



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 Channels involved in Agribusiness



Direct-to-Consumer (D2C) Channels

- Farmers' Markets: Producers sell directly to consumers in open-air markets, fostering community connections.
- On-Farm Retail: Farmers operate their own retail outlets on the farm premises, selling fresh produce and products.

Retail Channels

- Supermarkets and Hypermarkets: Large retail chains that source agricultural products for sale to consumers.
- Grocery Stores: Local and regional stores that carry a variety of fresh and packaged agricultural products.
- Convenience Stores: Smaller retail outlets offering convenient access to agricultural products.



Wholesale Channels

- Wholesalers: Purchase agricultural products in bulk from producers and sell to retailers.
- Distributors: Specialized intermediaries that distribute products to retailers, restaurants, and other businesses.



Food Service Channels

- Restaurants and Cafes: Purchase agricultural products to prepare and serve to customers.
- Catering Companies: Source bulk quantities of agricultural products for events and catering services.



Processing and Manufacturing Channels



- Food Processors: Companies that process raw agricultural materials into packaged goods.
- Manufacturers: Use agricultural ingredients in the production of various food and non-food products.

Export Channels

- Exporters: Facilitate the movement of agricultural products to international markets.
- International Distributors: Distribute agricultural products globally, often adapting to local market preferences.



Agricultural Cooperatives

- Cooperative Markets: Farmers join together to collectively market and sell their products.
- Cooperative Retail Outlets: Retail spaces managed by agricultural cooperatives.

E-commerce Channels

- Online Marketplaces: Platforms where farmers and agribusinesses can sell directly to consumers.
- AgTech Platforms: Technology-driven platforms that connect farmers with buyers and streamline the supply chain.

Institutional Buyers

- Schools and Hospitals: Institutions that purchase agricultural products for use in meals.
- Government Agencies: Procure agricultural products for distribution in food assistance programs.



Supply Chain and Logistics Channels

- Logistics Companies: Provide transportation and distribution services for agricultural products.
- Cold Chain Operators: Specialized logistics for perishable products, maintaining a controlled temperature throughout the supply chain.

Co-Packers

- Co-Packaging Facilities: Companies that provide packaging services for agricultural products on behalf of producers.