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Topic

Co-operative Marketing –
Def, Need, Advantages

Marketing cooperatives:

- Marketing cooperatives sell farmers products.
- They are an example of farmers vertically integrating into the food marketing channel.
- These cooperatives may collect members product for sale, grade, package, and perform other functions.
- Cooperative livestock commission organizations, producers milk associations and cooperative elevators are example of cooperative action as marketing agents.



Need & Importance of Co-operative Marketing

1. Abolition of Middlemen.
2. Collective bargaining.
3. Storage facilities – for members.
4. Standardization and grading.
5. Higher prices of members.
6. Market infrastructure.
7. Supplying inputs and consumer goods.
8. Facility of correct weighting.
9. Relief from illegal deductions.
10. Linking credit, processing and & farming.



ADVANTAGES OF CO-OPERATIVE MARKETING

1. Reduce cost and improved services.
2. Improve marketability — reduce all undefined and undesirable market changes.
3. Safeguards against rising costs & input prices.
4. Provides credit.
5. Storage facilities.
6. Processing of agro product.
7. Market intelligence.



Thank You