

### **Agriculture marketing in Sri Lanka**

- Agriculture marketing in Sri Lanka is the study of all the activities, agencies and policies involved in a procurement of farming foods by the farmers and all the movement of agri products from the farm to the market.
- A large number of interconnected activities are involved in doing agriculture marketing, such as planning production, growing and harvesting, grading, packing, transport, storage, agro- and food processing, distribution, advertising and sale.
- It is important to not only farmer but also middlemen and trader.
  - Eg: To identify the customer needs and wants
  - To determine the right price and the quantity
  - Increase the farmer income
  - Optimization of resource use and output management
- Doing the agriculture marketing in Sri Lanka face some challenges, such as perishability of the products, seasonality of products and variation in quality of products etc.
- Sri Lanka has number of under utilization lands and good soil and Sri Lanka also have been innovative. Eg: Sri Lanka exporting coconut water, which is a much sought after product in the international market right now.  
These are the good opportunities for agriculture marketing in Sri Lanka to improve the agri business sector.