

WMD Chathurangani

Agri marketing.

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Current situation of Agri marketing in sri lanka.

- There are many challenges of agri marketing in Sri Lanka. such as face different weather condition and weather patterns.
- There are many advantage of agri marketing in Sri Lanka .such as very good soil, a lot of land available.
- Sri Lanka to become competitive in the global agriculture market, the country must increase the volume of exports Eg: Coconut water.
- The private sector in Sri Lanka is expected to play a major role in production and marketing. Also market information system is completely based on private sector partivipant. Thise information system include pricing of the product; it is most important for farmers.
- Large-scale agriculture investments doing by foreign nationals in sri lanka 'Eg: Doll lanka (Banana plantation).