THE TRANSFORMATION OF AGRI – FOOD SUPPLY CHAIN

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ABSTRACT
The growing relevance and potential of the concept of supply chain in the area of agribusiness has been accepted around the world. As the Indian population is increasing the demand for food products is also increasing. These food items require proper storage and transportation facilities in order to reach to the customer in fresh state. This requires a considerable amount of effort from the involved parties. The entire chain is fraught with issues like lack of transparency in pricing (at farmer’s end), dominance of traders, weak links in the supply chain etc. This leads to loss of revenue to the framer and increased additional costs to supply chain partners. Some of the main characteristics and dynamics of the global agri food supply chain are explored in the following paper, with a focus on various activities performed by different players in the system.

KEY WORDS: dynamics, proper storage.