

## **Analysis of Cashew Nut (*Anacardium ccidentale L.*) Distribution in Wonogiri District**

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The distribution system of cashew nut in the district of Wonogiri was assumed inefficient today. The objective of this research is to find out the trade pattern of cashew nut and their efficiency level using the parameters: a) marketing margin, b) profit margin and c) operational efficiency (mark up on selling).

The research was conducted in Ngadirojo and Jatisrono sub districts, Wonogiri district. Respondents in this research were farmers, collectors, and retailers. The number of each group were 30, 22 and 6 samples.

The result of this research was as follows: 1) there are six distribution patterns: a) pattern 1: farmers – collector I – collectors II – consumers, b) pattern 2: farmers – collector I – consumers, c) pattern 3: farmers – collectors I – retailers – consumers, d) pattern 4: farmers – collectors I – collector II – retailers – consumers, e) pattern 5: traders from other district – collectors II – consumers, f) pattern 6: traders from other district – collectors II – retailers – consumers. 2) marketing efficiency values are: a) marketing margins value for each pattern are: pattern 1 (Rp 25.207,55); pattern 2 (Rp 25.207,55); pattern 3 (Rp 27.207,55); pattern 4 (Rp 27.207,55); pattern 5 (Rp 10.000,00); pattern 6 (Rp 12.000,00). b) profit margins enjoyed by producers for all patterns is 44,27 % and c) we conclude that operational efficiency of all patterns using the above method is generally high. Eventually we conclude that the distribution system of cashew nut in Wonogiri district is efficient.

*Keyword: marketing margin, profit margin, operational efficiency, mark up*

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