

is relatively easy to carry the tomatoes and cauliflower boxes to the road where motorists can stop and bargain for the price. Peddling is done mostly at the very beginning of the harvest (when the vegetables attract an extremely high price) and towards the very end of the season, when the quality of the vegetables become unmarketable. Such direct sales constitute a marginal but important source of marketing in Zbeidat because it eliminates the need for brokers.

Thus the introduction of drip irrigation has ameliorated the position of the Zbeidat farmer and strengthened his bargaining power with the commission agent and the landlord, but the structure of this triadic relationship has not altered because of the farmer's continued dependence on them for his marketing needs. For it is they, (the commission-agent and the landlord) who set the hisbeh prices (within market demand) to the retailers and vegetable wholesalers. It is they who have control over the marketing infrastructures (transport trucks, packing boxes, etc.) and it is they who control the organizations for issuing export certificates.

A key factor in explaining the limitations imposed by improved technology on the small farmer of the Jordan Valley is his continued inability to alter his dependence on the marketing network. At best he can circumvent the system by selling directly to the Israeli wholesaler through crop-leasing, when the prices are appropriate, or to strive his best to acquire "certificates of origin" and export his produce to Jordan on his own.

But that is not an easy task. The organizational constraints of small farmers to challenge the alliance of big landlords and commission agents is illustrated in the following account of an attempt to establish a marketing cooperative society in Zbeidat.