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Chapter 1 : Marketing Strategies for Small Agricultural Businesses | www.nxgvision.com

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Congestion at a market in Abidjan A typical market in Africa Efforts to develop agricultural marketing have, particularly in developing countries, tended to concentrate on a number of areas, specifically infrastructure development; information provision; training of farmers and traders in marketing and post-harvest issues; and support to the development of an appropriate policy environment. In the past, efforts were made to develop government-run marketing bodies but these have tended to become less prominent over the years. Markets play an important role in rural development , income generation, food security , and developing rural-market linkages. In many cases sites are chosen that are inappropriate and result in under-use or even no use of the infrastructure constructed. It is also not sufficient just to build a market: These may be occasional perhaps weekly markets, such as haat bazaars in India and Nepal, or permanent. These changes may require responses in the way in which traditional wholesale markets are organized and managed. In developing countries, there remains scope to improve agricultural marketing by constructing new retail markets, despite the growth of supermarkets, although municipalities often view markets primarily as sources of revenue rather than infrastructure requiring development. Effective regulation of markets is essential. Inside a market, both hygiene rules and revenue collection activities have to be enforced. Of equal importance, however, is the maintenance of order outside the market. Licensed traders in a market will not be willing to cooperate in raising standards if they face competition from unlicensed operators outside who do not pay any of the costs involved in providing a proper service. Marketing information system Efficient market information can be shown to have positive benefits for farmers and traders. Up-to-date information on prices and other market factors enables farmers to negotiate with traders and also facilitates spatial distribution of products from rural areas to towns and between markets. Moreover, even when they function, the service provided is often insufficient to allow commercial decisions to be made because of time lags between data collection and dissemination. In the longer run, the internet may become an effective way of delivering information to farmers. However, problems associated with the cost and accuracy of data collection still remain to be addressed. Even when they have access to market information, farmers often require assistance in interpreting that information. For example, the market price quoted on the radio may refer to a wholesale selling price and farmers may have difficulty in translating this into a realistic price at their local assembly market. It is not easy to see how small, poor farmers can generate sufficient income for a commercial service to be profitable although in India a new service introduced by Thomson Reuters was reportedly used by over , farmers in its first year of operation. Esoko in West Africa attempts to subsidize the cost of such services to farmers by charging access to a more advanced feature set of mobile-based tools to businesses. Marketing training[edit] Farmers frequently consider marketing as being their major problem. However, while they are able to identify such problems as poor prices, lack of transport and high post-harvest losses, they are often poorly equipped to identify potential solutions. Successful marketing requires learning new skills, new techniques and new ways of obtaining information. Extension officers working with ministries of agriculture or NGOs are often well-trained in agricultural production techniques but usually lack knowledge of marketing or post-harvest handling. Traders and others are generally reluctant to make investments in an uncertain policy climate, such as those that restrict imports and exports or internal produce movement. Businesses have difficulty functioning when their trading activities are hampered by excessive bureaucracy. Inappropriate law can distort and reduce the efficiency of the market, increase the costs of doing business and retard the development of a competitive private sector. Poor support institutions, such as agricultural extension services, municipalities that operate markets inefficiently and inadequate export promotion bodies, can be particularly damaging. Poor roads increase the cost of doing business, reduce payments to farmers and increase prices to consumers. Finally,

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corruption can increase the transaction costs faced by those in the marketing chain. Agricultural marketing support[edit] Most governments have at some stage made efforts to promote agricultural marketing improvements. AMS oversees marketing agreements and orders research and promotion programs. It also purchases commodities for federal food programs. USDA also provides support to agricultural marketing work at various universities. These boards were closed down in the s. As a colonial power, Britain established marketing boards in many countries, particularly in Africa. Some continue to exist although many were closed at the time of the introduction of structural adjustment measures in the s. Several developing countries have established government-sponsored marketing or agribusiness units. South Africa, for example, started the National Agricultural Marketing Council NAMC as a response to the deregulation of the agriculture industry and closure of marketing boards in the country. India has the long-established National Institute of Agricultural Marketing. These are primarily research and policy organizations, but other agencies provide facilitating services for marketing channels, such as the provision of infrastructure, market information and documentation support. Recent developments[edit] New marketing linkages between agribusiness , large retailers and farmers are gradually being developed, e. More attention is now being paid to the development of regional markets e. East Africa and to structured trading systems that should facilitate such developments.

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Chapter 2 : Livestock production and marketing | IFPRI

The ultimate target for agricultural marketing practices are those who actually buy and eat the farm produce (See also B2C Marketing). As this consumer base represents nearly everyone, marketing campaigns often focus on one segment of the population at a time.

