

Lessons from the pineapple value chain study

Nilusha Kapugama
Research Manager, LIRNEasia

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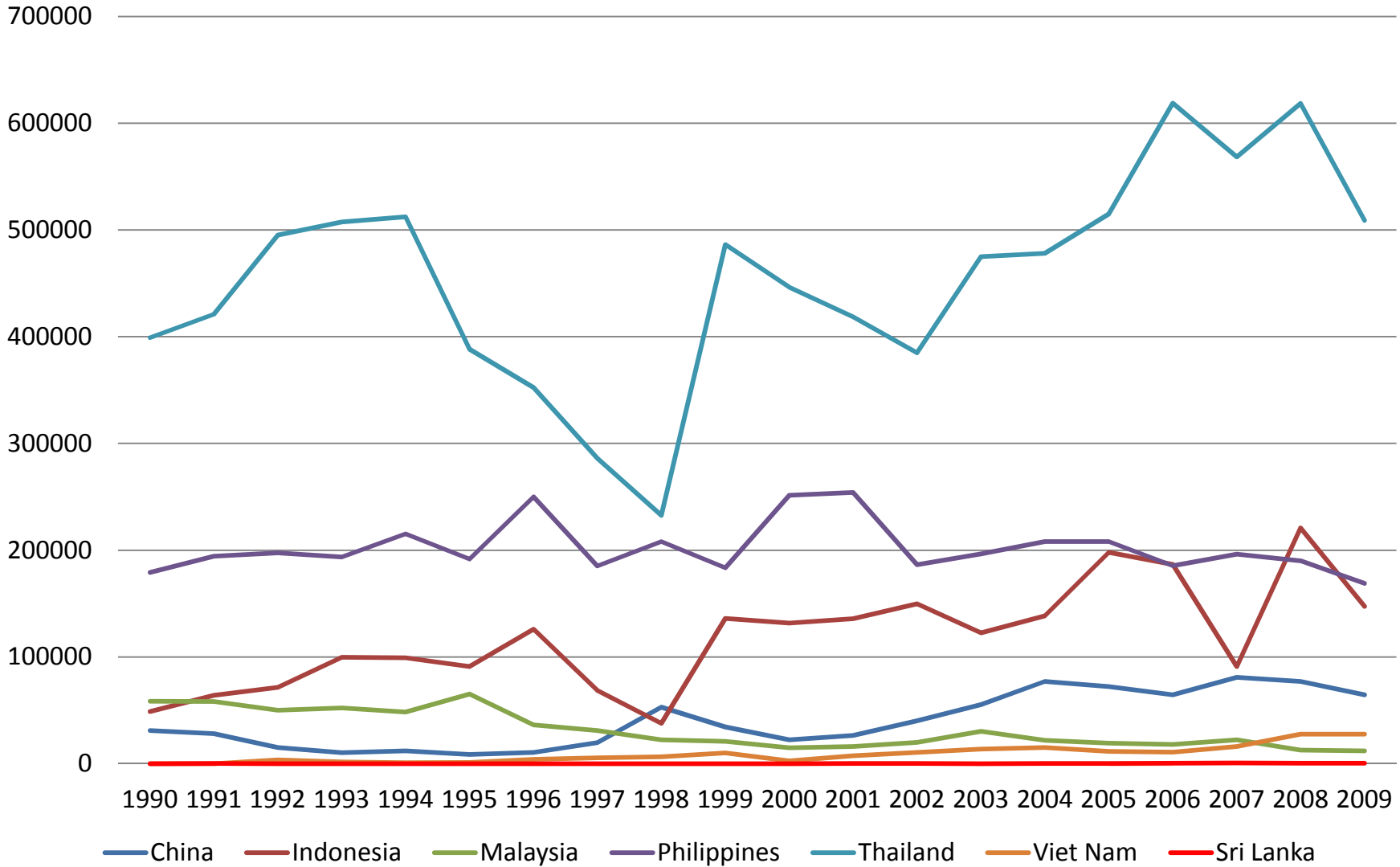
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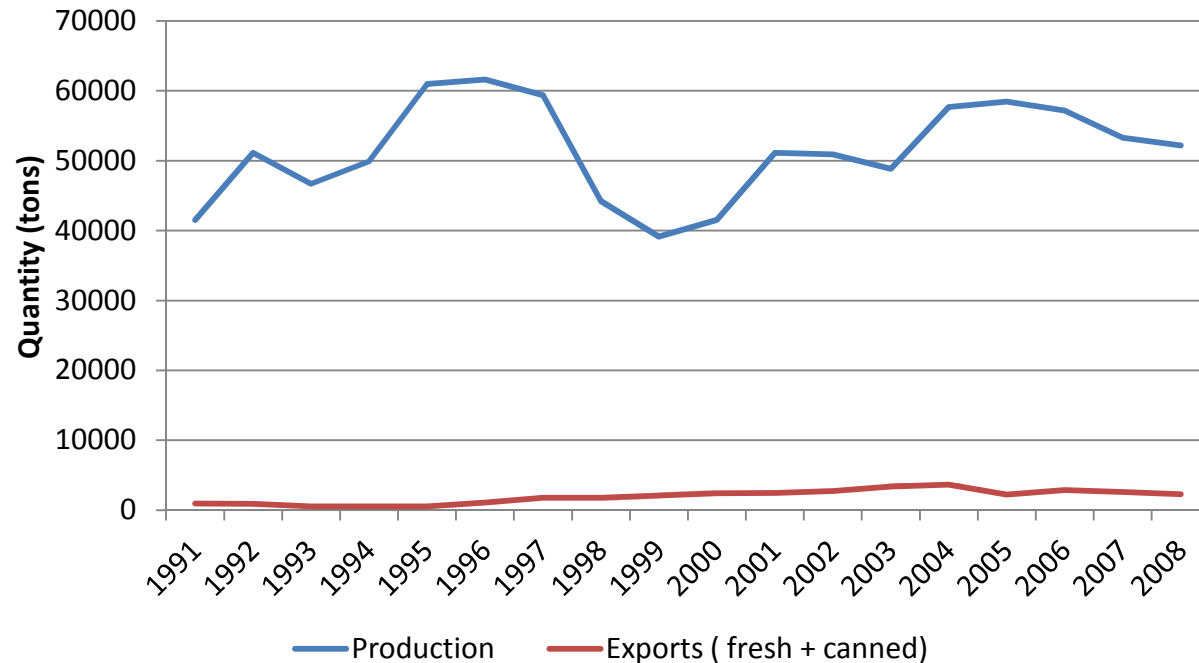
About the study...

