

Agro Middlemen specialize in performing activities that are directly involved in the purchase and sale of goods in the process of their flow from producers to the ultimate buyers. Their position is between the producers and ultimate buyers.

Producers see them as extensions of their own marketing organizations, if such persons would not have been in existence, their own organisation would have to enter on all negotiations leading upto sales to ultimate buyers who in turn consider middlemen as sources of supply and points of contact with producers.