

Marketing of Agricultural Products

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Abstract: This concept paper mainly focuses on the manner in which the marketing mechanism can serve to position the agricultural products in respective markets prevailing at local and international levels. Marketing has developed in importance and complexity as specialization of activities that has separated producers of goods from the potential consumers of those goods. This is almost relevant to the agricultural production and its market positioning too. The main focus of this paper was to make a clarification of agricultural marketing process by touching its fundamental activities. The author made an attempt to simply point out the meaning of agricultural marketing its types, marketing functions related to farm products, marketing cost, margin and efficiency. Along with these categories, through this paper, the author endeavored to allege the major theme of this paper more specifically and simply. Besides, the key purpose of this paper is to allege how marketing discipline relates to the trading of agricultural products. Other than a research paper, this concept paper attempts to provide an insight into the conceptual aspect of marketing agricultural products.

Key Words: *Marketing margin, Producer's share, Marketing efficiency, Marketing cost, Price determination, Agricultural products.*

JEL classification: M30, M31

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