

Review of Agricultural Products Marketing Activities and Services

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ABSTRACT

Marketing is the performance of all physical activities, transactions and facilities, as a result of which the agricultural product is moved from the main place of production (farm), all kinds of benefits are added to them, and after reaching the last consumer, some of his needs are met. In order for objects and services to move in the marketing channel, they must legally change their ownership, resulting in a change of ownership of the exchange, so that several exchanges take place during marketing until the crop reaches the final consumer. Different activities in the marketing stage make it possible to move the material in the marketing channel. The sum of these activities is studied under the heading of marketing tasks, which are generally divided into three categories, which include exchange, physical and facilitative activities. Doing any of these activities will add value to agricultural products and facilitate the transfer of goods, and the product will be placed in the hands of the end consumer to meet some of his needs. When the product is produced and ready to be marketed for consumption until it reaches the final consumer, actions are taken on these products, which are called agricultural marketing services; Therefore, operations of agricultural products include collection, transfer and distribution of agricultural products that require various services, which include product collection, transportation, packaging, conversion or processing of products, standardization of agricultural products, grading, storage and storage of agricultural products, credit, Accept risks, pricing and advertising. Complete coherence and coordination between activities to reduce costs, normal and fast flow of products and prevent spoilage and deterioration of their quality. All of the above activities are carried out by a marketing system consisting of physical, exchange and facility organizations and institutions; Timely implementation of these activities in order to reach the product to consumers on time, good quality and reasonable price is important. The overall purpose of this issue is to identify the different marketing tasks of agricultural products in order to fully understand the various marketing activities and improve how these tasks are performed so as not to reduce the quality of agricultural products. The present research has been done by review method and using previous studies in order to review the marketing activities and services of agricultural products. In this regard, citation method and study of scientific books, articles and journals have been used to collect information and information. It came to this conclusion by reviewing and studying scientific books and articles related to the subject of marketing activities and services; All marketing activities are carried out through a marketing system consisting of individuals, physical institutions, transactions and facilities with their

infrastructure, which is simultaneously responsible for increasing the high value of products and transferring them from producers to consumers to satisfy their maximum demand. Without an active and modern marketing system with telecommunication facilities, transportation, storage, refrigeration, processing, credit, generators can not make good use of production and marketing opportunities.

Keywords- services, activities, crops, tasks

I. INTRODUCTION

One of the essential needs of farmers is to understand and develop marketing programs for their products and services. The concept of marketing as a business activity, an intellectual framework, a business goal, an economic process, exchange process, supply and demand adjustment process and so on is;

Therefore, marketing is a set of guided human-economic activities in order to satisfy the needs and wants of society through the exchange process (Sanaei, 1386).

In many developing countries today, more production is only part of the mission of the agricultural sector, and since more production, in addition to production facilities, requires more training of farmers, the stability of demand and income motivates them to learn modern production techniques. Exists. Following further training, the wider use of modified seeds, chemical fertilizers, pesticides and the like will become more common, and the ground for better use of water and soil resources will be provided. Thus, it is observed that with the help of marketing, the demand for agricultural products increases and leads to the improvement of producer conditions and revolution in agriculture (Tavassoli, Khalifa soltanian, Chazari, & Pezeshki Rad, 2007).

The most important and fundamental issue after the production of the product is its transfer to the market and the consumer in order to meet the needs of the growing population of the urban community. Farmers therefore have to learn the right skills and methods of marketing and exchange activities (Dixie, 1991). In most cases, the quality of agricultural products decreases as a result of storage (warehouse, warehouse) in non-technical and scientific ways, which causes lack of demand from customers and consumers, which creates

problems for marketing activities (Meidani, 1994). Establishing the right communication system or communication channel between producer and consumer will lead to the success of marketing activities of farmers' products. Marketing communication is used to inform and convince customers, thus creating a relationship between producer and consumer, which is impossible without comprehensive and efficient systems (Crawford, 1997).

