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EDITORIAL

The time has arrived for me to say goodbye after helming the Journal of Agribusiness Marketing as Chief Editor since its inception in 2008. The eighth issue is the final issue of the journal that I am editing in my given capacity. The future of the journal is uncertain at this stage.

It has been a challenging nine years of managing the journal and a great learning experience for the editorial team as we were treading on new territory- something that the Federal Agricultural Marketing Authority (FAMA) of Malaysia had very little experience in. I am glad to say that the editorial team has performed reasonably well and managed to publish eight issues of the journal during the period. And in the process, we managed to organize the Agribusiness Marketing Conference in 2010, and the International Agribusiness Marketing Conference (IAMC) in 2013.

I would like to take this opportunity to thank the editorial board, comprising international and local members, who have been with us since the inception of the journal, and many editorial board members who joined subsequently, for assisting FAMA in the management of the journal. Of special mention are Alias Radam and Amin Mahir Abdullah from Universiti Putra Malaysia, who have played their roles as editors wholeheartedly. I am also grateful for the untiring efforts of the many reviewers who have played a major role in ensuring that the quality of the journal is maintained. And to the pioneer executive editors, Norhashila Mohd Ismail and Mohd Riduwan Mohd Hussein who have remained steadfast to the journal cause, thanks from the bottom of my heart for their commitment and willingness to learn. Finally, to the management of FAMA, especially to the previous Director-General, Dato' Mohd Shariff Abdul Aziz who conceptualized the idea of an in-house FAMA journal, and the present Director-General, Dato' Ahmad Ishak, thanks for this opportunity to serve FAMA and broaden my horizon.

The eighth issue of the Journal of Agribusiness Marketing presents five articles that discuss current issues related to the marketing of fresh and processed agricultural products. The first article by Sukhpal, “**Replicating Small Farms, Prosperous Farmers in India: Lessons for Policy and Practice**” makes evidence-based policy and practical recommendations for replicating the Small Farmer, Prosperous Farmer (SFPP) models of agricultural development in India. The empirical case studies of 35 small and prosperous farmers documented profiles of SFPPs in terms of their resources, costs and profits; provided evidence of success (in terms of net income and prosperity) given small holdings; identified major factors in prosperity/success; looked into the roles of policy and business environment, if any; and made inferences on possibilities of replicating of SFPP success given other contextual factors in other regions.

The second article, “**Marketing Margins and Marketing Efficiency for Fruits in Malaysia**” by Bisant, reports on a study on the marketing costs, margins, and returns for fruits in Malaysia. The study aimed to determine whether marketing efficiency exists in the fruit sector based on a comparison between net returns and value of services. The

study found that the marketing of six types of fruits was efficient, whereas that of five other fruits was inefficient. The farmers' share of the consumer ringgit ranged from 40% to 61%, whereas the wholesalers' margin varied from 30% to 59%, and the retailers' margin was between 15% and 28%.

Nik Rozana, Suhana and Mohd Tarmizi in the third article, **“Identifying the Nature, Issues and Challenges of Women Entrepreneurs in Agriculture: A Mixed Method Approach”**, report on a study that had been carried out to understand the issues or challenges faced by women entrepreneurs in Malaysia. Female participants from three women development programs were involved in a survey conducted through focus group discussions and self-administered questionnaires. Factor analysis was used to identify the issues and problems faced by rural women entrepreneurs, especially those involved in agriculture-based businesses. The analysis found that the top three challenges among rural women entrepreneurs were marketing, human resource and financing. Overall, rural women had the potential of contributing to their household economy and raising its income if the issues and challenges they faced were managed well, with the support from development programs provided for them.

The fourth article by Oteh, **“Resource Use Efficiency on Cassava Production in Abia State, Nigeria: Implication for Agri-Food Marketing and Commercialization”**, investigates the role of resource use efficiency on commercialization and food security of cassava farmers in Abia state. The study identified determinants and levels of commercialization among farming households based on resource use. Results indicated an inefficient utilization of resources employed in the production of cassava production. Inputs, adoption of modern technology, labour and household size returned as significant factors that influence resource use efficiency. The result of the food security status shows that farmers who are food insecure are greater in number than their counterparts who were food secure.

In the fifth and final article entitled **“Marketing Margins and Market Efficiency for Vegetables in Malaysia”**, Bisant notes that the efficient distribution of food is an important consideration toward ensuring food security. This study examined the marketing costs, margins, and returns for ten types of vegetables. Primary data were collected from five states and face-to-face interviews were carried out with 215 respondents consisting of farmers, wholesalers, and retailers. The study obtained mixed results, which indicated the existence of marketing efficiency for five of the ten vegetable types studied.

With that, I am signing off. Farewell everyone!

Bisant Kaur (PhD)

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