***AGRICULTURAL SCIENCE JSS3***

***CHANNEL OF DISTRIBUTION OF AGRICULTURAL PRODUCE***

***Meaning of Distribution:*** This refers to those series of activities that take place between the time the product is produced and the time they reach the final consumer.

***CHANNELS OF DISTRIBUTION INCLUDE:***

(a) International market

(b)Local market

(c) Wholesalers

(d) Retailers

***INTERNATIONAL MARKET:*** International marketing takes place between nationals of different countries. When marketing takes place between two countries it is referred to as international marketing or trade. For example Nigeria can engage in marketing of some agricultural products example cassava, cocoa, cotton etc with other countries like Britain.

***LOCAL MARKET:*** when marketing takes place between persons within the same country, we refer to it as local marketing. For example, if a producer of onions in Kaduna sells it to a trader in Onitsha, because both cities are in Nigeria, it is regarded as local marketing.

***WHOLESALERS:*** These are those middlemen that normally buy agricultural products in bulk from producers (farmers), and sell to retailers according to their requirements. At times he may store goods and provide important information to the retailer.

***RETAILERS:*** They supply goods to the consumers. They buy from the wholesalers and sell to the final consumers in small quantities. They Provide the right goods in the right place at the right time and for the right person. The retailers get information or feedback from the consumers and relate to the wholesaler who eventually inform the producer for a change.

***ASSIGNMENT:***

(1)Define distribution

(2) List 3 channels of distribution in agriculture.

(3)Explain any 2.

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