Acquiring comprehensive information and information about customers and competitors in the market is the starting point for identifying the market and developing marketing activities; Proper knowledge of the market and marketing activities is crucial for the success of existing and future businesses. To make manufacturers adjust to the desires and demands of customers (Westerlund & Leminen, 2011). Unfortunately, most entrepreneurs do not pay much attention to marketing activities; It is as if they are ignoring the command to the focused tire. Most of them emphasize production, supply and service and are unaware of the marketing activities that introduce products to the market (Fazl, 2020). Lack of physical infrastructure is the most important factors and obstacles in the transfer and distribution of agricultural products.

In the absence of infrastructure and infrastructure facilities, product marketing is not done better, which reduces the quality of products. Undoubtedly, marketing skills and expertise and transmission network structures are among these factors that lead to the success of enterprises (White, 2012). According to the above, marketing is one of the most important and basic activities in today's society that connects the points of production and consumption. Therefore, the connection between production and consumption causes the marketing activities of agricultural products to be done in a better way in order to encourage producers and consumers and to obtain the satisfaction of both parties. For the satisfaction of both parties, it is necessary to identify and identify marketing barriers and problems in the first step and after identification; Comprehensive and accurate solutions to solve obstacles and challenges are measured. To make agricultural products available to consumers in a better way, at a reasonable price and with excellent quality. For example, it requires that physical activities (warehousing, processing, and transportation), exchange activities (trading), and facility activities (grading, packaging, standardization, and quality control) be better performed.

In this article, according to the mentioned cases, the following goals are addressed:

- ✓ Identify the most important activities and services among producers and consumers;
- ✓ The role of each marketing activity in increasing the value of products produced in the interval; between production and consumption;

- ✓ Identify, understand and identify marketing activities in order to better execute sales activities;

II. LITERATURE REVIEW

In today's world, the goal is to produce goods and services for sale in the market, and also until the goods and products are sold, its production is not economically viable. On the other hand, given the globalization of the economy and the increasing orientation of the economy towards integration, competitiveness and in practice the expansion of markets, suppliers of manufactured goods, including agricultural products, it is necessary to be fully acquainted with the science of marketing management;

Therefore, experts must know the management of agricultural products well enough to be able to carry out activities in a better way, and now that there are strong competitors in the supply of agricultural products in domestic and international markets, they can be in a good position to produce. Find agriculture and also continue it (Karbasi, 2012). One of the essential needs of farmers is to understand and develop marketing plans for their products and services (Sanaei, 1386). Therefore, for the rapid growth of production and marketing of agricultural products, it is necessary to use the achievements of agricultural sciences and technology, production and trade capacity of countries to a large scale (Fazl, 2020). Marketing means bringing to market, finding a market or all operations that are in the distance from production to consumption to accelerate the flow of goods or facilitate sales (Alizadeh & Omani, 2011).

On the other hand, one of the issues that is always raised in the marketing of agricultural products in less developed countries is the difference between the producer price, ie the price that the producer receives and the price that the consumer pays. This price difference also exists in developed countries, which is related to services such as packaging, grading and product conversion, while in less developed countries, few services are provided for the product (Mehdipour, Sadralashrafi, & Karbasi, 2005).

Producers of agricultural products need production factors, technology, etc. in order to perform their activities better (Fazeli & Moghaddasi, 2007). population growth, urban development, increase of marketing services, development of industry and expansion of the need for agricultural raw materials are among the factors that increase the special importance of marketing agricultural products with each passing day (Fazl F. , 2015).

(Firoozabadi & Hosseini, 2016) conducted a study to identify the factors affecting the success of marketing of agricultural products and believed that various economic, structural, cultural and social factors are effective in the success of marketing of agricultural products.

Marketing is a set of human activities that are done with the intention of meeting human needs and requirements through the exchange of goods (Gaedeke & Tootelian, 1983). In another definition, marketing refers to all business activities involved in the flow of goods and services from the starting point of agriculture to the placement of the product in the hands of the customer (Khan & Khan, 2012). The most important issue after the production of a product is its transfer to the market and the consumer in order to meet the needs of the growing population of urban society (Dixie, 1991). Establishing the right communication system or communication channel between producer and consumer leads to the success of marketing activities of farmers' products, which is impossible without comprehensive and efficient systems (Crawford, 1997). The quality of agricultural products often declines as a result of storage in non-technical and scientific ways, which creates problems for marketing activities (Meidani, 1994).

