



Revista Ciencias Técnicas Agropecuarias

ISSN: 1010-2760

ISSN: 2071-0054

Universidad Agraria de La Habana

Martinez-Hernandez, Carlos M.; Ochsner, Hans  
Presentation and Commercialization of Agricultural Product. Last Tendencies  
Revista Ciencias Técnicas Agropecuarias, vol. 33, no. 2, e10, 2024, -June  
Universidad Agraria de La Habana

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# Presentation and Commercialization of Agricultural Product. Last Tendencies

## Presentación y comercialización de productos agrícolas. Últimas tendencias



<https://cu-id.com/2177/v33n2e10>

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**ABSTRACT:** The work refers to the sphere of the post-harvest of the agricultural product. The first one leaves it refers to the presentation and commercialization of agricultural products in Germany; country that presents a high standard of quality and competition in this sphere inside the European Union. In this case, the methodologies are described that are used in this country and their tendency toward the future. The party of the second part is about these same topics in the environment of Cuba. The third leave they discuss: Which of these technologies they could be introduced in Cuba or in countries of the call third World? this way, is the objective of the present work to disclose what is carried out in this sphere to level of the first world and the possibility of introducing some of these presentation and commercialization technologies in countries of the call third world.

**Keywords:** Presentation, Commercialization, Germany, Cuba.

**RESUMEN:** El trabajo se refiere a la esfera de la poscosecha de los productos agrícolas. La primera parte se refiere a la presentación y comercialización de productos agrícolas en Alemania; país que presenta un alto estándar de calidad y competencia en esta esfera dentro de la Unión Europea. En este caso, se describen las metodologías que se utilizan en este país y su tendencia hacia el futuro. La segunda parte trata de estos mismos tópicos en el ámbito de Cuba. La tercera parte se discuten: ¿Cuáles de estas tecnologías pudieran introducirse en Cuba o en países del llamado tercer Mundo? De esta forma, el objetivo del presente trabajo es divulgar lo que se realiza en esta esfera a nivel del primer mundo y la posibilidad de introducir algunas de estas tecnologías de presentación y comercialización en países del llamado tercer mundo.

**Palabras clave:** Presentación, Comercialización, Alemania, Cuba.

### INTRODUCTION

Some years ago, [Martínez & Juviel \(2019\)](#) have carried out a work where it was reported some aspects of the presentation and commercialization of agricultural products in Cuba; in this same issues other investigative works had been reported by [Abbott \(1987\)](#); [Mendoza \(1991\)](#); [García et al. \(2003\)](#); [Iglesias y Acosta \(2005\)](#); [Arias \(2007\)](#); [BuenDato-Colombia \(2009\)](#); [Martínez \(2012\)](#); [Arias y Mendoza \(2014\)](#); [Juviel \(2017\)](#) among others.

Presently work, is carried out an approach to what happens at the moment in this field in Germany, country of the first world and considered as one of the economic pillars of the European Union (UE): Of here the importance of knowing: What, How and Because? are these questions so important at the present time.

On this base, the work intends as objective to give to know the current technologies in this field. This

way the knowledge is potentiality and it could be extrapolated to countries with a smaller development (third world).

### DEVELOPMENT OF THE TOPIC

#### German case

In Germany a big dedicated companies exist to the presentation and commercialization of agricultural products, these companies are multinational that they have presence in all the countries of the European Union (UE), for such a reason the producers generally sell their productions to these companies, although the commercialization is also allowed by the own producers, respecting the laws of the market. In each colony, area, neighborhood of the German cities are exists different market types that compete among them in quality and price of its offers. Therefore, the

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Received: 20/03/2023

Accepted: 13/03/2024

consumers have the possibility to look for better prices in benefit of their personal economy, without being affected the quality of the obtained products.

These markets are in the online web (it witnesses virtual). this way, the previous consumer to visit the markets can carry out a search from his computer or telephone of the offer, the different products and the prices in the different existent markets, previous to be presented in a present way in this market to carry out his purchase.

