reciprocal functions (buying and selling), distributive functions (transportation and storage), and supportive facilitation (calibration, grading, information,

and risk tolerance).

4. The reality of international marketing indicates an increase in international trade of agricultural products at a faster rate than agricultural production, which reflects the increasing interest of countries and institutions to direct their agricultural products to international markets.
5. Statistics also indicate that industrialized countries control the international marketing of agricultural products, as only Brazil belongs to developing countries among the first ten countries. Developing countries hope, in light of the liberalization of international trade of agricultural products and the lifting of subsidies, to be an effective component of the natural and human potentials they possess. Colossal in the agricultural sector;
6. The laws of the World Trade Organization "OMC" aim to establish an equitable and fair trade system in agricultural products based on market forces. However, this has not been achieved due to the insistence of developed countries on their support for agriculture and their demand for developing countries for further reform.

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