Farmers need knowledge and information about storage, transport and processing to reduce post-harvest waste and harvest from the farm. On the other hand, farmers need market information for proper marketing of their agricultural products (Schroeder, Ward, & Peel, 1983). Farmers' decision to sell their produce on the farm or to transfer to the market depends on a number of factors such as land size, capital, transfer facilities, and market information (Fafchamps & Hill, 2005).

(Rahman, 2003) suppliers of agricultural products in Bangladesh, due to their distance from the agricultural products market and lack of access to market information, obtained inappropriate prices from the perception of selling their products. (Rana & Astuti, 2003) conducted a study on the marketing system of agricultural products in Indonesia and concluded that the lack of marketing information system leaves producers unable to know market information about prices, supply and demand. (Musa, Reuben, & Magaji, 2013) conducted a study entitled "Major Barriers to Agricultural Production in Nigeria" and reached this conclusion; Lack of access to infrastructure credits and facilities; The main reason is the marketing challenges of agricultural products. The use of mobile phones by farmers has improved the marketing activities of farmers'

products and reduced food waste, while also reducing price fluctuations. (Marmullaku & Ahmeti, 2015) conducted a study under the name of factors affecting marketing strategies in a company and their results showed that pricing strategies, marketing path structure and advertising are effective tools for customer access and to develop a sustainable company strategy. In the necessity and importance of the issue of marketing of agricultural products in developing countries, he inferred this. Information and advertising that is available through marketing can be very important for estimating product sales forecast, choosing the right market to sell agricultural products and getting the right price from understanding product sales (Thackeray & Brown, 2010)

III. MARKETING

Marketing is a value proposition that takes place between producers and consumers. Objects and services reach the end consumers from the producers to satisfy their needs and desires through the marketing system, and in the meantime, all kinds of values are added to them. In a more comprehensive sense, marketing is the performance of all physical activities, transactions and facilities that move objects and services from the main place of production, all kinds of benefits are added to them and after reaching the last consumer, some need Makes him happy. In order for objects and services to move through the marketing channel, their ownership must change legally. In fact, marketing is the implementation of a series of interrelated and coordinated activities that pave the way for the transfer of objects and services from producer to consumer. Recognizing and studying these tasks enables us to have a complete understanding of marketing tasks and to improve how they are performed (Fazl, 2020).

Marketing activities

Any individual activity in the marketing process that facilitates the transfer of a product from producer to consumer is called a marketing task. Hence, the marketing task is divided into three main groups.



Figure 1: shows the marketing tasks of agricultural products.

- | | | |
|--|---------------------------------------|-----------------------|
| ✚ Design and implement trade rules and regulations | ✚ Crop accumulation from the farm | ✚ Shopping activities |
| ✚ Design and implementation of standards and quality control | ✚ Sorting and grading | ✚ Sales activities |
| ✚ Financing | ✚ Save/ Stash | |
| ✚ Insurance | ✚ Processing of agricultural products | |

- ✚ Collecting and disseminating marketing information
- ✚ Research and promotion
- ✚ Transportation

Exchange duties

In slang, it is called buying and selling and includes activities that change the ownership of the traded objects and facilitate their physical movement in the marketing channel. Exchange tasks form the core of marketing activities and continue throughout the marketing process from the gateway to the end product.

A. Purchasing Task: The purchasing task starts at the farm gate and consists of searching for supply sources, collecting products from the farm, aggregating, sorting and grading them in order to transfer them to large markets. Purchases continue to be made throughout the marketing channel by marketing intermediaries.



B. Sales Duty: Encourages and persuades a customer directly or indirectly by an individual or business entity to buy a marketable product. As a result, the activity of selling the product transfers ownership of the product from the seller to the buyer.

