

SUBJECT: AGRICULTURAL SCIENCE

TOPIC: MARKETING IN AGRICULTURE

CLASS: JSS 3

WEEK: 7

#### MEANING OF MARKET AND MARKETING

A market is a place where farmers exchange agricultural produce such as yam for money. Agricultural marketing involves all activities from gathering of agricultural produce from farms to getting them to the customers.

1. Assembling: this involves the collection of products from various locations in order to make them available in large quantity for the buyers.
2. Grading: products are sorted into grades depending on their shape, size, quality, purity, flavor etc. this is done to ensure high standards of agricultural products.
3. Processing: processing is the conversion of farm products into a better form to increase the utility and value .e.g. orange juice.
4. Packaging: this involves the placing of farm products in crates, boxes or egg containers. This makes transportation easy to carry out.
5. Storage: farm produce is preserved and kept to make it available to consumers most of the time.
6. Transportation: it is necessary to move agricultural produce from the farm to the market so that the customers can find them to buy.
7. Distribution: Traders, wholesalers, and retailers are involved in the distribution of farm produce to their customers.

#### TYPES OF MARKET FOR AGRICULTURAL PRODUCE

1. Perfect competition market: in this type of market, there are many buyers and sellers.
2. Imperfect competition: the decision of one or more sellers or buyers affect the price of the imperfect market are:
  - i. Monopoly: when there are one seller and more buyers.
  - ii. Duopoly: when there are two sellers
  - iii. Oligopoly: when there is a small number of sellers.
  - iv. Monopsony: when there is a only one buyer
  - v. Duopsony: when there are two buyers
  - vi. Oligopsony: when there are small numbers of the buyers.

#### ASSIGNMENT

1. What is a market?
2. What is marketing?
3. List five agricultural marketing activities.

