

Agricultural Marketing

Sri Lankan Agricultural Marketing

Agricultural marketing is the services involved in moving an agricultural product from the farm to the consumer. Today Sri Lankan private sector and public sector mostly concern about the agricultural marketing. They promote farmers in the Sri Lanka to supply agricultural products to local customers as well as the international customers. And also today adapt information technology for the agricultural marketing than previously in the country. Furthermore private and public sector conducts Agricultural Marketing Research Studies and Training Programs about the Marketing Intelligence, Pricing Policy, Processing and Storage, International Marketing, Nutrition, Food Policy and Agribusiness.

U.W.G.K.N.K.Gunathilake

08/MS/136

Agricultural marketing – MM 4123

Department of Marketing Management

Faculty of Management Studies