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## Agricultural and Business Marketing

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It is an important part of the global agricultural business. These features play an important role in the production, distribution and use of agricultural products.

**Marketing Business:** Business marketing includes various activities related to the promotion, sale and distribution of agricultural products from producer to consumer. It covers the entire process of placing agricultural products on the market, including packaging, transportation, storage and distribution. Good marketing ensures that farmers get a fair price for their products and consumers have access to quality products.

### The basic elements of a stock exchange include

- **Market Research:** Examine market trends, customer preferences and demand patterns to identify potential opportunities and develop effective marketing strategies.
- **Feather Product Packaging:** Create attractive and functional packaging that protects products during transportation and customer service.
- **Distribution agency:** Create effective ways to move products from farms to businesses such as wholesalers, retailers, and online platforms.
- **Days of Marketing and Advertising:** Use marketing strategies to increase product awareness, build trust, and influence consumer decisions.
- **Market Information:** Provide farmers with accurate and timely information about the market, prices and trends to help them make decisions.
- **Agricultural products:** Agricultural products refer to the purchase and sale of agricultural products of the country or region. It is involved in domestic and foreign trade and plays an important role in ensuring food security, eliminating demand gaps, and promoting economic growth in agriculture-based countries.

### The main areas of trade in agricultural

- **Imports and exports:** The country exports more products to generate income, products that are not produced domestically, or to meet special needs.
- **Trade Policy:** The government establishes trade policy, including tariffs, subsidies, and quotas, to protect the agricultural industry, ensure fair competition, and ensure food stability.
- **Trade Agreements:** Bilateral or multilateral agreements that facilitate agricultural trade by removing trade barriers, facilitate access to trade, and ensure harmonization of business and management.
- **Working Days:** Negotiating and managing access to foreign markets for agricultural exports, ensuring compliance with quality standards and safety and phyto sanitary measures.

- **International Organizations:** Organizations such as the World Trade Organization (WTO) and the Food and Agriculture Organization of the United Nations (FAO) work to promote fairer and more equitable international trade.
- **Price of agricultural products:** The price of agricultural products is the purchase and sale price of agricultural products in the market. Prices are affected by factors such as supply and demand, production costs, market conditions, government regulations and weather conditions. Understanding and controlling the price of agricultural products is important for farmers, traders and policy makers.

### **The factors affecting the price of agricultural products**

- a. **Supply and demand:** Changes in the supply and demand of agricultural products can affect prices. Factors such as weather, crop diseases, changes in consumer preferences, and population growth all affect supply and demand.
- b. **Production costs:** Input costs such as seeds, fertilizers, machinery, labor and energy can affect the price of agricultural products. Higher production costs can lead to higher prices, especially if passed on to consumers.
- c. **Government Policies:** Government interventions such as subsidies, taxes, price supports and trade can directly affect agricultural products. These regulations can stabilize prices, support farmers, or address food security concerns.
- d. **Market Analysis:** Professionals in the market can influence the price of agricultural products by buying and selling futures contracts based on expected prices.
- e. **Exchange rate:** Fluctuations in exchange rates can affect the competitiveness of imports and exports of agricultural products, affecting prices in the domestic market and worldwide.