

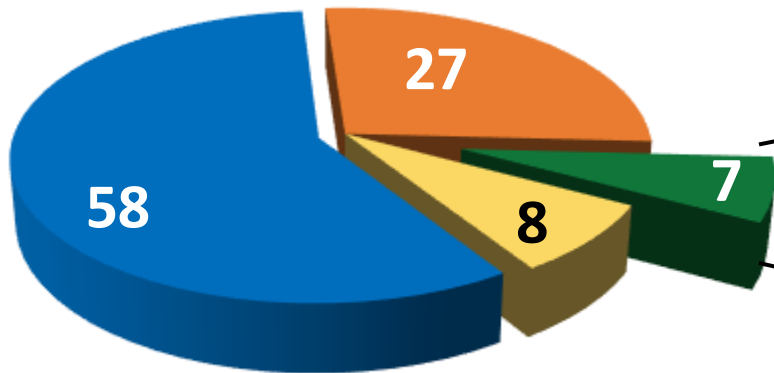
Role of the private sector in providing end-to-end solutions to increase vegetable intake in Sri Lanka

Hemal Fonseka
Onesh Agri. Pvt. Ltd., Sri Lanka

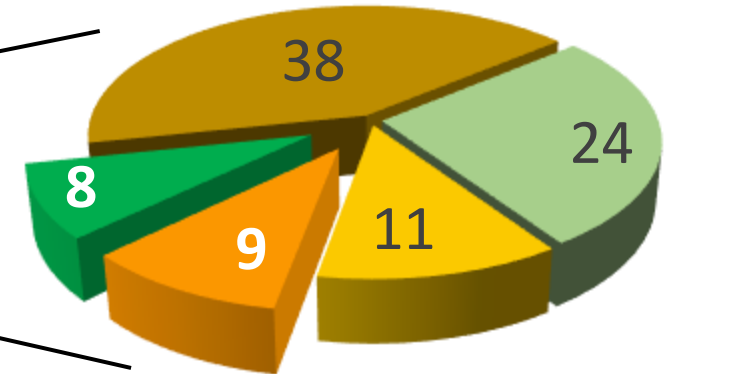


Agriculture to GDP and the share of different sectors of Agriculture in Sri Lanka

Composition of GDP (%)



