

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 many countries, and virtually every less developed country (LDC), agriculture is the biggest single industry
3. Numerous interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, packing, transport, storage, agro- and food processing, distribution, advertising and sale
4. The government of Sri Lanka introduced Agricultural Marketing Information system (AMIS) in 1979 at ARTI as a Market Research Unit (MRU) under the support of USAID
5. 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