1. Physical activities

Agricultural products are produced by many producers in a wide geographical area. Therefore, the first step of physical operations and the first task of the marketing system is to collect the crop from the farm. This part of marketing is of particular importance and needs to be done with full use of the physiological information of the products. Because the correct and accurate collection and harvesting of products from the farm will lead to more stability, better product quality and consumer preference. Hence, physical activities include product aggregation from the farm, sorting and grading, storage, processing and transfer of products in marketing channels. Specifically, the physical functions include the following activities:

A. Warehousing / storage: It includes storing products after production and in all different stages of marketing until the product reaches the final consumer. Almost all products require storage before reaching the last consumer. Because the production of seasonal crops and their consumption is gradual and sustainable. It is

necessary to save them. And saving has the following benefits:

- ✓ Add time utility
- ✓ Avoid rate fluctuations
- ✓ Maintain a balance between supply and demand
- ✓ Provide food security
- ✓ Risk reduction
- ✓ Facilitate sales

B. Transportation/ Transfer: Another important issue in marketing operations is the spatial distribution of products. Spatial distribution is the last stage of marketing performance and physical activity. The most important factor in the distribution of agricultural products is the transportation system. The number of manufacturers of these products is large and their distance from each other is considerable and long. Therefore, in order to distribute the goods and deliver them to the consumers, which is located in a wide and scattered area and at a distance from the production centers, the transportation of goods should be used. Transportation is an activity in which goods are transported from the place of production to the place of consumption. This activity is one of the main bases of marketing and one of the main factors in the development of agriculture. Because, according to scientists, the first factor to increase the production of an agricultural product is the existence of a market and a buyer for that product, also, the faster and cheaper transportation, the greater the possibility of access to more distant markets. Each region produces a comparatively advantageous crop. On the other hand, the transfer of products from surplus centers to shortage areas is possible through transportation. In general, transportation is one of the major marketing tasks that has an effective role in the collection and spatial distribution of products and improves the spatial degree by creating a balance in supply and demand. The absence or inadequacy of the transportation network inappropriately increases marketing costs. Factors affecting transportation costs include corruption, maintenance costs, relative value of the product, distance between origin and destination, type of road and the quality of the communication network (Karbasi, 2012).

The transfer of agricultural products from farms to processing and distribution centers for consumption is one of the major marketing tasks. The transfer of products from production points to assembly centers and from there to the place of processing and demand causes the usefulness of place and the usefulness of time and the value of products increases. In this way, the transportation of products balances between supply and demand points, preventing abnormal price fluctuations and causing more rates to be established (Fazl, 2020).

C. Conversion process: Other physical functions and activities are marketing, processing and conversion of agricultural products. This process involves all the operations that somehow transform the product. Product processing moderates the supply of agricultural products and prevents prices from falling or rising excessively. In the harvest season, the demand for agricultural conversion units prevents prices from falling, and in other seasons, the presence of processed products meets part of the existing demand and prevents price increases. On the other hand, the nature of some agricultural products is such that they need to be converted and converting them is a more appropriate way to supply products at different times and places. The process also diversifies products and increases the scope of buyer choice (Karbasi, 2012).

Process is one of the major tasks of marketing and includes those industrial activities in which the shape of agricultural products is changed and their shelf life and value are increased (Fazl, 2020).

2. Marketing services

When a product is produced and ready to be marketed for consumption until it reaches the final consumer, actions are taken on these products, which are called services or marketing tasks of agricultural products. Therefore, marketing of agricultural products, which includes the collection, transfer and distribution of agricultural products requires a variety of services, including the following (Kupahi, 2003).

2-1 Collect products: After the production of products, the first marketing task, ie timely collection of products, begins. Crop collection requires that crops be collected from a large area and from thousands of farmers in the area. Concentrating products in the right places attracts those buyers who do not have time to make small purchases on scattered farms. Used. Knowing the harvest time calendar is very important in planning post-harvest operations and providing storage and conversion facilities.

2-2 Transportation: Transportation of agricultural products also plays an important role in its marketing. Because the transportation of these products creates spatial desirability and causes their marketing to expand the market. In fact, the features of these products cause special devices to be used in their transportation. Agricultural products are produced by a number of farmers, but these products are consumed by all human beings.

On the other hand, with the production of agricultural products, which are usually marketed in a short period of time, the price decreases at the time of harvest and then increases. Due to the fact that most farmers do not have the facilities of preservation, storage, warehousing, etc. or some products can not be stored, proper transportation can balance supply and demand and benefit the consumer and production Be cohesive. But what needs to be considered here is to provide information about the manufacturer's point of

sale. That is, a center that identifies places where the market needs it and informs the farmer. Of course, when production is very low, the peasant does not have the financial capacity to carry this small burden. In this case, too, farmers can be organized in the form of organizations and cooperatives and help them in this regard (Karbasi, 2012).

