



Chapter 4

Market and Agricultural Marketing

Market

The Market is a Place where you meet the Decisions of Buyers and Sellers on the Exchange of Goods.

The Market is the Process by which the Price-Fixing and Mutual Quantities of Various Goods and Services.

Types of Market

1. Perfect competition:

- 1.Many sellers and buyers.
2. All firms have a relatively small market share.
3. All firms are price takers - they cannot control the market price of their.
4. Buyers have complete information about the product.

2.Monopoly:

- 1.One seller and seller controls price.
- 2.Non-existence of alternatives with commodity monopolist.
- 3.the existence of laws that prohibit the entry of new companies.

3.Monopolistic Competition:

- 1.Many sellers.
- 2.Goods are similar but non-homogeneous.
- 3.Ease of access to the market.

4.Oligopoly:

- 1.Few sellers.
- 2.The presence of a small number of companies, which owns a large share of the market.
3. Existence of barriers to prevent the entry of new producers to the market.



Price Changes

1. More than the equilibrium price:

- ❖ Protect the interests of producers.
- ❖ balance of the amount of supply and demand in the higher price.

2. Card system:

- ❖ Supply Quantity less than the demand.
- ❖ Determine the share of citizens.

3. Less than the equilibrium price:

- ❖ Government bought the highest price and the selling price less.

Types of Agricultural Market

1. **Local Markets:** These markets near the farms. In these markets, there are warehouses to store crops or products and then was transferred to the central markets.

There are several ways to sell agricultural products

1. The direct method for sale to consumers.
2. Sales to industrial plants.
3. Method of selling by local brokers.

2. Central Markets:

1. Marketing bargaining between sellers and buyers.
2. Marketing auction.

3. Wholesale Markets.

4. **Export Markets:** It is in these markets to export agricultural goods out of the country, and there are in the border areas.

5. **Retail Markets:** The last episode of marketing in the marketing process. Selling direct retailed.



Marketing

Is a form of communication between you and your customers with the goal of selling your product or service to them.

Communicating the value of your product or service is a key aspect of marketing.

Agricultural Marketing is based on three foundations

- 1.Producers.
- 2.Mediators.
- 3.Consumers.

Agricultural Marketing goals

- 1.Collection of similar crops in the central point of the target moved.
2. Distribution of products on the various markets.
3. The balance between supply and demand.

Agricultural Marketing Operations

1. Transport operations: (Collect Goods).
- 2.Classification of Agricultural crops (The form of the crop, The size of the crop, The degree of maturity, Devoid of diseases).
3. Storage operations (Chilled, frozen, normal)
4. Transportation (land, sea, air).

Constraints to the Development of Marketing Performance

1. Production constraints.
2. service constraints
3. markets and management constraints.
- 4 . Human constraints.
5. Price constraints.

The Process of Marketing Assistance

- 1.**Finance**: Private funds ,Money Wholesaler, Commercial banks.
- 2.**Risk** : (Political, Natural, Economic). Falling prices, Goods damage, Fire, Stealing.
- 3.**Filling and Packaging**.