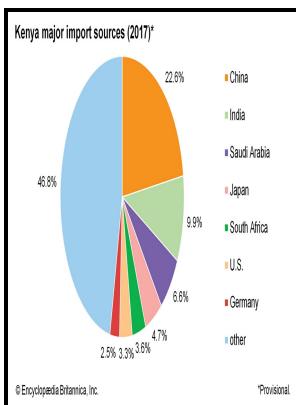


Marketing and marketing problems of Kenyan agricultural products.

-- Marketing problems and Issues of farmers groups and cooperatives in Agriculture



Description: -

-marketing and marketing problems of Kenyan agricultural products.

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THE MAJOR PROBLEMS CONFRONTING AGRICULTURAL MARKETING IN NIGERIA AND ...

Such variations in the quantity of production make it very hard to apply uniform standards for grades from year to year. If the margin between what the farmer receives from the sale of his produce and what the urban consumer pays for his produce is high then the effective demand transferred to the farmer will be correspondingly be reduced. Adhiyas buy from farmers via middlemen and then sell it to wholesalers who sell it to retailers.

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In fact, there was a large chain of middlemen in the agricultural marketing system like village traders, kutcha Arhatiyas, pucca Arhatiyas, brokers, wholesalers, retailers, moneylenders, etc.

Problems of Agricultural Marketing in Nigeria

Farmers can join hands working together by bringing their produce at the collection centres to sell the traders. Constraints in supply of milk in semi-arid region of eastern Kenya.

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Most of the traders keep separate weights for purchase and sale of grain.

Transport and marketing of agricultural produce and issues and related constraints

The Nigerian government can enact policies that enforces the standardization of agricultural produce such that graded product would have a form of a logo or label mandatorily attached to the it to signify that the product meets all the standardization and grading requirement for packing, sealing etc.

Problems and Challenges of Rural Marketing

Few similar activities shall be done together to minimize cost and to expand market. Poor Handling, Packing, Packaging, and Processing Facilities For efficient and orderly marketing of agricultural products, careful handling and packing are required.

Marketing Problems of Agricultural Products in China Based on Intelligent Search

Individual farmers and middlemen offered competition particularly on marketing of raw milk. The tariff structure has been rationalized, as have incentive schemes.

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