GDP Share (%) of Different Agriculture Sectors



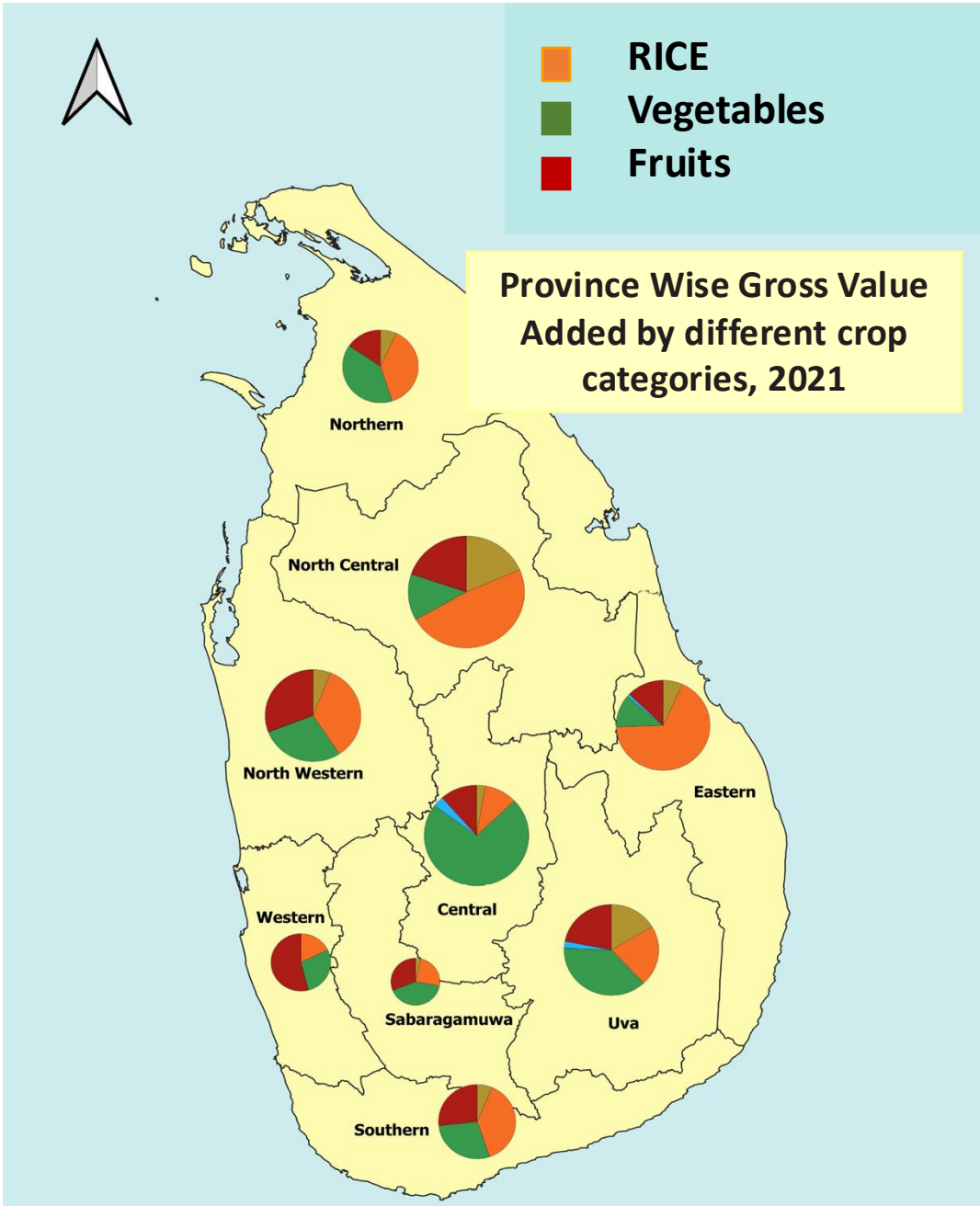
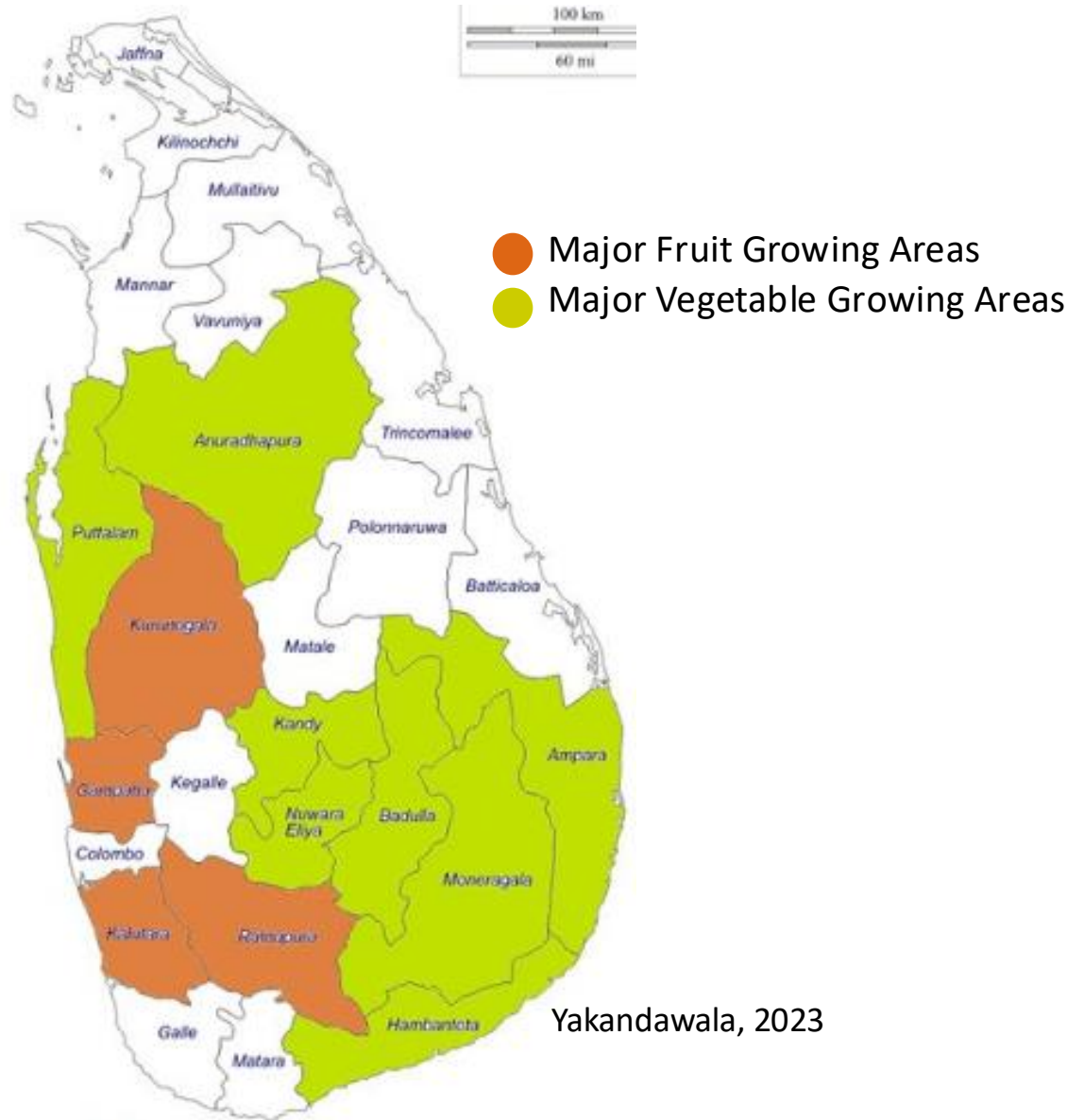
■ Services
■ Agriculture

