

FRESH FOOD EXPORT BUSINESS IN SRI LANKA AND COMPETITIVE MARKETS

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(08/9777)



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Master of Business Administration in Project Management

Department of Civil Engineering

University of Moratuwa
Sri Lanka

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This Dissertation submitted to the Department of Civil Engineering of the
University of Moratuwa in partial fulfilment of the requirement for the Degree of
Master of Business Administration

Department of Civil Engineering

University of Moratuwa
Sri Lanka

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Declaration

I declare that this is my own work and this dissertation does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any other university or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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The above candidate has carried out research for the Masters Dissertation under my supervision.

.....

.....

Supervisor

Date

Prof. A.A.D.A.J. Perera

ABSTRACT

The main objective of this research was to review the fresh fruit and vegetable export business in Sri Lanka and to identify parameters to face international competitiveness. The sub objectives were to review recent developments in fruit and vegetable export market in Sri Lanka, identify issues and constraints in improving fruit and vegetable export marketing system with enhancing their international competitiveness and finally establish a strategy to small producers to cope with increasing market competition.

Research was carried out by using literature survey, secondary and primary data collection. The first and second objectives could fulfill by the literature survey, secondary data collection and third objective was fulfilling by the primary data collection. Evaluate the primary and secondary data by using tabular method and used the Structured Interviews method to collect the primary data.

For the Primary data collection, was restricted to 15 senior executives from different agriculture- related departments and 10 respondents from each several area in the country which leads to 15 executives and 120 farmers for the entire research.

Overall research findings evidenced that the world largest fresh food consumer's (EU) consumption lowered for the rate of 3.3% and 5.5% for fruit and vegetable while the EU production lowered the rate of 10% and 7% for fruits and vegetables. Therefore the value of import leads to 4.9% annual growth. The Sri Lankan contribution was 0.04% of the world total exports. Sri Lanka fresh food export business had showed a positive boom in past years. The major constraints were low financial stability of farmers, seasonality of crops, high cost of production, low yield and high cost of air freight. Finally, discussed about the solutions for small producers to improve their export market competitiveness.

Also recommendations for small producers, Government, private sector to cope with international competitiveness and finally stated the further research area

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To staff at Export Development Board and Post harvest institute for the support given throughout the period of research and assisting me to collect important information,

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TABLE OF CONTENT

| | |
|--|------|
| Declaration of the candidate and supervisor..... | i |
| Abstract..... | ii |
| Acknowledgements..... | iii |
| Table of content..... | iv |
| List of Figures | viii |
| List of Tables..... | ix |
| | |
| 1. Chapter 1- INTRODUCTION | 1 |
| 1.1 Background..... | 1 |
| 1.2 Problem Statement..... | 3 |
| 1.3 Objective..... | 6 |
| 1.4 Guide to the Report..... | 6 |
| | |
| 2. Chapter 2 – LITERATURE REVIEW | 8 |
| 2.1 Overview..... | 8 |
| 2.2 Sri Lankan Fruit and Vegetable Market..... | 8 |
| 2.2.1 Fruit Production..... | 10 |
| 2.2.2 Vegetable Production..... | 10 |
| 2.3 The Role of Developing Countries..... | 11 |
| 2.3.1 Opportunities for Asian Fruits And Vegetables..... | 11 |
| 2.4 Consumer behaviour for increasing demand for fresh Fruits & Vegetables..... | 12 |
| 2.4.1 Food safety..... | 12 |
| 2.4.2 Good Food..... | 13 |
| 2.4.3 Freshness..... | 14 |
| 2.4.4 Flavor and Taste..... | 14 |
| 2.4.5 Appearance..... | 15 |
| 2.4.6 Convenience..... | 15 |
| 2.4.6.1 Convenience - produce | 15 |
| 2.4.6.2 Convenience – shopping..... | 16 |
| 2.4.7 Snacks..... | 16 |
| 2.5 Implications of the Demographic Changes for Demand of Fresh Fruits and Vegetable | 16 |
| 2.5.1 Rapid Urban Population Growth..... | 17 |
| 2.5.2 Growth in Population..... | 18 |
| 2.5.3 Changes in the Age Structure of the Population..... | 19 |

