CONCEPT

Agricultural Marketing: Produce Channels, Grading, Cold Chain and Export Access

29 March – 2 April 2027
Amsterdam - Zuidas business district hotel



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Ref: 733_19312 **Date:** 29 March – 2 April 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Agricultural marketing often fails after the harvest rather than in the field: fruit and vegetables reach the wholesale market ungraded, in the wrong pack, at the peak of a glut, and growers accept whatever price the trader offers. This Core Concept course equips farm businesses, cooperatives, agribusiness sales teams and extension officers to read seasonal price patterns, choose between wholesale, retail, HoReCa, processor and export buyers, grade and pack to each buyer's specification, protect shelf life through the cold chain and build a produce brand. Participants complete a Produce Marketing Plan for a case produce line.

Course Objectives:

- Interpret seasonal price and arrival data for a produce line and time harvest and sales to avoid glut periods
- Compare wholesale market, retail, HoReCa, processor and export buyers on price, volume, payment terms and marketing margin
- Organise collective selling through a cooperative or producer group, including pooled grading, shared packhouse use and buyer negotiation
- Specify grading, packing and labelling requirements that match each buyer's product specification and reduce rejections
- Plan post-harvest handling and cold chain steps that protect shelf life from field to buyer
- Prepare a Produce Marketing Plan covering target buyers, pack formats, brand and origin claims, digital sales and export readiness

Target Audience:

- Owners and managers of fruit, vegetable, date and horticultural farms who decide where and when their crop is sold
- Cooperative and producer group managers who aggregate members' produce and negotiate with bulk buyers
- Agribusiness sales and procurement staff who buy from growers or sell packed produce to retailers, caterers and importers
- Extension and agricultural development officers who advise growers on market access and post-harvest practice
- Packhouse and aggregation centre supervisors who grade, pack and dispatch produce to buyers

Course Outline:

Day 1: Agricultural Markets, Seasonality and Price Behaviour

- Marketing Functions Model: Assembly, Grading, Packing, Storage, Transport and Sale
- Perishability, Seasonality and Supply Glut Patterns in Fresh Produce
- Seasonal Price Index and Arrival Volume Chart for a Produce Line
- Market Information Sources: Wholesale Price Bulletins, SMS Services and Trader Networks
- Farm Marketing Current-State Check: Buyers, Prices Received and Post-Harvest Losses

Day 2: Produce Marketing Channels and Buyer Requirements

- Terminal Wholesale Markets, Commission Agents and Auction Floors
- Supermarket and Retail Chain Supplier Specifications and Delivery Schedules
- HoReCa and Institutional Catering Supply: Consistency, Pack Size and Credit Terms
- Processor and Food Manufacturer Supply: Raw Material Specs and Seasonal Volumes
- Marketing Margin and Price Spread Analysis from Farm Gate to Consumer

Day 3: Grading, Packing, Cold Chain and Collective Selling

- Grade Standards and Class Definitions: Size, Colour, Defects and Tolerances
- Packaging Formats for Channels: Crates, Cartons, Punnets and Modified Atmosphere Packs
- Harvest Maturity, Pre-Cooling and Temperature Management for Shelf Life
- Cooperative Marketing: Pooling, Member Delivery Rules and Collective Bargaining
- Contract Farming as a Sales Route: Buyer Specifications, Quality Checks and Side-Selling Prevention

Day 4: Value Addition, Produce Branding, Digital Sales and Export Access

- Value Addition Options: Washing, Cutting, Drying, Juicing and Ready-to-Eat Packs
- Produce Branding, Farm Story and Point-of-Sale Material for Retail Shelves
- Geographical Indication and Origin Labelling Principles for Regional Produce
- Digital Produce Marketplaces, Farm-to-Business Platforms and Direct Online Ordering
- Export Market Access: Phytosanitary Certificates, Maximum Residue Limits and Buyer Audits

Day 5: Case Produce Line and the Produce Marketing Plan

- Case Data Pack: Harvest Calendar, Price Series, Buyer List and Loss Records
- Channel Mix Selection and Volume Allocation Across Buyers
- Pack, Grade and Cold Chain Specification Sheet for the Chosen Buyers
- Produce Marketing Plan Drafting: Brand, Promotion, Digital Sales and Export Steps
- Plan Presentation and Buyer Panel Challenge

Skills You Will Gain:

- Seasonal Price Analysis
- Produce Channel Selection
- Marketing Margin Analysis
- Grade and Pack Specification
- Post-Harvest Cold Chain Planning
- Cooperative Marketing Organisation
- Produce Brand Development
- Export Readiness Assessment

Why Attend This Course:

- Leave with a Produce Marketing Plan built on a real harvest calendar, price series and buyer list
- Stop selling into gluts by reading seasonal arrival and price patterns before harvest
- Cut buyer rejections by grading and packing to what wholesalers, retailers, caterers and importers actually specify
- Exchange channel and cooperative experience with growers, sales staff and extension officers handling different crops

Conclusion:

Growers and cooperatives earn more when grading, packing, cold chain and buyer choice are planned before the crop is picked. The one week move from seasonality, price behaviour and market information through wholesale, retail, HoReCa, processor and export channels, then to grading, packaging, cold chain, cooperative selling and contract sales, value addition, produce branding, origin labels, digital marketplaces and export access. The case work ends with a Produce Marketing Plan that participants can apply to their next harvest.