

LESSON NOTE FOR WEEK TWO (2) ENDING 19TH SEPT, 2025.

SUBJECT: AGRICULTURAL SCIENCE.
TOPIC: PRICING AND ADVERTISING OF AGRICULTURAL PRODUCTS
CLASS JSS3.
DATE: 15TH SEPTEMBER, 2025

Pricing is the amount of money which a product is to be paid by people who desire to buy them.

Meaning of marketing: A market is described as the specific place where producer and buyers meet for exchange of material. The price of any agricultural products depends on the environment which is called market.

Supply of a product is the total quantity of the product that producers offer for sale in the market.

Demand of a product is the total quantity of the product desired by all traders and customers for the product.

Determination of price by supply and demand.

If the supply of an agricultural product is low, which means there is a shortage of the product in the market, many people will want the product and some traders and customers will be prepared to pay extra money to buy the products. In this situation, the price of the product will be high.

When the supply of an agricultural products is high, it means there is a large quantity of the product in the market, some producers will be willing to sell for a low price, to attract buyers. The price of the product will be low.

FACTORS THAT DETERMINE PRICING OF AGRICULTURAL PRODUCE.

1. **Cost of production:** the production costs are put into consideration to fix the selling price of any produce.
2. **Quantity of produce:** if the farmer produces a large quantity of produce to make the market saturated the selling price will fall, vice versa.
3. **Quality of produce:** the demand for high quality produce is high, therefore, the selling price of such produce is also high.
4. **Demand and supply**
5. **Market place:** the farther the distance to the site of production, the higher the selling price. Also farm produce sells more in cities than villages where the demand is low.
6. **Seasons:** the prices of crops are low at their seasons of production and high when their season is gone or during off season.

ADVERTISEMENT.

This is the act of making people to know about agricultural products that are being produced and marketed by individuals and organizations.

PURPOSE OF ADVERTISING AGRICULTURAL PRODUCTS.

1. To attract people to buy the product.
2. To create awareness about the farm, produce available.
3. To make customers develop interest in the farm produce
4. To increase the income of the agricultural product.

METHODS OF ADVERTISING AGRICULTURAL PRODUCTS.

1. Local newspaper
2. Mass media such as radio and television.
3. Use of handbill, pamphlets and bulletins.

4. Through the social media such as face book, Instagram etc
5. Through mobile phone.

INFORMATION PROVIDED TO ADVERTISE AGRICULTURAL PRODUCTS ARE:

1. The common trade name of the products.
2. The high qualities of the product.
3. Where the product can easily be obtained.

Evaluation.

1. What is price.
2. What is market.
3. Define demand and supply.
4. List five factors that determine pricing
5. What is advertisement.
6. List three purpose of advertising agricultural products.
7. State the information needed to advertise agriculture produce.

Assignment.

1. The amount of money which producers asked to be paid for his product is _____. A. cast. B. value. C. price. D. money.
2. Text message can be used to advertise on the _____ a radio b television c mobile phones d bill board.
3. Facebook is a/an _____ a handset b newspaper c handbill d social media,
4. Advertisement is done to create_____ about a new agricultural produce (a) income b awareness c service d education.
5. Plastic bottle are used in string _____ a. oil b groundnut c millet d coca beans.
6. Liquids of large quantities are packaged using _____ a cans b bottles c sack d metal drums