2-3 packing: Packaging means a container, protective or systematic that maintains the health of the product in the distance from production to consumption and protects it from shocks, injuries, vibration, and pressure and vibration. On the other hand, it is systematic packaging that provides the relationship between producer and distributor on the one hand and producer and consumer on the other.

Thus, systematic packaging is a compound that has both a protective function and a communication or information function. For this reason, packaging is also studied as a medium, or methods of communication and information. Packaging is a system, a coordinated set of materials, energy and value added that provides a protective cover and an information structure for the product. If the protective cover is not adequate, the product will be physically damaged, and if the information cover is incorrect, the buyer's trust will be lost.

The primary purpose of packaging is to protect against physical, chemical and biological damage. Other purposes of product packaging may be one or more of the following:

- ✓ Ease of product exchange in the market as well as in its measurement;
- ✓ Reduce waste or prevent all products from coming into contact with each other;
- ✓ Create attraction for the buyer;
- ✓ Squeeze some products with low volume varnish such as cotton and silk;
- ✓ Ease of transportation and reduction of related costs (Karbasi, 2012).

2-4 Conversion and processing: The conversion process takes place on agricultural products for two reasons, First, a group of products need to be converted, such as wheat, which is used after being converted into flour, due to the fact that their production form is different from the form they consume. Second, for long-term storage and in some cases to make the desired product according to consumer tastes, some products are converted by measures such as drying, canning and pickling. In fact, increasing the use of this group of products has a direct relationship with people's income.

2-5 Standardization of products: Standardization of products means uniformity of quantitative and qualitative characteristics of the product between two different geographical locations or at two different times between two sellers and the buyer as the basis for grading the agricultural product. It can be said that standardization can be the basis for monitoring product

production and detecting fraud, as well as the basis of barter or cash and credit transactions in global markets. In every country, there are institutes for standardization of products, which are international standards and make buying and selling at international levels easy. Standardization is standardization based on the quantitative and qualitative characteristics of the product. Standardization varies depending on the type of product and is based on different criteria.

2-6 Grading: Crops are graded based on size, shape, odor, taste, flavor, ripeness, fiber length, or any other obvious characteristic that affects the market value of the crop. Grading allows buyers to choose the best product according to their consumption.

Grading means that products are divided into different groups according to its quality and in accordance with market demand, and each group is identified. This action is effective in the price of goods. Considering that standardization is also the determination of specifications and rules according to which the goods should be prepared specifications and rules. Grading is related to the classification of goods according to their standardization.

Grading agricultural products has the following advantages:

- ✓ Facilitation of agricultural products facilitates marketing services including packaging, warehousing and transportation.
- ✓ Increases farmers' incomes.
- ✓ Develops the product market. In other words, by observing the rating and ensuring the quality of the traded goods, remote buying and selling is also possible.
- ✓ Grading is a necessary condition and the product enters the cash and futures market in the commodity exchange and gains benefits from operating in these markets.
- ✓ Classification eliminates the risk of unfavorable goods being traded.
- ✓ Grading is effective in the market structure of products. In a competitive market, the condition of homogeneity of goods is possible by observing grading.

Marketing of agricultural products is effective when the mentioned products are very much the same, and if this is not taken into account when leaving the field, in the later stages of marketing in the future will not always be possible.

2-7 Warehousing and storage of products: Warehousing is one of the most important marketing operations in which the product is stored from production to consumption.

This activity has been done by the people for a long time and the products were stored for a long time for a short time. In this way, warehousing activity is a service in which consumers benefit from time. The need to stockpile products at all different stages of marketing

is palpable. Only a few highly perishable products are transported from producer to consumer at maximum speed (such as strawberries and leeks).

Merchants take products out of the market for commercial purposes and store them in warehouses.

The agricultural processing department keeps some agricultural raw materials in storage to ensure that they continue to operate. Retailers stock up to meet the daily needs of consumers.

