

THE EFFECTIVENESS OF PASAR TANI'S ROLE IN AGRICULTURE  
MARKETING IN SABAH

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## ABSTRACT

Pasar Tani is a place where the agriculture producer trades with the consumer face to face in a specialized market. The motto of Pasar Tani is "Fresh Produce with Reasonable Price." The perishables sold at Pasar Tani are picked and sold on the same day.

The Pasar Tani development policy is taken from The National Agriculture Policy 1984. One of the National Agriculture Policy strategies is to encourage active participation from agriculture producers i.e. farmers in marketing their products themselves.

From the above statements, the researcher attempts to present an evaluation on the effectiveness of Pasar Tani in carrying out its task to help small-scale farmers to take an active part in marketing without relying on the assistance of the middlemen.

Farmers rely heavily on middlemen who come to collect their agriculture produce at their farms. They do not have any choice on the price as the middlemen have already set the price and quantity that they want.

Most farmers do not participate in marketing themselves especially small-scale farmers. They only sell their fruits and vegetables direct to middlemen that come