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### **Agriculture marketing in Sri Lanka**

Agriculture sector plays a dominant role in the Sri Lankan economy which more than 70% people are living based on this sector. But when compare with other sectors of the economy, less attention has been given to the agriculture sector. In Sri Lanka, less marketing applications are used to market agri products because of the unique characteristics of those products such as perishability and so on. These unique characteristics make challenges to use traditional marketing applications in the same form to market the agri products in Sri Lanka. Thus it mat required slight changes in traditional application to market these products. That is why less attention has been given in using marketing applications in Si Lankan agri culture sector.