



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

Marketing Agencies/ Intermediaries – Roles and Functions



Agricultural Marketing Cooperatives

- Collective Selling: Bring together farmers to collectively market and sell their agricultural products.
- Bulk Purchasing: Pool resources to negotiate better prices for inputs such as seeds and fertilizers.



Farmers' Markets

- Direct Sales Channels: Provide farmers with direct access to consumers.
- Community Engagement: Foster relationships between farmers and local communities.



Agribusiness Retailers

- Input Distribution: Supply farmers with agricultural inputs such as seeds, fertilizers, and pesticides.
- Technical Support: Offer guidance on the use of agricultural technologies and best practices.



Food Processors and Distributors

- Value-Added Processing: Process raw agricultural products into packaged goods for distribution.
- Supply Chain Management: Distribute processed food products to retailers and consumers.



Export and Import Agencies

- International Market Access: Facilitate the export of agricultural products to international markets.
- Importation of Inputs: Coordinate the importation of agricultural inputs required by farmers.



Agricultural Logistics and Transportation



- Cold Chain Management: Ensure the efficient and temperature-controlled transport of perishable goods.
- Last-Mile Delivery: Facilitate the movement of products from distribution centers to retailers or consumers.



Marketing Boards and Commissions

- Quality Standards: Establish and enforce quality standards for agricultural products.
- Market Regulation: Monitor and regulate the marketing practices to ensure fairness.

Agtech Companies

- Precision Farming Solutions: Provide technology solutions for efficient farm management.
- Marketplace Platforms: Create online platforms connecting farmers with buyers.



Government Agriculture Agencies

- Market Information: Provide farmers with information on market trends and prices.
- Subsidy Programs: Implement programs to support farmers in marketing and distribution.