

Agricultural and Food Marketing

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ABSTRACT

This paper deals with the concepts related with the marketing of agriculture produce. In economic activities and individuals within a society become more specialized, the products and services they come to rely upon others to supply which they need. Thus begins a process of exchange between buyers and sellers. Both parties will be willing to exchange and each party is able to determine what the other needs and values for a while buyers and sellers remain in immediate contact. As the economy develops the number and types of exchanges expand, there is a concomitant need for increasing the marketing services such as market information, gathering, physical distribution, storage and grading. The many of the specialized services being provided by intermediaries between the seller and buyer. Few buyers and sellers are in direct contact with one another. That communication between them. It is channeled through a complex marketing system.

KEYWORDS: *Agriculture produce, marketing, functionalities.*

Introduction

Agriculture marketing consists of two major concepts viz., “agriculture” and “marketing”. The agriculture aims at producing the food products for the welfare of human with the use of natural factors. Marketing aims at promoting products and services to their targeted customers. In marketing the targeted customers can be maintained by creating customers for them in the organizations and they want to attract the customers. The concept starts from the production process still it retailing that including many activities. The major activities are production planning, cropping, harvesting, warehousing, grading, transportation and final distribution.

Objectives

- To understand problems in agriculture marketing
- To find out importance of agriculture and food marketing development
- To understand the marketing function

The importance of agricultural and food marketing to developing countries

Agriculture is the biggest single industry in many countries, and virtually every less developed country (LDC). Agriculture typically employs over 50% of the labour force in LDC's with industry. The

commerce dependent upon it as a market for manufactured goods and as a source of raw materials. Hence many argue that the development of agriculture and the marketing systems which impinge upon it are at the heart of the economic growth process in LDC's. Moreover as Kriesberg points out; in LDC's on basic food stuffs much of which is inadequate both in quality and nutritional content the consumer frequently spends the excess of 50% of the household's income. By contrast Americans spend on food approximately 12% of their total disposable income. About sixteen to nineteen percent in Western Europe peoples spend on food of disposable income. Furthermore, whereas in developed countries the poor are relatively few numbers. Therefore it is economically possible to establish special food distribution programmed to meet their needs, the scale of poverty. In most LDC's is such that the commercial marketing system must be relied upon to perform the task of food distribution to poor and not-so-poor alike. This being so, it is imperative that the marketing system performs efficiently.

Functions of agricultural marketing

- Concentration
- Processing
- Warehousing
- Packaging
- Distribution

Important of agricultural marketing

- Break the vicious circle of poverty
- Optimum utilization of agricultural resources
- Enhance the standard of living
- Basis of employment opportunity
- Basis of industrial development
- Creation of utilization
- Basis of foreign trade
- Source of national revenue
- Create the environment for investment

Links between agriculture and the food industry

The link between agriculture and food continually evolves. They bartered their products and services in primitive societies, the farmer and consumer were either the same family or close neighbors. But as societies develop other linkages are added. Commodity traders, processors, manufacturers who convert produce into food items and retailers, among others, are interposed between the producer and consumer. Over the past 50 year the Scientists as nutritionists, chemists, breeders and plant biologists have made an immeasurable contribution to the development of agricultural production and food manufacture. On to the age of biotechnology in agriculture it would appear that we have passed through the age of chemicals and the age of machines in agriculture. Biotechnology has great potential for the developing countries since it is likely to be less capital intensive and more research and know-how intensive.

Thus its benefits can flow faster into the poor countries that do not have the capital. Therefore its impact could be faster, more widespread and more significant.

As the link between food and agriculture continues to evolve, the agriculture and food become a continuum so we see the emergence of an agribusiness. In an agricultural production to retailing the Cargill, Brooke Bond Liebig, and Del Monte these Multinational companies are examples of vertically integrated organizations. There is a line of argument which says that it makes sense that those who are closest to the consumer should assess his/her needs and interpret them back to the primary producer.

Problems in agricultural marketing in developing countries

Product quality: The value and need for quality seeds and fertilizers many of the farmers are not aware. In agriculture marketing results in poor products quality because of poor quality seeds and fertilizers used in land.

Market information: The farmers of developing countries. But they may not have the updated her knowledge of the market trend and activities.

Product quality: Now a days measuring of products in some places improper. When buying or selling of agriculture produce this will results in loss for the farmers.

Lack of transportation facility: Many of the rural areas don't have proper road facility. This creates a barrier in transporting the agriculture produce to the market place.

Inadequate storage facility:

The inadequacy of storage facility may leads to wastage of products.

Conclusion

The agricultural marketing plays a crucial role in easy way agriculture produce distribution to the customer. It also aims in profit making in all the marketing activities. It helps the farmers to reach their customers within very short lead time. In order to avoid isolation of small-scale farmers from the benefits of agriculture produce they need to be integrated and informed with the market knowledge like fluctuations, demand and supply concepts which are the core of economy.

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