

# RESEARCH ON THE SALES CHANNEL EFFICIENCY OF FRESH AGRICULTURAL PRODUCTS-BASED ON A SURVEY OF LITCHI GROWERS IN GUANGDONG PROVINCE

Qi Wen'e, Song Fengxian\*, Luo Tao, & Xu Zexi

College of Economics and Management, South China Agricultural University, Guangzhou, Guangdong, PRC, 510642

*qiwene@scau.edu.cn, \*1451007213@qq.com, 1002556763@qq.com, 2878796845@qq.com*

## ABSTRACT

According to a survey of 598 litchi growers in 167 villages, covering 45 towns in 13 counties of 7 cities in Guangdong, the main litchi sales channels are selling locally to external merchants (whole farm contracting excluded), selling to external merchants at local purchasing stations, selling independently at markets/roadside, and selling in wholesale markets. A three-stage data envelopment analysis method is used to analyze the efficiency of these litchi sales channels. The results show that the sales efficiency of the "Selling locally to external merchants" channel is higher than that of the other three channels. Factors such as brand involvement, grower educational background, agricultural cooperative membership, and whether farmers' relatives and friends work as village cadres also have significant effects on litchi sales. However, the direction and degree of these factors' effects on different sales channels vary. Litchi sales are currently at a stage in which the returns on scaled farming are steadily increasing.

Keywords: Litchi, Multiple sales channels, Sales efficiency, Three-stage DEA model