Several types of markets, the markets of organic products and the non-organic market of products exist. The work is focused to the markets of non-organic products, inside which several multinationals are present (Netto Marken Discount, LIDL; ALDI among other). These markets have different products at the same time (drinks and liquors, nutritious products, medications, gardening products, products for the home, cosmetics, sweet, meats among other). Generally, inside these markets or contiguous to the same ones, they are what we call in America: butcher shops and the calls candy stores also exist. Here it can have breakfast, to take a coffee, to eat up a candy, or simply to buy to take to house. That is to say, the consumer has the entire necessary one to fulfill his purchase expectations. Also in certain moments of the week, they are carried out discounts and this way they give quick exit to products of drop it demands. When the consumer has doubts with a price, it can scan the same one or to request that they scan it to some employee that informs him the value of the product with a manual scanner immediately (price). The presentation of the products is impeccable, it labels, cover, paraffin, weigh, origin, due date and the respective chain of cold in windows to conserve and to lengthen the life shelf of the different products. The hygiene, cleaning and illumination inside of the market is unbeatable. In short, the consumer finds or any other person has the entire necessary one to give him a rake to the product from the primary producer until the last point of the commercialization chain (Pursuit). It could be present harvest season products are in these markets or outside of season and all converge in them those competitors that can execute the norms of Alimentary Codex or of the European Union (EUREGAP). Besides the German products, which have a strong presence, are common to find products of other such countries as: Spain, Brazil, Turkey, Mexico, Colombia, Peru, Costa Rica, China, Viet Nam and Cuba among others.

For the foreigners, nonresident permanent in Germany, it is easy and complex the process of present purchase. "Easy": for that one knows that there is all that is needed and that it doesn't leave to drain in

little time; but at the same time, "difficult" when not knowing: What to buy and how to select it?. Since the presence of a market so saturated of products of different prices and qualities, does it bear to learning in the techniques to buy? Mainly, in the patience to select the best bid in quality, quantity and price for the consumer's pocket.

A very particular aspect is the form of making the payments: These they can be carried out through magnetic cards or cash. Whenever it is made the payments of any product, it accompanies him their respective voucher. It is culture of this country, to return until the last cent, with what the value of the money is demonstrated; once the purchase, the cashier is made or cashier thanks him with a sentence of thank you, return again or good weekend. With that which the foreigners are completely pleased and we return that courtesy with a similar one in their own language (Danke or Viele Danke).

In these markets, the consumers have the possibility to recycle the bottles of previous purchases. A machine that picks up the containers exists and once quantified, it emits a voucher with the amount of the value of the recycled products. This way, in the box, when carrying out the new purchase, the amount is discounted of that obtained by the recycling of the products. Another important aspect is the refund of any product that the consumer rejects. In the case of the allowances, I don't have reference of birdcalls; however, in other products where if I have reference as for birdcalls, they are solved very quickly. Simply the client presents the payment voucher, it thinks about that the product is faulty and immediately they change it to you for other, they prove it, or they simply return you the amount if the client requests it. Here it is completed in the whole extension of the word, "the client always has the reason". To our way of seeing the things, we are sure that this is due to the competition, which is in good lid and on the base of the quality and the one regarding the consumer.

Next it is exemplified with figures that exposed in the German case. To see [Fig.1...10](#).

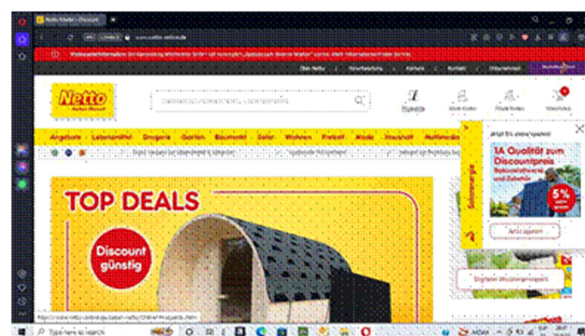


FIGURE 1. Netto website. Source: Author file.



**FIGURE 2.** External Promotion of a Netto market.  
Source: Author file.



**FIGURE 6.** Cuba Lemons.  
Source: Author file.



**FIGURE 3.** Detail of the shelves.  
Source: Author file.



**FIGURE 7.** Costa Rica Pineapples.  
Source: Author file.



**FIGURE 4.** Detail of the refrigerators.  
Source: Author file.



**FIGURE 8.** Colombia Mangos. Labeled with their price. Source: Author file.



**FIGURE 5.** Characteristic of the cold refrigerators.  
Source: Author file.



**FIGURE 9.** Mexico Avocados.  
Source: Author file.



**FIGURE 10.** Family Markets. Source: Author file.

### Cuban case

In accordance with the Annual Statistical of Cuba [ONEI-Cuba \(2021\)](#), a decrease of the quantity of agricultural products has taken place, cereals, leguminous, citric, other fruits and cocoa in the last five-year period, so much in the state sector as in the private sector. Therefore, the basic point to evaluate will be the increment of these productions in the current five-year period. In Cuba, the presentation technologies and commercialization of agricultural products they suffer of countless deficiencies. In the first place the agricultural productions differ among the different markets goals to which go directed. In the case of the products dedicated to the export outside of frontier or in specialized stores inside the Cuban frontiers where they are expended in freely convertible currency, their presentation and quality fulfills the international standards of quality as a rule, which are fixed by norm of the respective markets goals to where these products go directed or for the norms of the European Union (EUROGAP); or of the Codex Alimentarius. Here they stand out: Tobaccos, rums, coffee, citric and some fruits. However, the productions dedicated to local markets goal lack quality, appropriate presentation and non-homogeneity in general in the prices.

