

ABSTRACT

This paper asserts that if governments are to intervene effectively in agricultural markets there is a need for them to monitor performance, and the conduct of the marketing agencies. The paper offers guidelines for the measurement of conduct and performance of an agricultural marketing institution, and criteria against which such measurements can be appraised. The point is made that changes are often made (more or less explicitly) in government policies, which can severely modify the market environment in which a marketing organization is operating and hence affect its conduct and, more important, its performance.