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Current Situation of Agriculture Marketing in Sri Lanka

- 1. In the current scenario Sri Lankan agriculture face tremendous challenges in producing and selling their agricultural products within a fluctuating climate situations and economic situations.
- 2. Lot of consumers seek healthy conscious products (organic products) than products which grown using chemicals.
- 3. To achieve above two issues Sri Lankan government must plan and implement clear procedure to buy and sell products.
- 4. Government should impose certification procedure to maintain standards of the agricultural products.
- 5. If not, in near future all Sri Lankan will face big trouble about their health and wealth.