Whether you grow vegetables, herbs or fruit, you can take advantage of buy-local campaigns promoted across the country. Your potential customers range from schools and commercial kitchens to residential consumers. Join a Cooperative A cooperative offers institutional clients the convenience of buying from a single source. As a group, you can land larger customers, such as government facilities and schools, by using a professional approach. You increase your ability to fill large orders when you join with other small farmers. Designated members of your cooperative can fill out the required paperwork and make sure all participants have the necessary certifications to sell to institutional customers. A spokesperson for your cooperative can deliver a cohesive and targeted presentation, increasing your chances of success. At local farmers markets, when making presentations to local chefs or at your own location, you can advertise with the organic seal when you become certified by the U. In addition to the strategic marketing opportunities, you may be eligible for government training and grants provided to organic farmers. This is an involved process that can take several years. Visit Chefs Direct marketing can involve calling on local chefs to offer your products. If your town has a business alliance that includes many local restaurants, you may gain access to a number of chefs through your own participation in the group. Otherwise, visit restaurants and present a list of your produce to the chef. Go to restaurants between meal times when the chef is less busy. Create a brochure describing your products and highlight unusual varieties you can offer that the chef may not be able to get anywhere else. Roadside Stand Your best marketing opportunity may be in your own backyard. A roadside stand with attractive signage has a slew of benefits for you as a small-business owner. You can open at your own convenience and sell everything that you grow. During your nonproductive months, you can fill the stand with imported produce or simply close it. You save money on transportation costs while enjoying the publicity your stand provides to every passerby.

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Chapter 3 : Agricultural Marketing Strategy | www.nxgvision.com

The primary function of the Livestock, Poultry, and Grain Market News Division (LPGMN) of the Livestock & Poultry Program (L&P) is to compile and disseminate information that will aid producers, consumers, and distributors in the sale and purchase of livestock, meat, poultry, eggs, grains, and their related products regionally, nationally and internationally.

This sample marketing plan was created with Marketing Plan Pro software. Developing visibility and brand equity is key. In addition to the advertisements which will be used to drive consumer sales, MG will leverage a networking campaign among the local restaurateurs to drive commercial sales. Get practical ideas and good models with dozens of examples of successful marketing plans with Sales and Marketing Pro. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers. Marketing Objectives Maintain positive, steady growth each month. Experience an increase in new customers who are turned into long-term customers. Target Markets MG has two distinct customers: This group of people buy mesclun greens because they have a more sophisticated palette. Average Americans have been raised on iceberg lettuce and this is their green of choice. These people are typically unsophisticated or unadventurous in terms of culinary habits. MG is going after people that appreciate healthier, tastier alternatives to the standby of iceberg lettuce. Not all restaurants use mesclun mixes, generally it is a restaurant of fine dining that serves the finer greens. To be even more specific, it is typically an adventurous American, or nouveau cuisine restaurant as opposed to a French or German restaurant that appreciates the Mesclun mix. The restaurants are a year round customer which is helpful to balance the seasonal demand of the consumers. Another advantage of having restaurants as a customer is that even though they get a better price, MG has a long-term contract with them which helps in terms of stability. Individuals These customers will be buying MG products from the different farmer markets located in Eugene, Ore. This market gets quite a bit of traffic because there is a nice selection of different farmers and products and it is in a central location. Additionally, there are several other smaller farmer markets that exist in outlining communities. This occurs when a restaurant needs ingredients but did not have the time to order in advance. Positioning Mixed Greens Salad Gardens will position itself as:

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Chapter 4 : Agricultural marketing - Wikipedia

There are a multitude of marketing strategies available for your small agriculture business as more communities promote buying and using local produce. Whether you grow vegetables, herbs or fruit.

Extending marketing seasons
Creating value-added products
A second challenge for agricultural marketing involves product branding. Similar or competitive products often go by different names. Some campaigns focus on the issue of naming a product, establishing its brand in the minds of consumers. Effective agricultural marketing campaigns are developed with multiple targets, including consumers, restaurants, supermarkets, and government industries. The state engages in generic marketing instead of brand marketing, aiming to increase the consumer demand for a given product such as potatoes from Idaho instead of a particular brand. The state also issues requirements regarding quality, size, and packaging of products, standardizing many agricultural products between different producers.

What career titles work with agricultural marketing strategies? Sales and Marketing Representatives work in a variety of agribusiness companies, promoting agricultural inputs such as seed and fertilizer and services such as soil sampling. What do they do? Agriculture and marketing majors are preferred. Find an agricultural marketing job
Many states also have programs. Specialty Marketing Firms
Small farms are increasingly contracting their own marketing services, in order to sell to customers directly instead of only through distributors. Government Marketing Boards or NGOs
Non-Governmental Organizations
The international demand for agricultural marketing is high, particularly in countries with large rural areas, where agriculture is far more dominant than manufacturing. Political science is a useful minor. Agricultural Marketing Specialists work for government agencies, promoting farm and commodity interests in their state or region. How can a marketing school help you in this field? Effective agricultural marketing requires the ability to analyze complex market data, use that data to identify changes in demand, and develop persuasive arguments for multiple audiences in order to increase demand. Fundamentally, marketing revolves around understanding and communicating with people. In agricultural marketing, this includes people from a number of different groups, including farmers, consumers, and legislators—all with wildly different goals and concerns. Marketing and communications courses in marketing degree programs prepare you to build persuasive cases for each of these different groups. Classes in economics and finance will help prepare you to properly analyze economic data. Agricultural marketing specialists must be aware of market issues particular to agriculture, such as commodities markets, futures trading, government subsidies, and the impacts of farm debt. Classes in law will prepare you for a field flooded with regulations. A minor in agricultural science is also important for a career in this niche. Agronomy classes will equip you to better understand both the components of the market, and the people involved. To learn more about what a marketing school can do for you, request information from schools with degrees in marketing, and sow the seeds for your own future career.

