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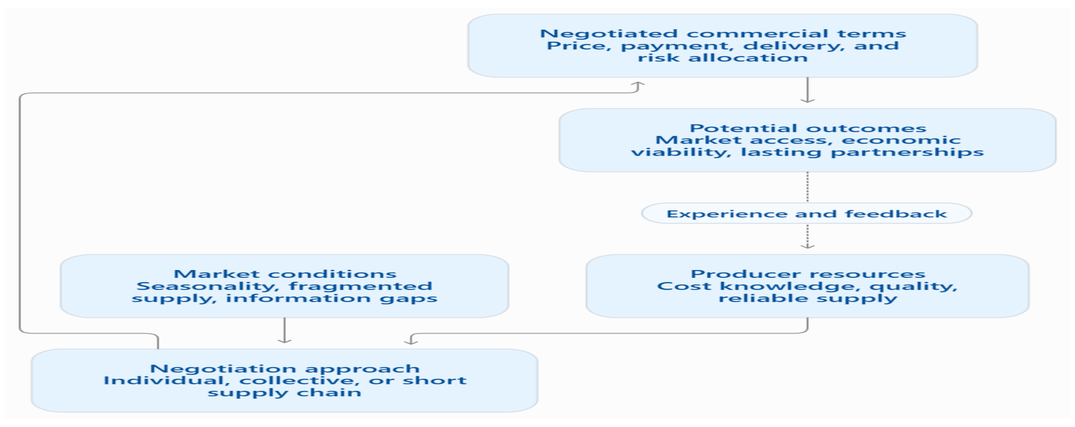
COMMERCIAL NEGOTIATION IN THE AGRI-FOOD SUPPLY CHAIN: IMPLICATIONS FOR LOCAL PRODUCT MARKETING

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Abstract: *This paper examines how commercial negotiation can help local agri-food producers secure favourable terms and strengthen relationships with distributors and retailers. It highlights the potential of negotiation skills, producer associations, and short food supply chains to improve market access and support the economic viability of local businesses.*

• Introduction

Commercial negotiation is a key aspect of agri-food supply chain relationships, influencing the terms under which local producers access markets and sell their products. Examining bargaining power, pricing strategies, and cooperative approaches provides a framework for understanding how these producers can address commercial constraints and build lasting partnerships with distributors and retailers.

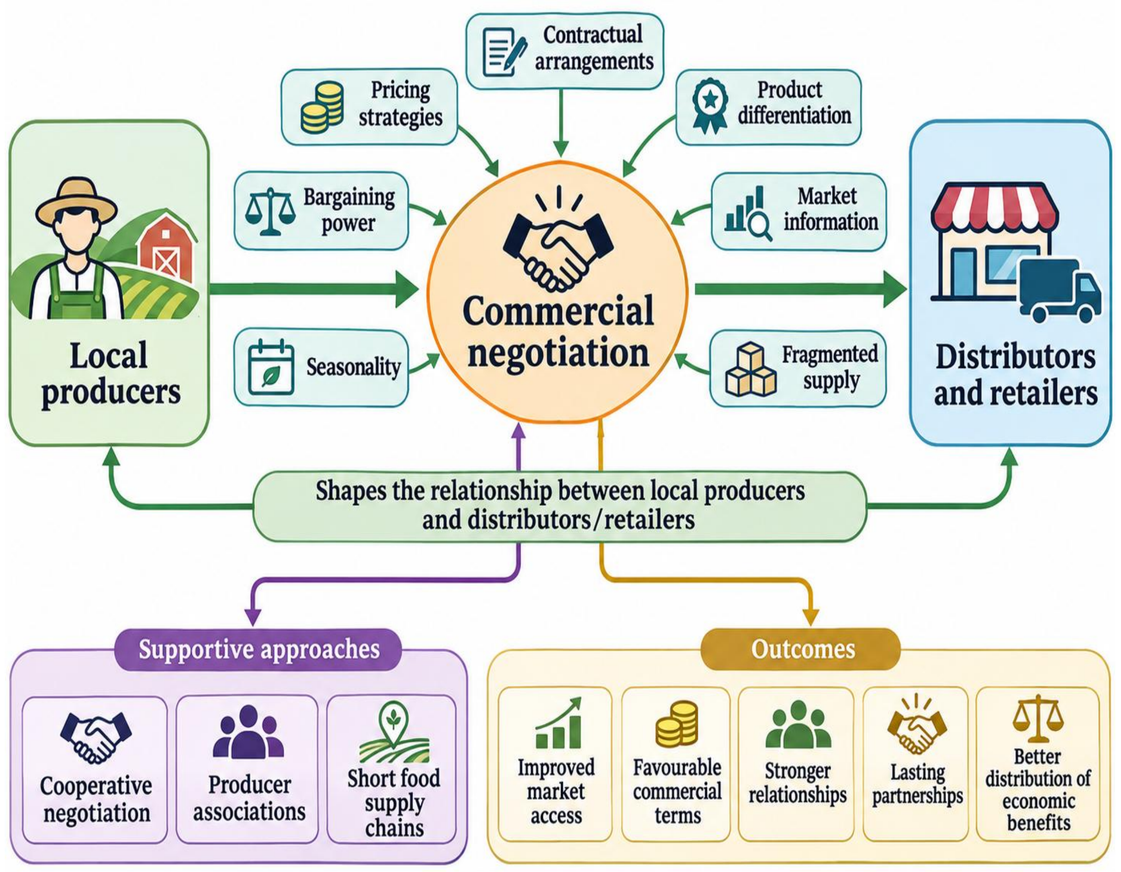


• Material and method

The study adopts a qualitative, conceptual approach based on a review of academic literature concerning commercial negotiation in the agri-food supply chain. The analysis focuses on local producers' relationships with distributors and retailers, considering bargaining power, pricing strategies, product differentiation, and contractual arrangements.

• Results and discussions

Conceptual framework of commercial negotiation in local agri-food supply chains



The framework illustrates how market conditions and producer resources may shape the choice of negotiation approach. Its potential contribution to economic viability depends on the overall balance of contractual benefits, costs, and obligations, rather than on the selling price alone.

• Conclusions

Commercial negotiation can support local agri-food producers by improving commercial terms, facilitating market access, and strengthening relationships with distributors and retailers. Its effectiveness depends on producers' knowledge of costs, access to market information, product differentiation, and ability to meet contractual commitments.