Consumers also buy part of their daily needs in one place and store them at home due to their financial situation.

In general, the reasons for storing agricultural products may be due to the following:

- ✓ Dealing with centralized demand for distributed generation (according to the time dimension)
- ✓ Dealing with centralized production for scattered demand (according to the time dimension)
- ✓ The possibility of selling at a better price in the future
- ✓ Buying a place and using major shopping discounts, reducing shipping costs, etc.
- ✓ Product arrival in stock
- ✓ Meeting the needs of producers of agricultural products
- ✓ Reducing price fluctuations.

Balancing the supply and demand of products that do not coincide with the time of production and consumption is not possible except by storing these products in warehouses, cold stores and other storage places.

2-8 Credit and financing: Credibility plays an important role in expanding and improving the marketing system. Because market participants, including manufacturers, intermediaries, wholesalers and retailers, need capital, financial resources and credit to improve their employment status. Farmers, meanwhile, need such credit to improve production and other factors for collecting, transporting, storing, and packing and selling produce. Among them, farmers are the most important group that has benefited from the granting of credit and by strengthening its financial capacity, it is possible to make decisions to sell their products. At present, farmers are forced to sell their produce at low prices before or at harvest time due to poor financial strength. In addition, they face many difficulties due to their low financial capacity to purchase inputs such as machinery and facilities, such as the construction of irrigation networks, and the granting of credit can help them in this way. On the other hand, farmers face difficulties during the agricultural year to meet the essential needs of the family or to compensate for unexpected expenses such as losses due to floods, droughts and fires, or emergency expenses such as illness. In some cases, they have to turn to local lenders to pay these fees and receive high-interest loans. While government credit is provided to them on appropriate terms, it can make them more productive in

production. Therefore, if the goal is to improve production and marketing methods and the use of advanced technology, financing from official sources can help achieve this goal.

The flow of goods from the producer to the consumer requires costs, and it is possible when some credit sources provide financial support to the producer. These credits in the form of insurance policies, loans ... are provided to the producer by credit institutions such as banks and other centers and even by intermediaries, etc (Sadralashrafi, 1996).

2-9 Accept risks: The task is to accept the possibility of risk during production and commercial activities. In a complex and advanced economy, production and distribution are not based entirely on current necessity, but rather on anticipated necessity. Because the future is not 100% predictable, as a result of natural factors, managerial mistakes, or as a result of changes in economic and market conditions, potential risks are borne by producers and marketing intermediaries. Therefore, in the course of production, sales, processing, storage, transportation, etc., commercial activities, institutions face potential risks that jeopardize their contents. To reduce these risks, an insurance system has been created that insures the goods of marketing enterprises and the products of manufacturers (Fazl, 2020).

Table 1: Introduction of agricultural products marketing services

Agricultural product marketing services	
Collect products	Warehousing and maintenance of products
Transportation	Credit
packing	Accept risks
Conversion and processing	Pricing
Standardization of products	Advertisements / announcements
Grading	Sales

2-10 Pricing: Another marketing task is to provide a reasonable price based on different qualities. What is important in this regard is the existence of a reasonable price for sale by the manufacturer and a reasonable price for the consumer to buy. Pricing should be based on certain criteria such as product quality. Product pricing is done in such a way that the wholesaler adds a few percent to the farmer's price and gives it to the retailer, and the retailer adds a percentage to it and gives it to the consumer (Sadralashrafi, 1996).

Instability in pricing and lack of guaranteed purchase network is one of the major problems in agriculture, which causes the amount and type of cultivation far from the needs of consumers. If the potato and onion crop is facing this problem and their drastic price changes have caused irregular changes in the

amount of crop cultivation and ultimately increase the risk in agriculture.

2-11 Advertisements/announcements: Awareness and advertising are very important in product marketing, especially industrial products. Although its role in agricultural products is less, but it has been equally ignored, but with the creation of conversion industries, this role has also become important in agricultural products. The real purpose of advertising is to introduce new products to the consumer and a positive attitude towards it. Intermediaries try to guide consumers in the consumption of manufactured and conversion goods by using mass media, and on the other hand, with these positive advertisements, they also play a role in developing the acceptance of new inputs by producers (Rousta & Venus, 2004).

