

Faculty of management studies

Department Of Marketing Management

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1. Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer.
2. In GDP the agriculture plays a major role.
3. Scientists as breeders, plant biologists, nutritionists and chemists have made an immeasurable contribution to the development of agricultural production and food manufacture over the past 50 years
4. Agriculture typically employs over fifty percent of the labour force in LDCs with industry and commerce dependent upon it as a source of raw materials and as a market for manufactured goods.
5. Hence many argue that the development of agriculture and the marketing systems which impinge upon it are at the heart of the economic growth process in LDCs.