| | | |
|---------|---|----|
| 2.6 | Variables Influencing the Quality and Unique Features of Fresh Produce Marketing..... | 19 |
| 2.6.1 | Successful cases in fresh fruits and vegetable business..... | 21 |
| 2.6.1.1 | Sri Lanka Floriculture Export Industry..... | 21 |
| 2.6.1.2 | Marketing of Apricot in Hunza, Northern Pakistan | 22 |
| 2.6.1.3 | Hydroponics' Sweet Chili Production, Garut, W. Java, Indonesia..... | 23 |
| 2.7 | Emerging Export Market of Fruits and Vegetable Market..... | 23 |
| 2.7.1 | Vegetables..... | 26 |
| 2.7.2 | Maldives Market..... | 27 |
| 2.8 | Marketing Chain of Fruits and Vegetables in Sri Lanka..... | 28 |
| 2.8.1 | Different Categories of Marketing Chain..... | 29 |
| 2.8.1.1 | Grower | 29 |
| 2.8.1.2 | Collector | 29 |
| 2.8.1.3 | Transporter..... | 30 |
| 2.8.1.4 | Wholesaler..... | 30 |
| 2.8.1.5 | Retailer..... | 30 |
| 2.8.1.6 | Exporter..... | 31 |
| 2.8.1.7 | Consumer..... | 31 |
| 2.8.2 | Supply Chain Management | 32 |
| 2.8.3 | Challenges in enterprise global competitiveness..... | 33 |
| 2.9 | Constraints and measures taken and to be taken for development of marketing Systems in Sri Lanka..... | 34 |
| 2.9.1 | Varieties and cultivars..... | 34 |
| 2.9.2 | Seasonality of crops..... | 35 |
| 2.9.3 | Land availability for cultivation of crops..... | 35 |
| 2.9.4 | High cost of production..... | 36 |
| 2.9.5 | Postharvest losses..... | 36 |
| 2.9.6 | Wholesale and retail markets..... | 38 |
| 2.9.7 | Competition with imported fruits..... | 39 |
| 2.9.8 | Quality control..... | 39 |
| 2.9.9 | Testing and certification services..... | 39 |
| 2.9.10 | Lack of market intelligence and information system..... | 40 |
| 2.9.11 | Processed fruits and vegetables..... | 40 |
| 2.10 | Summary..... | 41 |



| | | |
|-----|---|----|
| 3 | Chapter 3 – METHODOLOGY | 43 |
| 3.1 | Overview..... | 43 |
| 3.2 | Research Methodology..... | 44 |
| 3.3 | Survey Methods and Sampling..... | 45 |
| | 3.2.1 Secondary Data Collection..... | 45 |
| | 3.2.2 Primary Data Collection..... | 45 |
| 3.4 | Research Approach..... | 46 |
| | 3.4.1 Quantitative Approach..... | 46 |
| | 3.4.2 Qualitative Research..... | 47 |
| | 3.4.3 Sample and procedure..... | 48 |
| 3.5 | Format of analysis..... | 49 |
| 3.6 | Summary..... | 49 |
| 4 | Chapter 4 – DATA COLLECTION AND ANALYSIS | 51 |
| 4.1 | Overview | 51 |
| 4.2 | Secondary Data Collection & Analysis..... | 51 |
| | 4.2.1 Sri Lankan’s Exports Compared with world Imports | 52 |
| | 4.2.2 Vegetable & Fruits Exports in Sri Lanka..... | 53 |
| 4.3 | Primary Data Analysis..... | 56 |
| | 4.3.1 Farmers Perception..... | 59 |
| 4.4 | New Models and Financing Instruments for Agricultural Supply Chains..... | 54 |
| | 4.4.1 Value Added Centers | 62 |
| | 4.4.2 Warehouse Receipt Financing..... | 62 |
| | 4.4.3 Regulatory Framework..... | 63 |
| | 4.4.4 Efficient Warehouses | 63 |
| 4.5 | Actions should be adopted by the agencies | 65 |
| 4.6 | Summary..... | 67 |
| 5 | Chapter 5 – CONCLUSIONS AND RECOMMENDATIONS | 69 |
| 5.1 | Conclusion | 69 |
| 5.2 | Recommendations..... | 71 |
| | 5.2.1 Actions should be adopted by the agencies..... | 71 |
| | 5.2.2 Enhancement of fruit and vegetable productivity..... | 71 |
| | 5.2.3 Improvement of post-harvest practice..... | 71 |
| 5.3 | Limitations..... | 72 |
| | 5.3.1 Limitations of secondary data..... | 72 |

