

Marketing patterns of agricultural commodities in an upland area of Central Java

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Abstrak

In the uplands of Central Java a wide variety of dry cultivated crops are produced for subsistence as well as for cash. The marketing channels for these crops are also diverse. The producers can choose between selling at the market place or at their farms; either to consumer or traders; or they can sell their products to wholesalers in towns. However this freedom of choice is not absolute and is determined by the quantity of the merchandise. Farmers who can sell large amount of product are able to by pass some steps in the hierarchical order of market places or traders. Thus producers with relatively large farmlands can sell their commodities in more profitable ways compared to those with smaller farmlands. Moreover the latter are often forced to sell their products below market value to traders who provided them with advance or who bought the crop before harvest (tebasan) because of their need of cash.