GEOMARKETING AS A SOLUTION FOR SUSTAINABLE FOOD SECURITY

Agriculture is an all-encompassing sector of the sustainable development goals covering from the low income populations to the high end incomes. It provides the core unit to supplement income sources, food and meet the day to day needs. Distribution of these agricultural produce creates the equilibrium and balance in the scarcity of the food and the uneven of the resources of production. By understanding the spatial disparities and the correlation of these factors of production, the produce and the chains of distribution, the sustainable agriculture and food security being the number 2 SDG(Standard Development Goal) is relatively achieved. Geo-marketing in agriculture brings in the different datasets required for distribution which include hydrology, climate, geology and topology which on the other hand in considers the channels of distribution, what is produced and needed where and when. The use of GIS technology is crucial as it helps in carrying out geographical chain management analysis, the interdependence between production, distribution and consumption as attributed to the spatial domain. This paper tries to bring out the different Spatial Multi-Criteria Evaluations that are needed to sustain agriculture and ensure food security.

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