■ Industries
■ Other

■ Plantation crops
■ Fruits
■ Other

■ Cereals
■ Vegetables

Major Fruit & Vegetabler Growing Areas



Status of Fruit & Vegetable Cultivation in Sri Lanka



Out of the total agric. lands about 20% is under F&V



- Total area: 112,676ha
- Total production: 1,588,256t
- Per capita consumption: 124.3g



- 115,246ha
- 1949880t
- 88.2g



- Post Harvest Losses: 30 - 40%
- Annually Loss 270,000t of FV = 20billion Rs

Sri Lanka..... 2023 by Numbers



22 million

Population

3823US\$

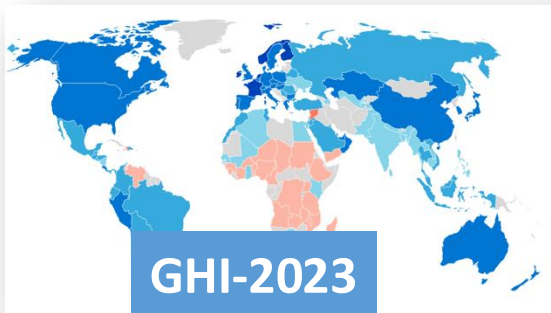
GDP per capita

32%

house holds are food insecure

17%

of children are in chronic malnutrition



60th Overall rank 125 countries
(Score 13.3-Moderate Hunger)



79th Overall rank 113 countries (Score 55.2)

Affordability - 74th (61)

