

Agricultural Commodities Marketing

COURSE OVERVIEW

Agricultural Commodities Marketing is a practical course that introduces participants to the processes involved in marketing agricultural products from producers to consumers. It covers key topics such as commodity marketing systems, price mechanisms and dynamics, marketing strategies, transportation, storage, financing, and risk management. The course also covers the role of cooperatives in agricultural development, use of futures for price risk management, and supply chain logistics. Participants will acquire the necessary skills to analyze markets, apply pricing strategies, and create effective marketing plans for agricultural commodities.

WHO SHOULD ATTEND?

This course is ideal for aspiring and established agribusiness entrepreneurs, farmers, commodity traders, cooperative leaders, and professionals involved in agricultural marketing and logistics. It is also suitable for consultants, government and NGO personnel working in agricultural development, as well as students and graduates looking to build a career in the agribusiness and commodity marketing space.

COURSE OUTCOMES

Delegates will gain the knowledge and skills to:

- Understand key marketing functions: buying, selling, transport, storage, financing, pricing, and risk management.
- Analyze price behavior using technical and fundamental methods.
- Create and adjust commodity marketing plans.
- Apply economic principles to marketing and pricing.
- Recognize the role of cooperatives and value-added products.
- Navigate commodity marketing systems and challenges.
- Use strategies for supply chain, logistics, and risk management.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Overview of agricultural commodity markets and systems.
- Marketing functions: buying, selling, storage, and transport.
- Price analysis and market behavior.
- Commodity marketing planning and strategy.
- Role of cooperatives and value-added products.
- Risk management and futures markets.
- Supply chain and logistics in agriculture.
- Economic principles in agricultural marketing.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded