Sale specialist

TEAM NO-5 TEAM NAME-SPADES-X SMARTAGRICULUTRE

An agricultural product is a product you get when you cultivate plants or animals to sustain or enhance human life. Food is the most widely produced agricultural product, and, in fact, the global per-person food supply (as measured in calories per person) has risen more than 20 percent in the past 50 years.

**MARKETING OF AGRICULTURE PRODUCE**

* The Rural Agro-Products
* The peculiar Characteristics of Agriculture produce are-
* Bulkiness
* Perish ability
* Seasonality
* Comparative Advantage
* Wide varietal Differences

**MARKET THEM ACCORDING TO NEEDS**

* There are three marketing functions while selling of agri-products-
* Assembling
* Preparation for consumption
* Distribution
* Selling of agriculture product depends upon-
* Demand of product
* Availability of storage

**SELLING STRATEGIES**

* The products can be sold directly or stored.
* It can be sold as gathered from the filed or it can be cleaned, graded and processed.
* Distribution system needs to match supply with the demand by whole selling and retailing in various points of different markets.
* Most of the time the products is sold to moneylenders where farmers are indebted.
* It can be sold weekly in village or at irregular intervals in mandi.

**MARKETING OF AGRICULTURE PRODURE**

|  |  |
| --- | --- |
| ***INPUTS..*** | ***VALUES*** |
| FERTILIZERS | 5000 |
| PESTICIDE/INSECTICIDE | 1000 |
| TRACTOR AND AGRICULTURE MACHANINERY | 3000 |
| ELECTRONIC MOTOR,PUMPSET AND OIL ENGINE | 250 |
| SEEDS | 1500 |
| TOTAL | 10,750 |

**CONCLUSION-**

* Rural marketing depends on agricultural produce , the production is seasonal and the consumption is spread out equalization of demand and supply has to be done.
* In addition, the raw agricultural produce as marketed by farmers has to be processed by many middlemen. This include collection and assembling, financing, grading and standardization, storage, transportation, wholesaling and merchants, commission agents, wholesalers, processors etc.
* These people seek returns commensurations with their investments of capital, time and labor . As a result, the middlemen get more share of the price than the producers.