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Current situation of Agriculture Marketing IN Sri Lanka

1. Agricultural production in our country continues to be seasonal whereas consumer demand is usually perennial.
2. During the post-harvest season there is heavy harvest and supply of farm products (rice, potatoes, some fruits and crops) in the markets.
3. As the result of that the prices of these farm products during this seasonal period are at lowest.
4. However, the farmers have to sell their products at low prices because of: their cash needs to repay debts; the interlocking of credit with marketing; and the unavailability of storage facilities at farms, or even in the primary markets.
5. The development of physical infrastructure and the emergence of formal and informal institutions in marketing system are very important to countries like Sri Lanka.