

Opportunities and Threats of Iranian Saffron in the World

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Abstract

Iran has a comparative advantage in production and export of Saffron. More than 85% of the world's saffron is produced by Iran. Among agricultural products, saffron is known as the most expensive spice in the world. Among the countries that produce this product, Iran is known as the largest producer of saffron in the world with the production of more than 300 tons of saffron per year and about 90% of the cultivated area. Saffron has various uses in the food, pharmaceutical, cosmetic and health industries. And it is known as a medicinal plant in the world. The domestic consumption of saffron includes about 20 to 30% of the production. In this research, various aspects of saffron production and trade are analyzed at the national and global level. The results show that Iran has advantage in the production of this product due to the fact that it has abundant and relatively cheap resources such as land and labor in the production of saffron compared to other competitors, but in terms of the position and share of the market and trade of saffron, other countries have higher efficiency. Due to the weakness in the agricultural system, packaging, marketing and advertising in the export sector of this product, the maximum volume of export is done in bulk and the importing countries re-export this product with different packaging, which has caused this. Iran loses a significant share of its added value in the trade sector of this product. In addition to the problems mentioned, the limitations of the embargo period, money transfer problems, high bank facility rates and lack of support for the saffron industry have caused neglect in marketing, market and branding for saffron has not been done.

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