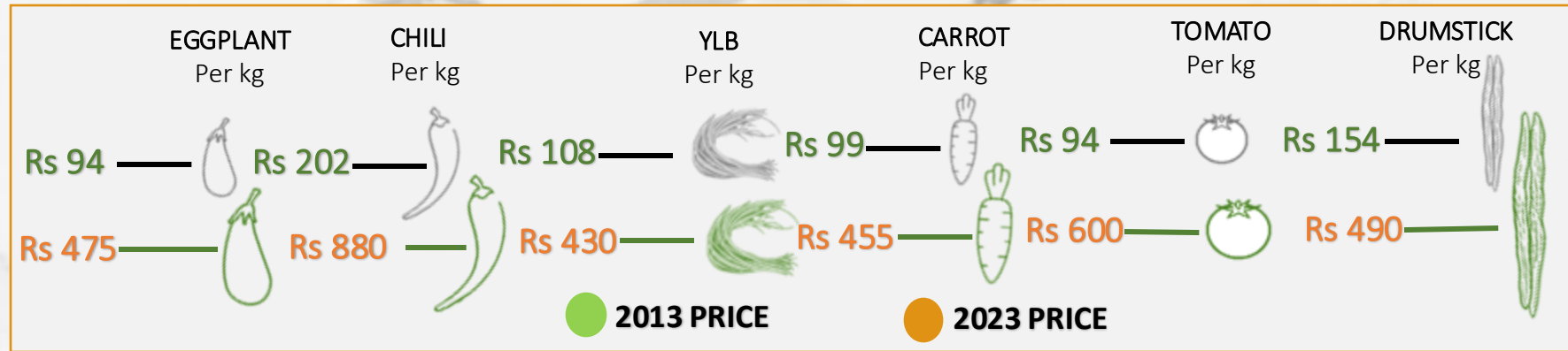
Availability- 64th (57.2)

Safety & Quality - 81st (55)

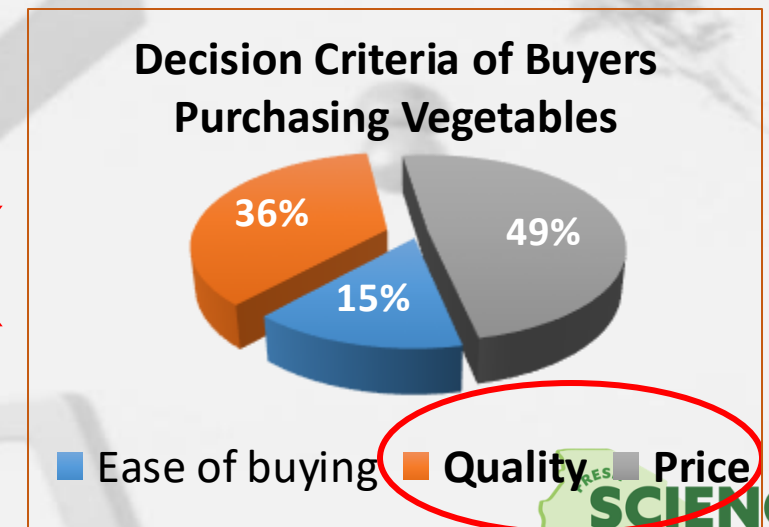
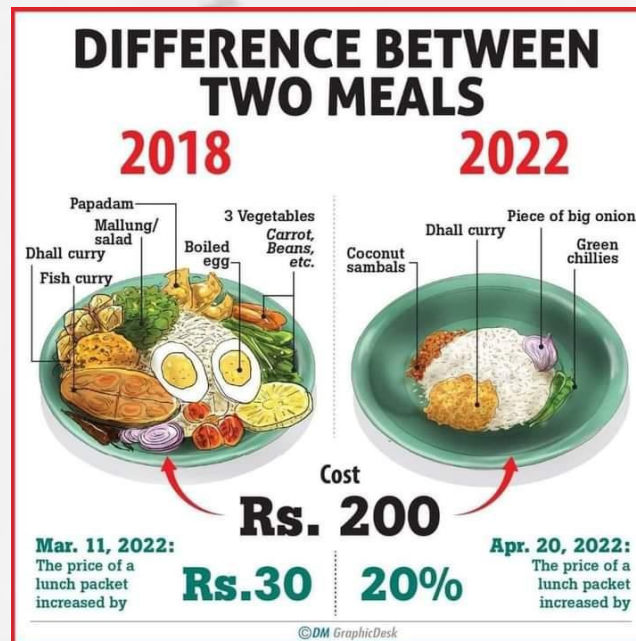
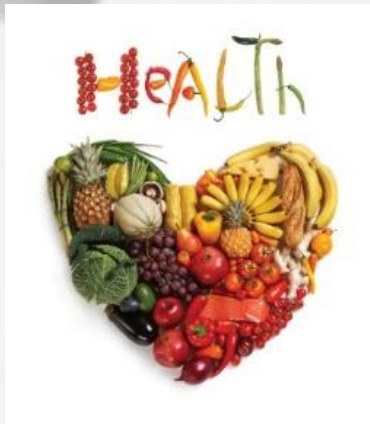
Sustainability &Adaptation - 84th (45.3)

