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**The Agricultural  
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Agriculture Marketing  
(Mkt165) chapter  
1-introduction ... The  
marketing system, of  
course, must adjust to  
these changing  
geographic production  
patterns. e. Varying  
costs of production.  
There is no single cost  
of production for all  
farmers. Farmers cost

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of production are affected by climate, technology, farm size, and individual managerial skills.

## **Agriculture Marketing (Mkt165) chapter 1-introduction**

Kohls and Uhl 6 have classified the functions involved in agricultural and food marketing processes as under three sets of functions of a marketing system

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A. Exchange Functions

1.

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Agricultural marketing specialists must be aware of market issues particular to agriculture, such as commodities markets, futures trading, government subsidies,



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and the impacts of farm debt. Classes in law will prepare you for a field flooded with regulations.

## **Agricultural Marketing | What is Agricultural Marketing?**

A study of the agricultural marketing system is necessary to an understanding of the complexities involved and the identification of

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bottlenecks with a view to providing efficient services in the transfer of farm products and inputs from producers to consumers. Scope and Subject Matter of Agricultural Marketing: ...

## **LECTURE NOTES:**

### **AGRICULTURAL MARKETING Market: Meaning**

chapter 3: functions, structure, and alternative in the

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This study was aimed to identify the farmers' response to an agricultural marketing information system. In this the study, 100 randomly selected farmers in Pasuruan and Malang, East Java,

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Indonesia, were members of horticultural farmer groups planting different commodities, including potatoes, apples, peppers, chrysanthemums, and other vegetables.

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support. Most governments have at some stage made efforts to promote agricultural marketing improvements. In the United States the Agricultural Marketing Service (AMS) is a division of USDA and has programs that provide testing, support standardization and grading and offer market news services.

AMS oversees

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