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Agriculture marketing in Sri Lanka

1. Agricultural marketing is where the producer, the processor, the distributor and the consumer meet. Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer
2. Most critical issue at present is that the agriculture does not bring a consistent economic gain to the farmer. Import export policies do not respond effectively to maintain profitability of farming.
3. In mainly Sri Lanka economy is developing by largely on agriculture, services, and light industry.
4. Agriculture accounts for approximately 21% of the gross domestic product (GDP) and employs 38% of the workforce.
5. The agriculture sector is the cornerstone of Sri Lanka's economy. With more than 70% of the population living in rural areas depending on agriculture for their livelihoods.