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Scientific Marketing of Agricultural Production - A Geographical Analysis

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Research Paper - Geography

The Process of production will be complete only when produce is sold at remunerative price. The importance of marketing decision has increased due to higher marketable surplus. The basic requirements of scientific marketing are as follows.

1. Cleaned Surplus:

Farmers should bring agricultural produce for sales after cleaning. The marketable surplus must be free from dirt, sand, inferior quality produce and other impurities. These impurities decline the bargaining power of the farmer. Clean produce attracts the buyers and fetch the higher price.

2. Sell of different Varieties Separately:

The produce of different qualities should be sold separately according to their grades. Many farmers sell their produce without grading due to small quantity. The graded produce sold according to preferences of the buyers.

3. Grading according to prescribed standards:

It always beneficial to the farmers that he sell his produce after grading according to Prescribed standards. Such produce is sold immediately. Such graded produce gets higher price. The income received from graded produce remains higher than the cost of grading. This is an incentive to producers.

4. Uptodate about market information:

The farmers must uptodate market prices in different markets. He must be alert



About prevailing prices in different markets. This information helps him in marketing decision that where and when and how to sold his product. But farmer sold his product at lower price that he expected. Because it is difficult him to postpone the decision of sell.

5. Weighing Standard bags:

Farmers weigh his produce and each bag must be with equal and fixed quantity. Many farmer do not weigh the produce and fill the bags with unequal quantity. It makes loss of farmers in weighing malpractius sometimes they have makes excess payment for octroi and transport.

6. Distress Sells should be avoided:

Distress sales mean sales immediately after harvesting. This should be avoided. Due to seasonality, the price reaches at bottom level. due to unavailability of the storage, farmers sales his product immediately after the harvest farmers must have to wait for the higher price.

7. Encourage Group marketing:

Farmers can receive higher prices it they sales their produce through marketing groups or co – operative basis cheating possibility is avoided through group marketing. The marketing cost like transportation is minimized in group marketing as well as profit is shared in group

8. Market the produce in Regulated market:

The village level sales should be avoided. Farmers must have to sell his produce in the regulated market. In the regulated market farmers do not have to pay some charges. In regulated market farmers receive sales slips on which quantity sold and charges deducted are clearly mentioned. In the regulated market unauthorized deductions are avoided.

9. Selection of marketable varieties:

The selected verities get higher prices in market. e.g., Basamati variety of rice is Marketable and receives of cotton fetch higher price farmers must emphasis on marketable and higher price varieties of crops.

10. Free from chemicals:

The demand for organic product is increasing and fetching higher prices. The



Product grown must be without use of chemical fertilizers and insecticides. The organic products are getting premium prices. The preference of consumer has charged in this direction. Farmers have to fetch the advantage of this direction.

11. Pre agreements with corporate:

The corporate sector, processors and big traders make such agreements well in advance. These agreements are about sowing varieties and purchase whole produce at the time of harvesting. The seed of desired variety other inputs and guidance is provided by the corporate. Due to such contracts production and market risk is avoided

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