

## CENTRE FOR RESEARCH IN AGRICULTURAL MARKETING (CRAM)

**Centre for Research in Agriculture Marketing** has been established at the ASPEE Agribusiness Management Institute, Navsari Agricultural University to cater to market information needs of farmers, traders and exporters of this area and will have positive impact upon improving market knowledge of farmers and carry out market research for better price realization, reducing inefficiencies in supply chain and providing guidance for crop planning, variety selection and market selection to farmers.

### Objectives:

- To collect document, analyze and interpret market and trade information related to identified major crops in South Gujarat.
- To collect the information on price, arrivals and disposal pattern of selected crops of South Gujarat.
- To study the change in the price trends in medium and short (seasonal) term.
- To identify major customer segment, emerging alternative marketing channels and vertical linkages for major Agriculture crops.
- To disseminate the market and price information on to the farmers for planning.
- To forecast the supply and demand of major agricultural crops.