**Building a resilient agri-food supply chain is crucial for Sri Lanka
in the current context of food insecurity**

Vegetables: Affordability , Availability Food security & Health

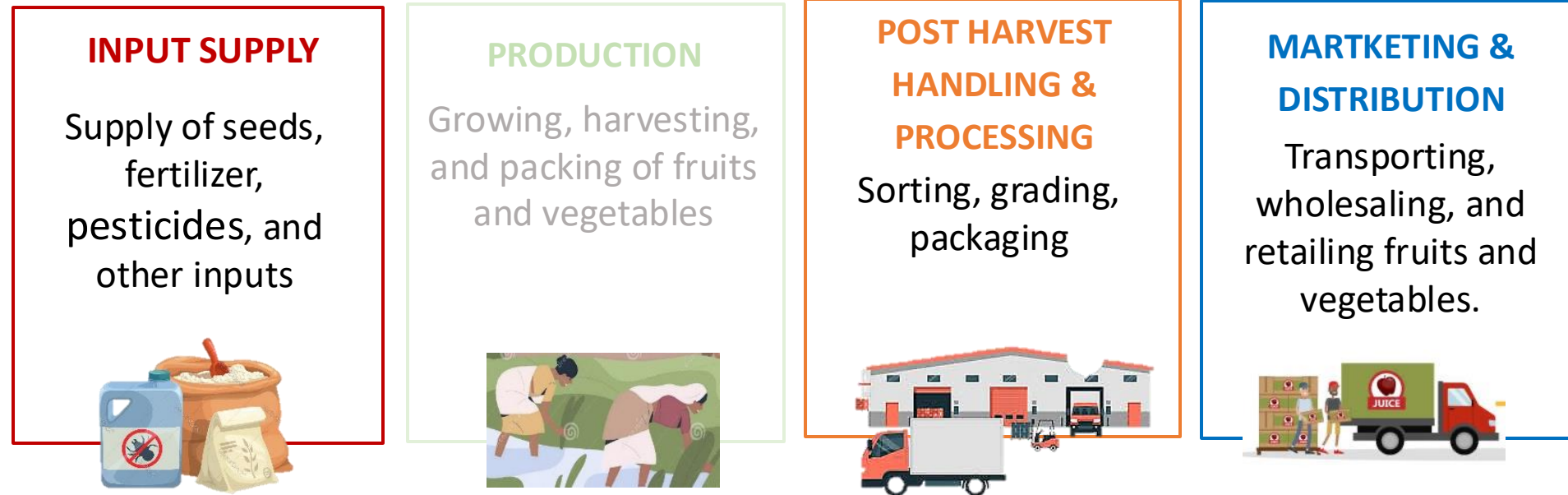


20% decline in consumption expected due to price (IPS, 2023)



https://www.dailymirror.lk/caption_story/Difference-between-two-meals-2018-2022/110-235570

Major activities of Private Sector in Vegetable Supply Chain



- The set of activities involved in a “end-to-end” sequence.
- Each of these activities adds value to the product, and the total value of the product to the consumer is the sum of the value added at each stage of the value chain.

FRESH initiative Outcomes- Role of Private Sector

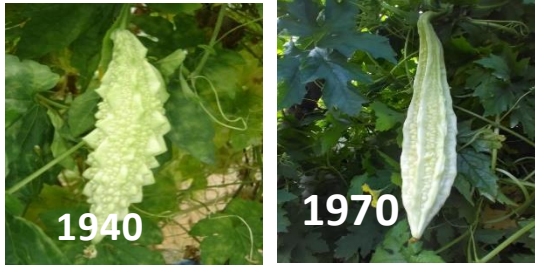
DEMAND

**SUPPLY
PRIVATE SECTOR**

FOOD
ENVIRONMENT

1. Development of new varieties
2. Production & importation of quality seeds of Improved varieties
3. Fertilizer & Agro-chemicals
4. Supply of safe, fresh vegetables at an affordable price

