



SNS B-SPINE

Coimbatore-35  
An Autonomous Institution

DEPARTMENT OF MANAGEMENT STUDIES

19BAE752 - AGRICULTURE MARKETING MANAGEMENT  
II YEAR III SEM

UNIT 5 - Distribution of Agro Products

Distribution Management – Storage and Warehousing and Transportation  
Management for Agricultural Products



# Distribution Management

- Distribution management for agricultural products involves the effective coordination of storage, warehousing, and transportation to ensure that products are efficiently moved from farm to market while maintaining quality and minimizing losses.
- Effective distribution management for agricultural products requires a holistic approach that addresses each stage of the supply chain.
- It's crucial to balance cost-effectiveness with the preservation of product quality to ensure the satisfaction of both producers and consumers.

# Storage and Warehousing



# Types of Storage

- Cold Storage: Suitable for products that require low temperatures to maintain freshness.
- Ambient Storage: For products that don't require controlled temperatures.

# Considerations

- Temperature Control: Maintain optimal conditions to extend shelf life.
- Ventilation: Ensure proper airflow to prevent moisture buildup.
- Hygiene: Implement sanitation practices to prevent contamination.
- Inventory Management: Track stock levels to prevent overstocking or shortages.

# Benefits

- Preservation: Extends the shelf life of perishable products.
- Bulk Breaking: Allows breaking down large shipments for distribution.
- Market Timing: Enables holding products for optimal market conditions.



# TRANSPORTATION MANAGEMENT





# Modes of transportation

- Road Transport: Trucks for short to medium distances.
- Rail Transport: Cost-effective for long-distance transportation.
- Sea Transport: For international shipments of bulk goods.
- Air Transport: Quick delivery for perishable and high-value products.



# Logistics Planning

- Route Optimization: Minimize transit time and fuel costs.
- Load Consolidation: Combine shipments to maximize truck or container capacity.
- Real-time Tracking: Utilize technology for monitoring shipments.



# Quality Control

- Handling Practices: Train personnel to handle products with care.
- Temperature Monitoring: Ensure temperature-sensitive products are transported under the right conditions.
- Packaging: Use appropriate packaging to prevent damage during transit.



# INTEGRATION



- Information Systems: Implement software for real-time tracking, inventory management, and order processing.
- Collaboration: Foster collaboration between farmers, distributors, and retailers for seamless operations.
- Regulatory Compliance: Ensure compliance with transportation and storage regulations.



# Challenges



# Numerical Grading

- Seasonal Variability: Demand and supply may vary seasonally.
- Infrastructure: Inadequate infrastructure in some regions may hinder transportation.
- Quality Control: Ensuring product quality during storage and transportation.



# Technology Integration

- IoT (Internet of Things): Sensors for real-time monitoring of temperature and humidity.
- Blockchain: Traceability and transparency in the supply chain.
- Automation: Implement automation in warehouses for efficiency.





# Sustainability



- Green Logistics: Optimize routes and modes to reduce carbon footprint.
- Packaging Sustainability: Use eco-friendly packaging materials.