Advertising means all information activities. So that after a cycle of communication and communication of traits, qualities, advantages, etc., create the expected reaction in the buyer and finally increase the demand for that product. In other words, advertising means an operation that is designed to establish a relationship with the consumer and influence her and to attract attention or create flexibility in the buyer's behavior in favor of the product. It is not unreasonable that in many schools of the market, the title of advertising is abandoned and the title of communication is used.

Advertising means conveying a message, introducing something to others, or pretending to be something good or bad, and includes visual and spoken messages that promote a belief or product from a source through advertising channels to specific groups or It is transferred to the whole community and money is paid for it.

The message should not be conveyed to the recipient in the same form and intention by using an advertisement, whether verbally or in writing or a special symbol; Because the recipient of the message is not only the individual, but also the different social groups of the advertisement audience; Advertising serves a variety of purposes and is used in various fields of production and services. It is also broadcast from different media and targets different audiences.

According to Rousta et al. (2004), information or advertising operations are among the most important operations in the range of marketing activities. If a product has the best features and characteristics and its price is appropriate and competitive and is distributed by the safest and most appropriate methods but the consumer is not aware of its existence, that product will definitely be out of the market. Therefore, informing is a necessity of marketing operations and has the following objectives.

- 1- Informing consumers or customers
- 2- Encouraging the consumer to use a special product
- 3- Reminding past customers
- 4- Creating fame and popularity for the product or institution

As production increases, the gap between production and consumption gradually widens. It is necessary to convey the sales message to consumers in markets far and near and introduce the product and its benefits, in order to develop the target market.

2-12 Sales: Sales is the direct and indirect encouragement and persuasion of a customer by an individual or business entity to buy a marketable product. As a result of the sales activities, the product is transferred from the seller to the buyer (Fazl, 2020).

Sales is the art and ability to carry out all the marketing efforts that are manifested in the form of creating, maintaining or increasing the market. Sales, like other operations such as production, purchasing, packaging, insurance, etc., are part of a wide range of marketing activities, but because of the importance they place in finalizing marketing efforts, they are sometimes considered equal to or higher. Becomes.

Sales has four basic elements (Blourian Tehrani, 1999):

- 1- Vendor institution and its policies and working methods
- 2- Customer, traits, tastes and needs
- 3- Goods for sale and its specifications
- 4- The seller or the sales organization

Managers of economic units should make sure when choosing a manager or sales manager that she has qualities such as market understanding and future forecasting, mastery and knowledge of product specifications, experience, initiative, knowledge of accounting concepts and knowledge of the rules. In addition, they must make sure that they have characteristics such as: appearance, information, power to influence the buyer, good behavior, patience and interest in sales or sales management organization.

3- Facilitation duties

Facilitation activities facilitate the exchange and physical activities and exchanges of the market and reduce the cost of these operations and keep them low. Although facility tasks do not deal directly with marketable products and do not add any particular value to them, the rapid and timely implementation of marketing activities in the absence of facility tasks can not be done properly. Adequate marketing system is not possible without performing facility tasks. Important facility tasks include financing, marketing information collection, sorting and standardization, insurance and quality control.

A. Standardization and grading of agricultural products: It is one of the facilities of the facility and facilitates the normal movement of goods in the market channel. Grading involves standardizing products based on existing standards. Grading parameters considered in this activity include shape, size, quality, color, odor, taste and degree of product ripening and the like. These parameters change according to the type of product and are different for different products. In grading, attention

to time, manner and quality of grading is of particular importance. Timely grading facilitates the provision of subsequent marketing services, especially packaging and warehousing. The manner and quality of grading has a great impact on observing health issues and the minimum desired quality, waste prevention, market segregation, ease of consumer choice and saving time and attracting customers through reassurance. The most important effect of non-compliance with the classification of agricultural products or non-compliance with national and international trade standards is to prevent the development and access to domestic and foreign markets.

