

Marketing of Agro Products! -

Agricultural marketing comprises all the activities involved in the supply of farm inputs and output - including all those operations which are related to the procurement, collecting, grading, storing, food and agro-processing, transportation, financing and selling of the agricultural produce.

In effect marketing includes all overarching aspects of agribusiness while it excludes the core activity of cultivation.

The agricultural marketing system also refers to economic growth of the agricultural sector and ensuring safe and affordable food to consumers, both of which are directly linked to the food security of the country.

Objectives of efficient agri-marketing :- As per the report of the national commission of agriculture the objectives of efficient marketing system are :-

- To enable the farmers as primary producers to reap the best possible benefits.
- To provide facilities to all

the produce the farmers are willing to sell at a price incentive.

- To reduce the price spread between the primary producer and ultimate consumer.

- To make available all products of farm origin to consumers

### Advantages of good marketing system

(I) Monetising the produce

(II) Demand signal platform

(III) Market growth

(IV) capital formation and investment in technology.

(V) links demand signals to supply side.

(VI) Increase in revenue generation.

(VII) Help in market expansion.

(VIII) Unified market.

(IX) Increased competitiveness.

Government policy instruments in agricultural marketing

(I) Regulation of markets! -

(A) The agricultural produce market committee - requires farm produce to be sold only at regulated markets through registered intermediaries.

B. The essential commodities Act allows centre and state govt to place restrictions on the

storage and movement of commodities deemed essential by government

2. Input subsidies - on fertilisers, electricity, fuel and irrigation. Intensive farming.

3. Minimum support prices - supports producers by announcing minimum prices for certain commodities considered key to its agriculture.

4. Food Subsidies - India has enacted the national food security Act 2013.

Various platforms for marketing of agricultural produce

- Direct marketing
- Contract farming
- Private wholesale markets
- Organised retailing.
- Farmer producer Organisations
- cooperatives in agricultural marketing.

→ Major challenges to agricultural marketing

A. Market licensing barriers

B. Market infrastructure in agricultural markets is very poor

C. Less farmers price realisation.

D. Lack of grading and standardization.

E. Inadequate transport facilities

Further the high wastages in supply chain, long gestation period of infrastructure projects.