

ANALYSIS OF PRODUCTION COSTS AND
COMMERCIALIZATION OF MANGOES PRODUCED AND
EXPORTED FROM THE SUBMÉDIO SÃO FRANCISCO RIVER
REGION

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The Submédio São Francisco River Region is presently one of the main mango growing areas and the largest exporter in Brazil, with a growing area of approximately 12 thousand hectares, mainly concentrated in the counties of Petrolina-PE and Juazeiro-BA. From this total area, almost 70% are in either increasing or under full production, and 30% still being implanted. The crop shows high technological levels and high production costs, situation which requires from the farmers high yields and an adequate economical return. This study had the objective of analyzing the profits obtained from growing mangoes in the Submédio São Francisco River Region and commercializing them into the international market. Data were got at typical mango producing and exporting enterprises in the region. For estimating economical viability, the Partial Budget Method was used. Regarding yield, the variable and fixed costs were calculated, and regarding commercialization, costs from receiving the product in the packing house up to delivering it in the final market were estimated. The results indicate that in a 4.2kg export box with mangoes, US\$ 0.68 represents production cost, US\$ 2.39 represent processing cost, US\$ 1.55 represents transport and custom costs, and US\$ 0.48 represents import commission. Taking into account that the average price of a mango box in the North American market is US\$ 6.00, the farmer gets from each one sold a net profit of US\$ 0.90 and a benefit/cost ratio of US\$ 1.18.