

consumers. These intermediaries take quite a big share of the hard earned income of the farmers.

- 3. Grading of agricultural commodities:** The commodities who are graded and standardized fetch higher prices in the market. In case the products of good and bad quality are mixed together, the reputation of the whole lot suffers and it is priced low in the market. In case of agricultural commodities in Pakistan, the mixing of good and bad products is very common. It, therefore, poses a problem marketing both inside and outside the country.
- 4. Lack of storage facilities:** The storage facilities available to an average farmer are extremely primitive. Therefore, considerable losses occurs on the account of attack of insects pests. The marketing of damaged produce not only brings reduced prices but also is injurious in health.
- 5. Inadequate facilities for transport and communication:** Due to inadequate facilities for transport, the cost of marketing the agricultural products is very high. They are also losses during transportation, handling of the products to the extend of 10%. Inadequate transport facilities is thus a great handicap in the way of efficient marketing.
- 6. Weigh and measures:** Due to absence of regulated markets, the traders often use two types of weigh and measures, one for buying and other for selling. The overweights are used for buying the agricultural produce and underweights for selling. The farmers, therefore, suffers financial losses both at the time of buying and selling of the products.
- 7. Inadequate credit facilities:** Though the credit facilities from Government are available to the farmers yet they are not adequate. The small farmers are forced to seek loans in time of need from the arthis or commission agents. They then sell their produce at low prices. If credit facilities are available to them to tide over the difficult period before harvest, they can then withhold their produce is, thus, an impediment in the way of efficient marketing.
- 8. Market news:** Though the farmer now is quite knowledgeable of the farm products prices in the market through radio, television, yet more work is needed in disseminating market news to the farmers in special bulletins.

