



SNS B-SPINE

**Coimbatore-35
An Autonomous Institution**

DEPARTMENT OF MANAGEMENT STUDIES

19BAE752 - AGRICULTURE MARKETING MANAGEMENT

II YEAR III SEM

UNIT 1 - INTRODUCTION TO AGRICULTURE MARKETING

TOPIC 1 – MEANING AND SCOPE



The term agricultural marketing is composed of two words- agriculture and marketing.

Agriculture, generally means growing and/or raising of crops and livestock while, marketing encompasses a series of activities involved in moving the goods from the point of production to point of consumption.



Agricultural Marketing

- Agriculture marketing encompasses the processes and activities that facilitate the movement of agricultural products from producers (farmers) to consumers.
- It involves all the activities associated with selling, buying, and distributing agricultural products, with the ultimate goal of satisfying consumer demand.

Importance in the Agricultural Sector:

- Connecting Farmers with Consumers
- Economic Growth
- Reducing Wastage
- Ensuring Food Security

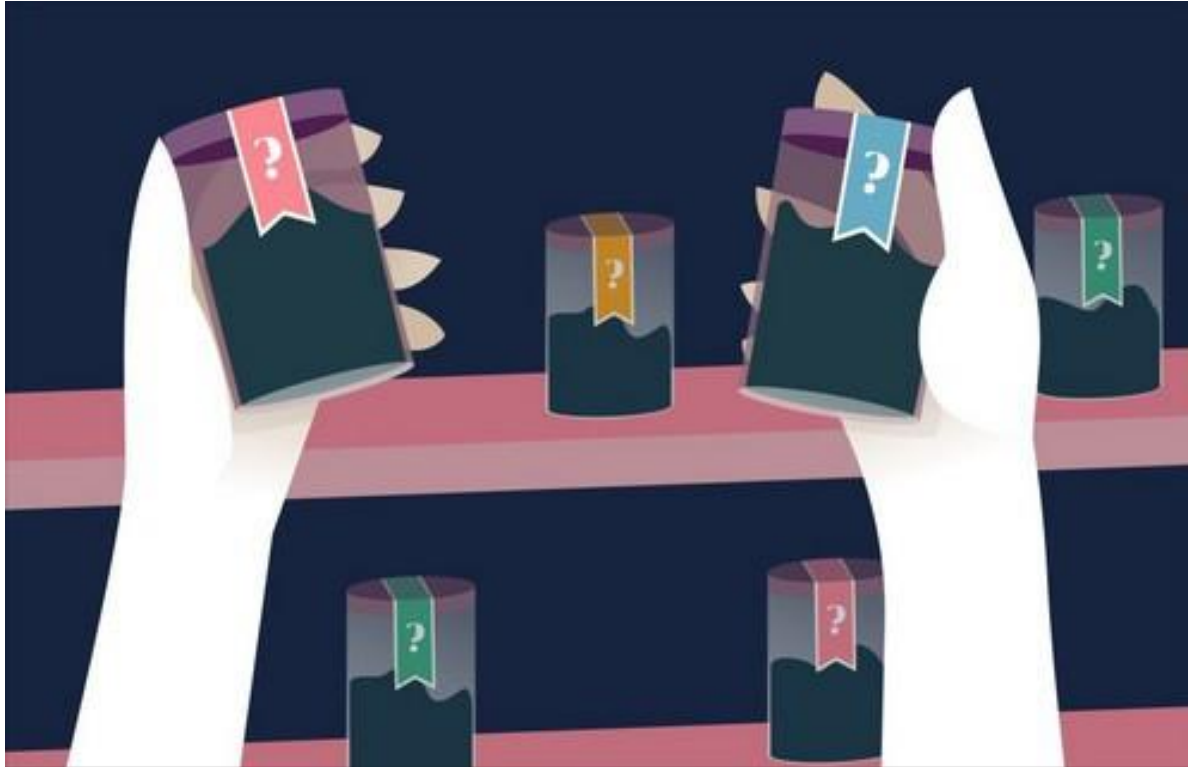
Role of Agriculture Marketing in Connecting Farmers with Consumers

- Wholesale Markets
- Retail Markets
- Online Platforms



Scope of Agriculture Marketing

Product Standardization and Grading



Market Research and Analysis



Storage and Warehousing



Transportation and Distribution



Price Determination and Negotiation



Export and Import



Government Policies and Regulations



Market Information Systems





The Difference in Marketing of Agricultural and Manufactured Goods

Perishability of the Product



Seasonality of Production



The Bulkiness of Products



Variation in Quality of Products



Irregular Supply of Agricultural Products



Small Size of Holdings and Scattered Production



Processing



Case Study

