

MARKET RESPONSIVENESS OF CHILLIE PRODUCERS IN THE  
MAHAWELI ECONOMY. A CASE STUDY OF MEEGALEWA AREA.

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The so-called 'modern approach' to marketing as against the traditional production oriented approach stresses the need for "an adaptation of production facility to the market" so as to facilitate serving consumer demands profitably. The underlying premise of this approach is that the producers are in a position to read market signals correctly, and adjust their production processes in order to satisfy consumer demands. In short, the producers should be capable of organising and co-ordinating the entire production process. Consequently, the producer margins and the level of profits arising from these operations would reflect this capability.

This study attempts to evaluate the validity of this model to explain the processes of agricultural production and marketing in a Mahaweli Village. The study employed interview technique to elicit information on production and marketing process at producer level.

The finding contradicted the basic assumptions of this approach. It revealed; (a) that chillie producers can neither control, nor co-ordinate

the production process, making timely adjustments impossible; (b) it was also found that the market signals were hardly consistent and did not provide guidelines to the producers.

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