

FACTORS AFFECTING FRESH PINEAPPLE SUPPLY TO THE EXPORT MARKET: A CASE STUDY IN GAMPAHA DISTRICT

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Pineapple production in Sri Lanka is mainly concentrated in Gampaha, Kalutara, and Kurunegala districts. Gampaha district alone contributes 70% of the pineapple supply. Despite the high export potential, the share of pineapple supply to the export market remains low, losing potential foreign income. Therefore, this study employed a qualitative research design to investigate the factors affecting the supply of pineapples to the export market. Semi-structured interviews were conducted with sixteen pineapple farmers in Gampaha district. Line-by-line open coding was done to identify the themes. According to the thematic analysis, fresh pineapple supply to the export market is largely determined by five main factors, namely, personal factors (knowledge, experience and trust), availability of farming inputs (lands, fertilizer, healthy planting materials), market factors (time taken to pay outstanding and awareness on international market prices), product related factors (quality and safety), and government policies (tax on exports, ban on fertilizers and agrochemicals). Results suggested that pineapple supply to export market can be promoted by careful selection of farmers, ensuring uninterrupted supply of farm inputs, building the trust among value chain partners, and formulation of favourable policy environment.

Keywords: Export market, Gampaha district, Pineapple farmers