

Agricultural Marketing in Sri Lanka

Sri Lanka has the capability to produce agro based products for self-sufficiency with the available natural resources. But Sri Lanka`s agricultural productivity is low with compared to other countries due to lack of technology available and proper management skills. There are challenges in the Sri Lankan agriculture market with facing different weather conditions and weather patterns, such as the drought and flood. The government tries to encourage agriculture sector in Sri Lanka by way of protecting farmers, providing fertilizers, subsidies guaranteed prices and many more. But it is not enough, it must be developed. As well as for Sri Lanka to become competitive in the global agricultural market, the country must increase the volume of exports.

P.D.L Pathirana

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