Abstract

The aim of this study is to provide information on the characteristics of the marketing of milk in the province of Sugamuxi, for which marketing channels were identified, marketing margins were established, links in the chain were diagnosed and the implementation of the Competitive Dairy Chain Agreement and its pricing system were assessed. This analysis discriminated the problems of two areas defined by topography (flatland sloped), that is the particular problems they present and the different channels in the marketing of milk they use. 235 traders were surveyed in each area. The marketing channel focused on was: producer - regional processor - wholesaler - Consumers in the plains, and in the hillside area: producer - transporter - regional industry - local - consumer, and especially on increased milk marketing. Marketing margins were calculated for raw milk and pasteurized milk. The milk producers in the flatlands are paid better, the current price system usually does not apply. Also, there is a deficient in knowledge of ACCL by other links in the chain, hindering development and competitiveness of the dairy chain.

Keywords
Marketing, dairy chain, competitiveness, trade links, the price system.