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# THE IMPORTANCE OF DEVELOPING FOOD MARKETING IN DEVELOPING COUNTRIES

Introduction. In recent years, as in all sectors of the world economy, significant changes are taking place in agriculture. At the same time, the changes include the delivery of agricultural products to buyers without losses. The concept of food marketing management is frequently used in this field. One of the main reasons for the focus on this issue is that the bulk of food in this area is products that are needed for consumption. Therefore, even if prices rise, demand for them will not decrease. Locally produced products are closely related to human activities. At the same time, food expenditures have a significant share in the total expenditures of the population.

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