

MM 136

## **AN EVALUATION MARKETING EFFICIENCY OF THE VEGETABLE MARKET IN SRI LANKA TROUGHT DAMBULLA SPECIAL ECONOMIC CENTER**

### **Abstract**

There are many problems that can be seen in vegetable industry in Sri Lanka such as the scarcity of water, increase in the prices of inputs, marketing problems, crop perishing due to insects, and failure to obtain good seeds. Among them, the marketing problems are highlighted as the most difficult. In 1999 The Dambulla Special Economic Centers (DSEC) was started to find solutions to marketing problems prevailing in the rural agricultural sector. In this study aims to investigating the contributions made by the DSEC to achieve the marketing efficiency in the vegetable market in Sri Lanka. To measure the marketing efficiency, the marketing margins of 14 selected varieties of vegetable were calculated by using the Annual Average Retail Prices of the Pettah vegetable market and Annual Average Wholesale Prices of the DSEC. The marketing margins of all the vegetables have decreased. Accordingly it can be concluded that the marketing efficiency has increased after the establishment of the DSEC.

### **Keyword**

Vegetable marketing, Marketing efficiency, Marketing margin