The products dedicated to the export (in frontier or outside of this), their main sales company is government enterprises with very little participation of private companies. In the last two years, they have been created in the country some private companies under the concept of medium and small companies (MIPYMES), to which the government has authorized inside to market his productions in the markets in foreign currencies or outside of the Cuban frontiers. These companies are a minority and until the present they have not solved the great problem of the discharge it demands of the Cuban domestic market. On the other hand, when Cuba included in a black list being of "country patron of the terrorism", generated by the government from the United States of North America, it becomes very difficult to the Cuban government or private entities to buy inputs for the agricultural industry or to market their agricultural products outside of the Cuban frontiers. In Cuba, they

are carried out agricultural fairs with the spirit of attracting foreign investors (ej: The International Trades of "Rancho Boyeros", Havana), but until the present it has not been possible to sum up many stocks in that sense.

Another aspect to highlight is the low capacity of agricultural products motivated by external and internal limitations, which have been exposed in a previous work by [Martínez & Oechsner \(2024\)](#) in publication process. Although norm are previously in Cuba, the fundamental activities for the presentation and the marketing of agricultural products: [NC 19-03-05-1982 \(1982\)](#); [NC 38-00-02-1985 \(1985\)](#); [NC 38-00-03-1985 \(1985\)](#); [NC 38-01-02-1987 \(1987\)](#); [NC 38-03-01-1987 \(1987\)](#); [ISO 9001:2000 \(2000\)](#); [ISO 9004:2000 \(2000\)](#), of anything they serve if they are not implemented and they are made fulfill rigor. To the above-mentioned, it is added that Cuba has to buy the allowances that it doesn't take place in very distant markets, that which urges the costs for questions of freight of the merchandise and risk country, to be low the coercive measures of the government from the United States of North America (the call "Blockade" it USA vs. Cuba). Cuba buys allowances in the international market for superior value to the 2 thousand million dollars per years; it calculates that to spend the arks state in freely convertible currency, trying to satisfy the demands of allowances. This situation could be reverted, but many factors should be chained to achieve it.

### DISCUSSION

Unfounded to doubts, the knowledge of what is wanted and one could make in the technologies of the presentation and commercialization of agricultural products, it is a road to trace a future road. In the case of Germany that already this insured today in day. In the Cuban case it is a chimera that it not could to achieve one day very distant. However, being realistic, a lot of political and economic will is needed to take steps that take to the country to achieve it. Above all, to look for alternative inside the domestic market, which it is motivated in the constant increase of the production with quality and their commercialization through the different involved economic actors. In these moments the first steps are giving in the bank transformation of the economy. This means to use to the possible maximum the possibilities of the virtual currency (magnetic cards) to carry out purchases and payments in all the markets for electronic channels, however, it should be had like reference that countries that have consolidated that system a long time ago, maintain the duality of the payment at the same time (with cards and cash), giving the opportunity to the consumers of selecting the form of payment that it wants. In the Cuban context, motivated by a faulty infrastructure that supports this virtual system, it is

even necessary and fundamental; to maintain both systems in a simultaneous way until the domestic external and internal conditions improve.

### CONCLUSIONS

The technologies for the presentation and commercialization of agricultural products at international and national level are broadly well-known and in constant development. Almost everything meets normed with national and international norms of obligatory execution. In this field, the same as in others; Cuba should open up to the foreign-owned investment with the purpose of winning experience, quality and competitiveness in these works. The people to make decision of the domestic economic politicians in the agricultural branch, they should be clear and attentive to all the changes that take place in the world in this sense. An important aspect will be to define the foreign partners and its market share Cuban intern. Until the moment they have been carried out discreet introductions of the foreign capital in the agricultural branch. A bigger aggressiveness is needed in this sense, since this in game the feeding and the quality of life of the Cuban town. It is necessary the allowances that it can be produced in Cuba to take place and those that cannot be produced in Cuba will have to buy them, there is not another alternative.

### GRATEFULNESS

To the University of Hohenheim, specifically to the State Institute of Agricultural Engineering and Bioenergy.

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The authors of this work declare no conflict of interests.

**AUTHOR CONTRIBUTIONS:** **Conceptualization:** C. Martínez. **Data curation:** C. Martínez. **Formal Analysis:** C. Martínez; H. Oechsner. **Investigation:** C. Martínez; H. Oechsner. **Methodology:** C. Martínez. **Supervision:** C. Martínez; H. Oechsner. **Writing - original draft:** C. Martínez. **Writing - review & editing:** C. Martínez; H. Oechsner.

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