

## **Agricultural Marketing**

### Agricultural Marketing in Sri Lanka.

- The agricultural sector is the most important in Sri Lanka's economy with more than 70% of the population who are living in rural areas and depending on agriculture for their livelihood.
- Currently agricultural sector provides their contribution to Sri Lanka's economy that is about 18% of the GDP and 30% of the employee.
- Today government has promoted agricultural production by implementing technically sound, economically viable, environment friendly and social acceptable programs to promote the sustainable agricultural development with effective and efficient utilization of resources.
- In present, Sri Lanka exports many agricultural products as inputs by promoting private sector investment to improve infrastructure facilities those are necessary for marketing the agricultural products.
- As well as now increase product branding/certifications, and facilitate marketing information system to market the agricultural products by encouraging farmers and young population in the country.

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