B. Packaging of agricultural products: Packaging is another function of the facility. Packaging, art, science and technology is the preparation of goods for transportation and sale. In this process, goals such as keeping the product or product, advancing its sales and developing the market through facilitating transportation, warehousing and sales are pursued. Thus, packaging is an activity that has a direct effect on accelerating exchanges and improving supply and sales methods. It is necessary to pay attention to the fact that due to the packaging and its quantitative, qualitative and facilitative effects in marketing, this activity will be considered and given a special place. On the other hand, any kind of carelessness and speed in packaging causes irreparable damage to the type and quality, short life and ultimately poor quality of goods.

C. Funding duty: It is the search for financial resources and its supply to those who need money to carry out productive and commercial activities. Financing makes the flow of objects and services from the producer to the consumer faster. Certainly, the institutions that are responsible for the transfer and distribution of goods and services from the producer to the consumer need money, and this money must be provided from appropriate sources of money. Export Development Banks, Industrial Banks and other commercial banks are responsible for providing loan services to industrial enterprises and various groups of traders. Without adequate credit and lending facilities, marketing activities are delayed, marketing effectiveness is reduced, and marketing costs increase. Sometimes the buyer's choice of seller depends on their credit services. Buyers and sellers are willing to deal with companies that fund sales activities. A sales company can increase its sales volume by financing its customers and gain more benefits. Also, by earning money, a sales company will be able to hire more salespeople and intensify its product development activities.

D. Risk acceptance task: It is the acceptance of risk in the course of productive and commercial activities. In a complex and advanced economy, production and distribution are not based entirely on current needs but rather on anticipated needs. Because the future is not 100% predictable, as a result of natural factors, managerial mistakes, or as a result of changing economic

and market conditions, potential risks are borne by producers and marketing intermediaries. Therefore, in the course of production, sales, processing, storage, transportation, etc. of commercial activities, institutions face potential risks that jeopardize their assets. To reduce these risks, an insurance system has been created that insures the goods of marketing enterprises and the products of producers.

E. The task of collecting and disseminating marketing information: Another facilitative activity is marketing, collection and information. In today's world, information plays a key role in marketing. Knowing the status of prices, the number of producers and consumers, knowing the existence of similar products, how to supply, marketing networks and also, knowing the disturbing factors in the distribution network, are all useful and fruitful and have physical and exchange functions. Accelerates. Mass media such as radio, television, publications, telephone, wireless have an effective role in transmitting information. In most parts of the world, market information is provided and disseminated by government agencies (Karbasi, 2012).

IV. CONCLUSION

If we define agricultural production in its broadest sense, the creation of utility, the production process is divided into two stages: The first stage is called the technical stage of production. In this stage, the factors of production are collected from different sectors of the national economy and even from abroad. For a while, it is transformed into manufactured products, and by consuming them in the producer family or offering them in the market, part of the needs of the society are met. The second stage, which is called the production service stage, starts from the farm gate and includes all activities related to the flow of agricultural products from the producer to the final consumer. At this stage, the value-added process continues and all kinds of desirability are added to the products, so that the product can be provided to the final consumers in the desired way. Production service activities, also known as marketing, are driven by the marketing system.

The marketing system is a set of individuals, physical institutions, exchanges and facilities, including production and commercial laws and regulations, which facilitate the flow of objects and services between production and consumption centers by performing various commercial activities, and according to consumer demand, various It adds value to them. Based on the definition of production, we can say that marketing is in fact the completion of the technical process of production that begins at the farm gate. During marketing, the value of objects and services increases and their usefulness is added, which also has different types. Which generally adds four types of utility for objects and services.

Therefore, we can say that marketing as an economic activity on the economic value and consumption of products produced after leaving the fields, until it reaches the final consumer, adds that this additional value in many cases is more than the total value of products produced in Is the gate of the farm.

V. SUGGESTION

- ✓ Try to use different and appropriate collection methods when fixing the result;
- ✓ Serious attention of governments in building economic and social infrastructure (such as cold storage, warehouses, roads and factories; in order to better and timely implementation of marketing activities;
- ✓ Providing financial and monetary resources for regular production activities and marketing of agricultural products in order to increase their quality;
- ✓ Execution of some marketing activities by farmers in order to increase their share in the process of increasing the value of their products;
- ✓ Try to do all marketing activities and operations in a better way to increase marketing effectiveness and reduce marketing costs;

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