| | | |
|----------------|--|----|
| 5.3.2 | Limitations of primary data collection and sampling..... | 73 |
| 5.4 | Recommendations to further research..... | 73 |
| Reference..... | | 74 |



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LIST OF FIGURES

| | | |
|------------|---|----|
| Figure 1.1 | Value of Export fruits and Vegetable from 1999-2010(Rs million)..... | 4 |
| Figure 1.2 | Country wise Export of Vegetable..... | 4 |
| Figure 1.3 | Country wise Export of fruits (Except Coconut)..... | 5 |
| Figure 2.1 | Marketing Chain of Fresh Fruits and Vegetables | 31 |
| Figure 2.2 | Challenges in Enterprise Global Competitiveness..... | 33 |
| Figure 3.1 | Methodology | 44 |
| Figure 3.2 | Primary Data Collection | 46 |
| Figure 3.3 | Format of analysis | 49 |
| Figure 4.1 | Export Marketing 2004 – 2008 | 51 |
| Figure 4.2 | Sri Lanka Exports Compared with Worlds Imports..... | 52 |
| Figure 4.3 | Value of export for fruits and vegetables in Sri Lanka..... | 53 |
| Figure 4.4 | volume of export for fruits and vegetables in Sri Lanka | 53 |
| Figure 4.5 | Production and Export Statistics for Selected fruits and Vegetables (2009)..... | 55 |
| Figure 4.6 | Farmers Perception regarding the issues of fresh fruits and Vegetable Export Industry..... | 59 |
| Figure 4.7 | Supply Chain of Fruits and Vegetable Exports – unnecessary Layers | 60 |



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Electronic Theses & Dissertations
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LIST OF TABLES

| | | |
|-----------|---|----|
| Table 2.1 | Export value of fresh fruits and vegetables Value (Rs. Mn)..... | 09 |
| Table 2.2 | Export Volume of fresh fruits and vegetables Volume (, 000Kg)..... | 09 |
| Table 2.3 | Production of Up Country Vegetables in Sri Lanka Over Time (Mt)..... | 11 |
| Table 2.4 | Average Rate of Growth in EU Import Volume of Selected Fresh Vegetable 1999-2000(%)..... | 24 |
| Table 2.5 | Consumption of fresh Vegetable by EU member countries, 2002-2007, Value in thousand tones..... | 25 |
| Table 2.6 | Consumption of fresh Vegetable by EU member countries, 2002-2007, Value in thousand tones | 27 |
| Table 4.1 | Annual growth rate of exports of Fruits and Vegetables (Value)..... | 54 |
| Table 4.2 | Annual growth rate of exports of Fruits and Vegetables (Volume)..... | 54 |
| Table 4.3 | Summarizes the views of different experience level executives on issues and their recommendations on the required actions..... | 56 |
| Table 4.4 | Summarizes the views of different experience level executives on issues and their recommendations on the required actions..... | 57 |
| Table 4.5 | Actions should be adopted by fresh fruits and Vegetable Export business under the different main factors | 65 |