

# Lessons from the pineapple value chain study

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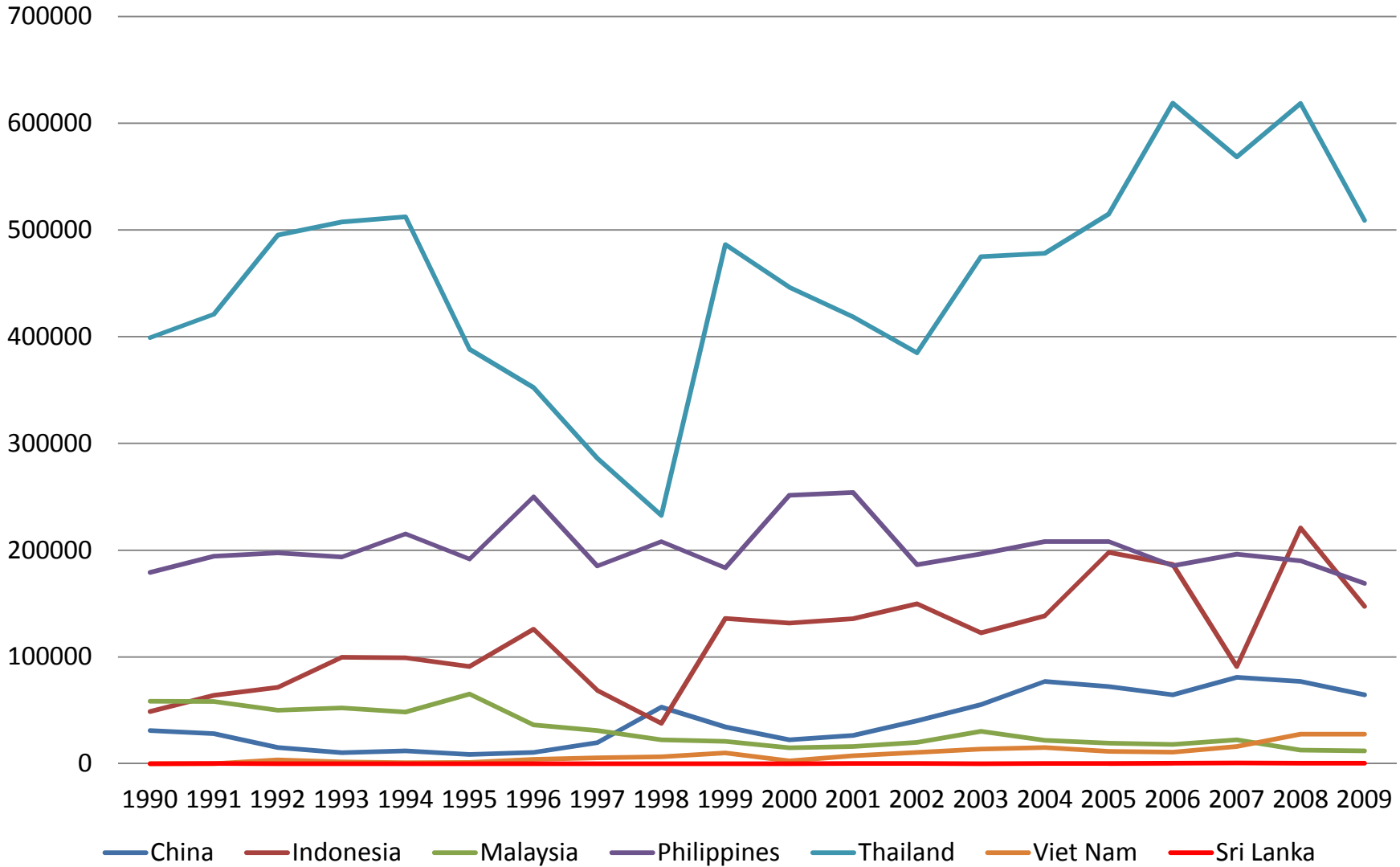
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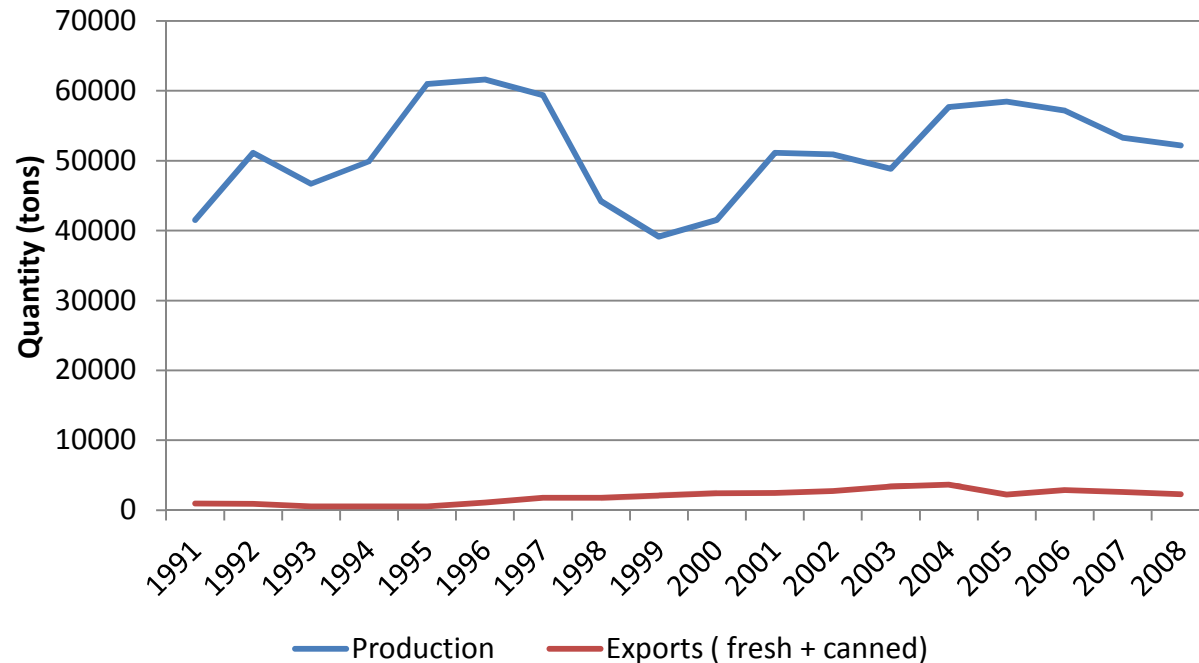
# About the study...