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Chapter 5 : Livestock | Successful Farming

Chapter 1 Agricultural And Food Marketing. As individuals within a society become more specialised in their economic activities, they come to rely upon others to supply at least some of the products and services which they need.

Way Forward Need and Rationale Traditionally the agricultural produce was sold by the farmers in the village or nearby places. However, the system was characterized by malpractices by middlemen, inadequate price to the farmers etc. But even this arrangement led to a lot of problems. Features and Problems On the basis of geography, the state is divided into different sub markets and it falls under the jurisdiction of a Market Committee formed by the state government. The members of market committee are either elected or nominated by the government. In such markets no person is freely allowed to carry out their wholesale marketing activities. Only the authorized trader and commission agents were allowed to carry out procurement and distribution of agricultural produce brought by the farmers. The agents had to procure license to get their shops in these agricultural markets. But the system resulted into following problems: It led to the monopoly of the APMC. As the farmers were supposed to sell only to the authorized agents on the basis of auction so the agents used to form cartels and deliberately specify a lower price above which they will not procure. Similarly when wholesalers and retailers came to purchase from them they use the same technique of cartelization. Thus, the farmers used to get lower price for their produce and consumers had to pay more. Procuring a license was a difficult task as it was based not on any transparent system but was procured on money power thus breeding corruption. It also led to the monopoly of some licensed traders causing entry barrier to new traders. Various types of fees were levied. For instance-market fees on buyers, licensing fees on commission agents, other charges on warehousing agents, loading agents etc. Also the fees differ from state to state. Consequently it created market distortions and increase in the price of the commodities. The agriculture markets were usually located far away from the villages. Therefore most of the times to avoid the transportation cost, small farmers sold their produce to the village middlemen who are usually the farmers money lender also. Consequently he forces farmers to sell the produce at lower prices. The practice is in a way reverting back to the old traditional system thereby defeating the purpose of the APMC. The dual role of market as well as regulator is assigned to the APMC. But as the members of the committee are elected out of the agents operating in the market so their vested interests has undermined its role as a regulator. Further the traders use to delay payments to farmers for months. Even if they pay at the time of sale then the trader arbitrarily deducted some amount. Objectives of the Model Law The purpose is to create a single agriculture market with a single license wherein agriculture produce as well as livestock could be traded. Some of the important provisions: To enable this, it has proposed to issue licenses to new private players and traders who wish to set up a wholesale market. Even private market yards, warehouses and cold storages will be allowed to act as regulated markets. There will be no separate fees for individual markets. It caps market fee including developmental and other charges at not more than 1 per cent for fruit and vegetables, and two per cent for food grain. All regulatory powers will lie with the office of the director of agricultural marketing in the state, who will also issue licenses to traders and new private players. As of now this power lies with the mandis managed by the Board of directors. It also has the provision for promoting online or spot e-national agriculture market agriculture market platforms. What are the expected benefits? Allowing warehouses and cold storages to act as regulated markets will increase avenues for the farmer to sell their produce which will make the system competitive and end the monopoly of APMCs. Consequently it help farmers as well as consumers in terms of price discovery. Also it will help in taking the farmers out of the clutches of the middlemen as more and more markets will be available within few kilometers location. Cascading effects of multiple fees will be eliminated. It will also give access of markets to the famers at the national level.

Chapter 6 : USDA ERS - Animal Policy & Regulatory Issues

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Livestock production and marketing The livestock is an important sub-sector within Ethiopia's economy in terms of its contributions to both agricultural value-added and national GDP. Between /96 and /06, the livestock sub-sector's share averaged 24 percent of agricultural GDP an.

Chapter 7 : USDA ERS - Processing & Marketing

With the Compliments of the Director of Agriculture and Livestock Services. AGRICULTURAL DEPARTMENT, MASERU, BASUTOLAND.

Chapter 8 : Office of Agricultural Marketing

Agricultural marketing is inferred to cover the services involved in moving an agricultural product from the farm to the www.nxgvision.com is also the planning, organizing, directing and handling of agricultural produce in such a way as to satisfy the farmer, producer and the consumer.

Chapter 9 : National Agricultural Cooperative Federation - Wikipedia

Office of Agricultural Marketing. The mission of the Office of Agricultural Marketing is to assists farmers, agricultural businesses, and commodity groups in promoting and marketing their products by expanding existing markets and developing domestic and international markets for their goods and services.