- Selected due to high export potential
- Conducted in Oct 10 – Feb 11
- In-depth interviews with:
 - Exporters
 - Processors
 - Growers
 - Collectors
 - Standards Certification Bodies

Where does Sri Lanka stand in the global export market?

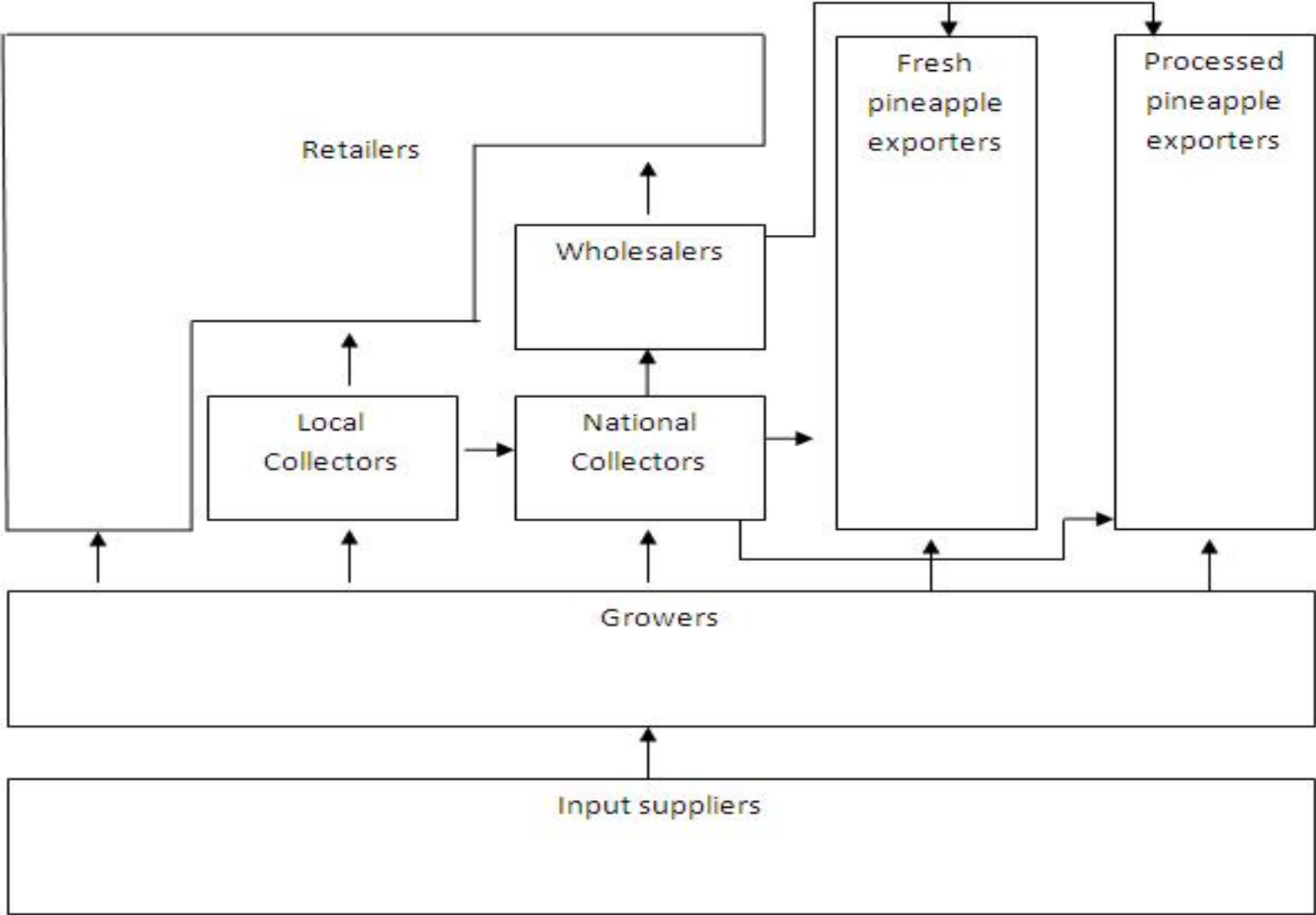


What about our production?



Area	Hectares cultivated				
	2004	2005	2006	2007	2008
Gampaha	2042	2029	2076	1841	1780
Kurunegala	2042	2059	1730	1664	1636
Moneragala	205	228	251	225	248
Total	5188	5257	4963	4778	4962

Simplified pineapple value chain



Issues in pineapple sector...

According to processors, exporters

- Insufficient supply
- Volatility of supply

According to producers:

- Shortage of land
- Shortage of healthy suckers
- High cost of fertiliser leading to high cost of production

Other observations

- Variations in methods of cultivation which may have implications for productivity

Supply issues?...Example from Ghana

- Farmapine Ghana Limited (FGL) was formed as a result of supply chain problems between pineapple growers and exporters
- It's a combination of a cooperative system and an out-grower model
- The system has been successful with expanding production from the FGL members
- Success factors:
 - Ability to form cooperatives or farmer groups
 - Availability of Financial assistance
 - Access to Technical expertise
 - Marketable produce

Possible solutions to some of the grower issues

Problems	Recommendations
<ul style="list-style-type: none">•Shortage of healthy suckers	<ul style="list-style-type: none">•Utilize technology services such as tradenet to build directory on plant suppliers and use a reputational ranking to provide information on who is able to provide disease free plants
<ul style="list-style-type: none">•Variations in methods of cultivation which may have implications for productivity	Create the conditions for growers to converge on a set of best practices
<ul style="list-style-type: none">•Shortage of land	Use classifieds (electronic and otherwise) in an optimal manner to match demand and supply for land suitable for pineapple growth

Is going organic an option?

Why go organic?

- Increasing demand
- higher premium

Is it an option?

- Proper certification has to be obtained and strictly adhered to
- Orders from the importers have to be secured prior to embarking upon organic produce cultivation
- Growers need to receive a part of the premium

Thank you