- 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?

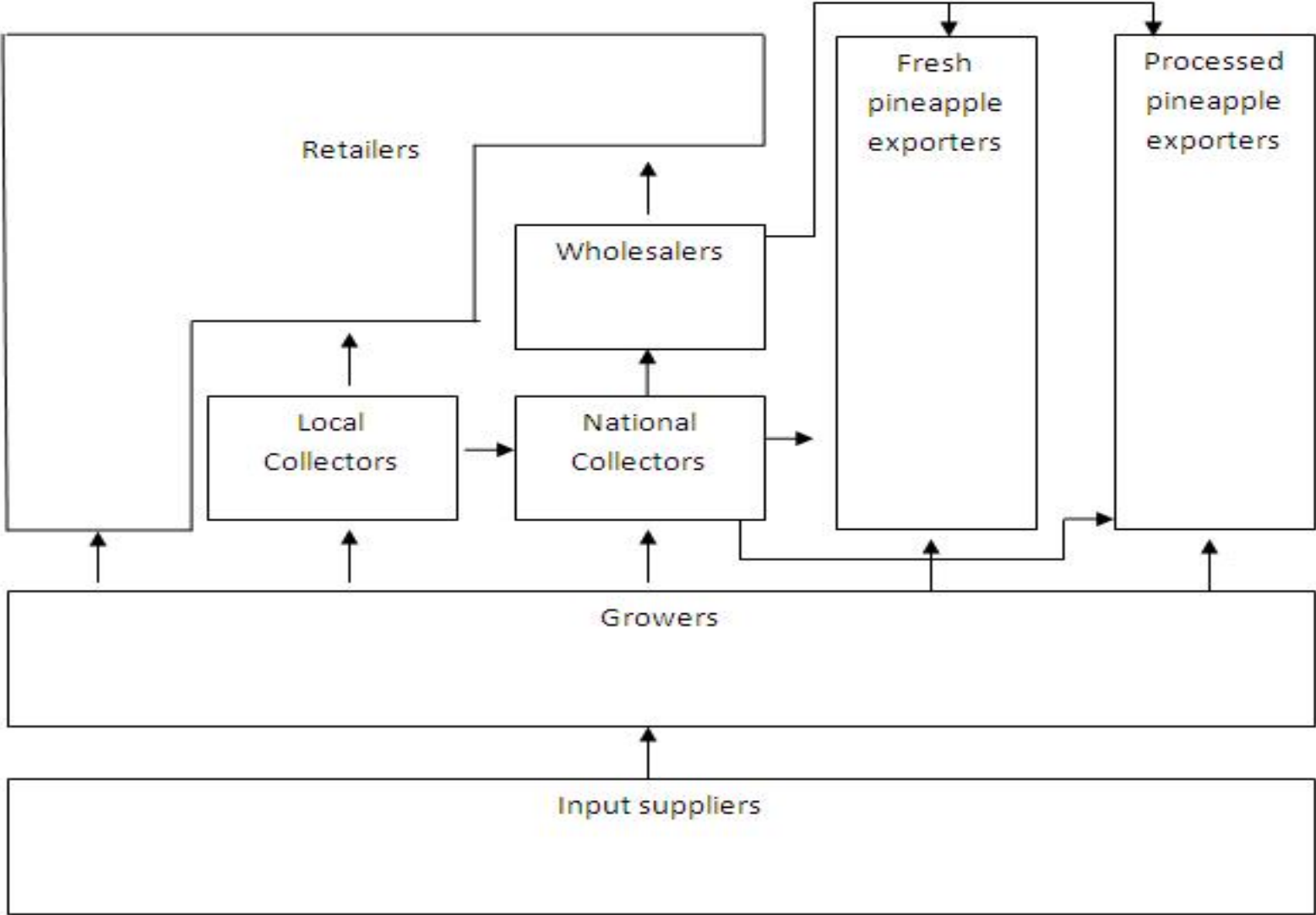


# What about our production?



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
<b>Total</b>	<b>5188</b>	<b>5257</b>	<b>4963</b>	<b>4778</b>	<b>4962</b>

# 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"><li>•Shortage of healthy suckers</li></ul>	<ul style="list-style-type: none"><li>•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</li></ul>
<ul style="list-style-type: none"><li>•Variations in methods of cultivation which may have implications for productivity</li></ul>	Create the conditions for growers to converge on a set of best practices
<ul style="list-style-type: none"><li>•Shortage of land</li></ul>	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