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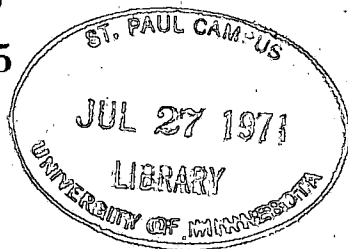
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GROUP 3 (b). MARKETING, DEVELOPING COUNTRIES

Chairman: Ruy Miller Paiva, Brazil

Secretary: Ali Asghar Khan, Pakistan

Consultants

Praiwan Resanond, Thailand

Rigoberto Sandoval, Honduras

V. F. Amann, U.S.A.

J. Blackmore, U.S.A.

L. H. Correa, Colombia

H. de Farcy, France

Dan M. Etherington, Kenya

L. B. Fletcher, U.S.A.

H. M. Haag, U.S.A.

Lee Kolmer, U.S.A.

I. M. Malik, Pakistan

B. S. Mavinkurve, India

J. F. Metz, Jr., U.S.A.

W. L. Miller, U.S.A.

H. Mohtashem-Norri, Iran

H. C. Pederson, U.S.A.

I. A. Russell, Jamaica

R. H. Sadaka, Lebanon

M. R. Savary, France

The group was attended by twenty-three participants from fifteen different countries. Members of the group explained some aspects of the marketing system and its problems in their respective countries so as to acquaint the others with their experiences.

After the exchange of ideas and views on the subject, discussion showed that there was general agreement among the members on the necessity for action along the following lines to rationalize the marketing system in the developing countries:

Role of government

1. Government assistance in marketing is appropriate in the interest of general welfare.

2. Possible government activities for market improvement include:

(a) Standardization of weights and measures.

(b) Standardization of grades.

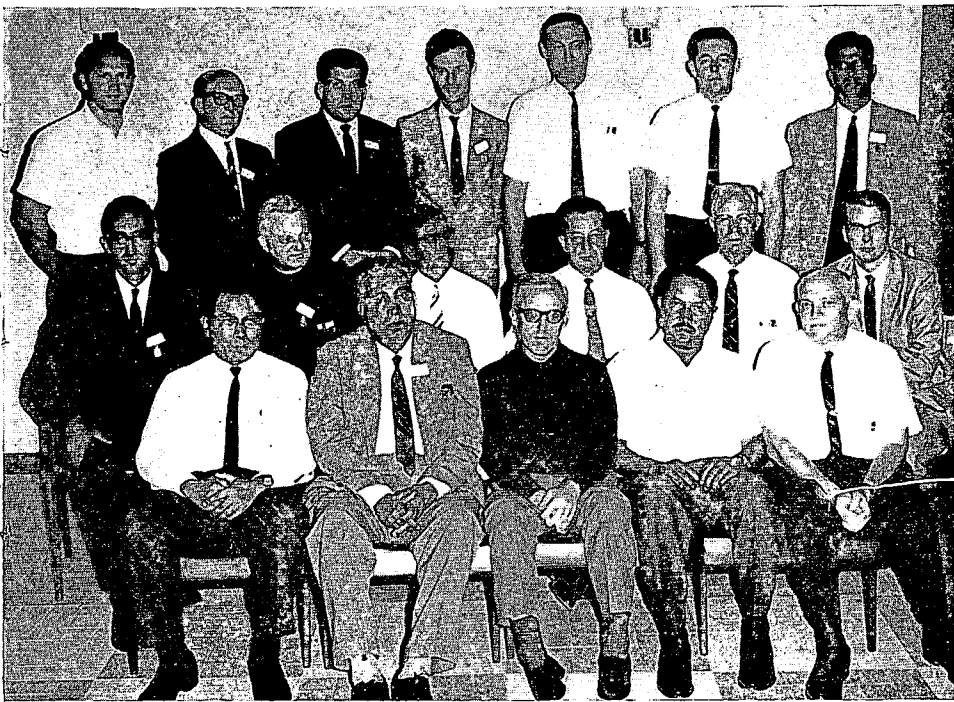
(c) Development of regulatory systems.

(d) Provision of market information.

(e) Provision of education and training.

(f) Provision of assistance to producers in establishing marketing organizations, such as co-operatives.

3. Some additional measures which governments of developing countries may take are the establishment of:



GROUP 3 (b). MARKETING, DEVELOPING COUNTRIES

First row, left to right:

Praiwan Resanond, *Thailand*
 Ali Asghar Khan, *Pakistan*
 Ruy Miller Paiva, *Brazil*
 Rigoberto Sandoval, *Honduras*
 Herman Haag, *U.S.A.*

Second row, left to right:

H. Mohtashem-Noori, *Iran*
 H. de Farcy, *France*
 I. M. Malik, *Pakistan*
 L. H. Correa, *Colombia*
 H. C. Pederson, *U.S.A.*
 W. L. Miller, *U.S.A.*

Third row, left to right:

J. F. Metz, Jr., *U.S.A.*
 V. F. Amann, *U.S.A.*
 R. H. Sadaka, *Lebanon*
 Dan M. Etherington, *Kenya*
 Lee Kolmer, *U.S.A.*
 L. B. Fletcher, *U.S.A.*
 B. S. Mavinkurve, *India*

- (a) marketing boards and corporations;
- (b) export authorities or boards.

4. Good judgement and planning are required in the development of marketing programmes. Existing research results should be utilized and new research initiated for areas where it is needed.

Research

Research in the fields of marketing in developing countries is needed in:

1. Assembling.
2. Transport.
3. Storage.
4. Distribution.
5. Market organization and structure.
6. Processing.
7. Marketing margins.

Priority should be given to research programmes concerned with those marketing problems of vital concern to the producer. Research in retailing (such as on supermarkets) should be undertaken only after research in the fields of assembly and processing have been assigned adequate finance and staff.

Co-operatives

Considerable discussion took place on the role and potential of co-operatives in the marketing of agricultural produce. Continuing efforts should be made to improve the educational services and management training for the local co-operative managers.