

## Sri Lankan current situation of Agricultural Marketing

- Export of fruit and vegetable has grown from 10-12 varieties to around 135 countries. Therefore fruit and vegetable sector has increased up to 21% in first six month of 2013.
- To increase local milk production and liquid milk consumption there should be realistic policies and plans in addition to massive media campaign, said the Dean of the Faculty of Agriculture of University of Peradeniya.
- Large, medium and small scale milk collecting centers and the dairy development programs introduced by the government to improve the local milk production.
- Many opportunities are now available for Sri Lankans to sell local products at the Divinaguma Department's marketing division as well as Laksala, Main bus stand, Katunayaka airport etc.
- A major effort is Divinaguma program to find an international market for ornamental fish from Sri Lankan by introducing this kind of program try to encourage Sri Lankans for improve Agricultural sector.

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Agriculture Marketing