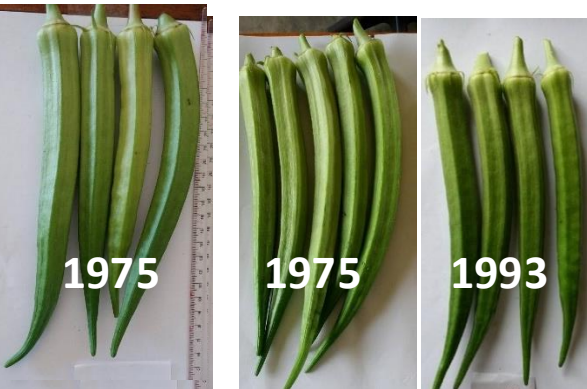




30 year Span –3 Varieties



83 year Span – 4 Varieties



48 year Span – 3 Varieties

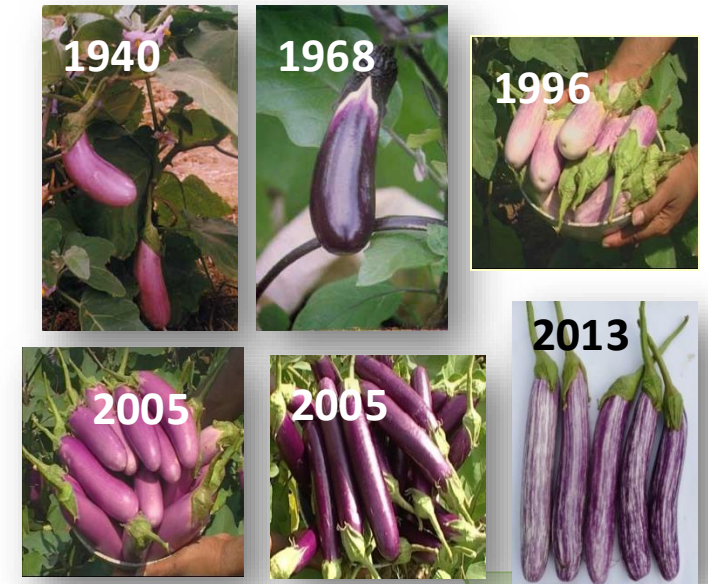


68 year Span – 10 Varieties

1. Development of New Vegetable Varieties by the Private Sector



42 year Span –14 Varieties



83 year Span– 6 Varieties

1. Development of New Vegetable Varieties

- Started recently
- Demand driven breeding strategy
- Combine local and global diversity to develop varieties with the great assistance extended by
 - **WORLD VEGETABLE CENTER**
 - FRESH Project &
 - APSA Consortium



Variety Development by



Eggplant



Heat Resistant Tomato

HST PROJECT



Capsicum



Chili



Bitter gourd



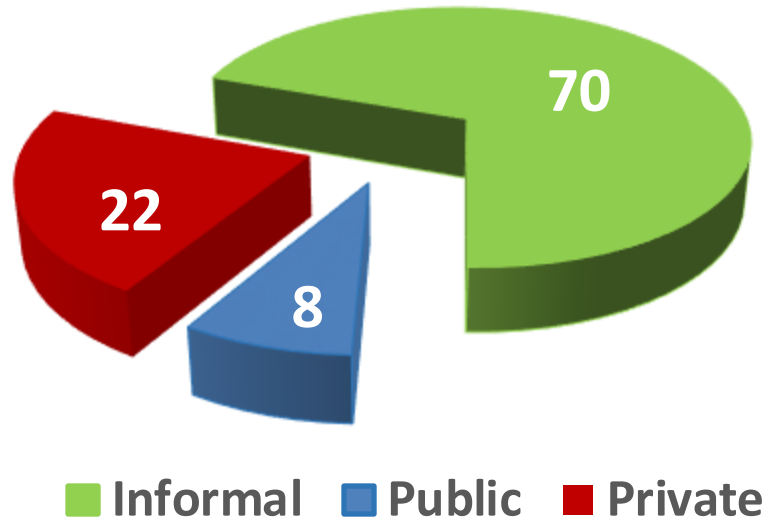
Pumpkin



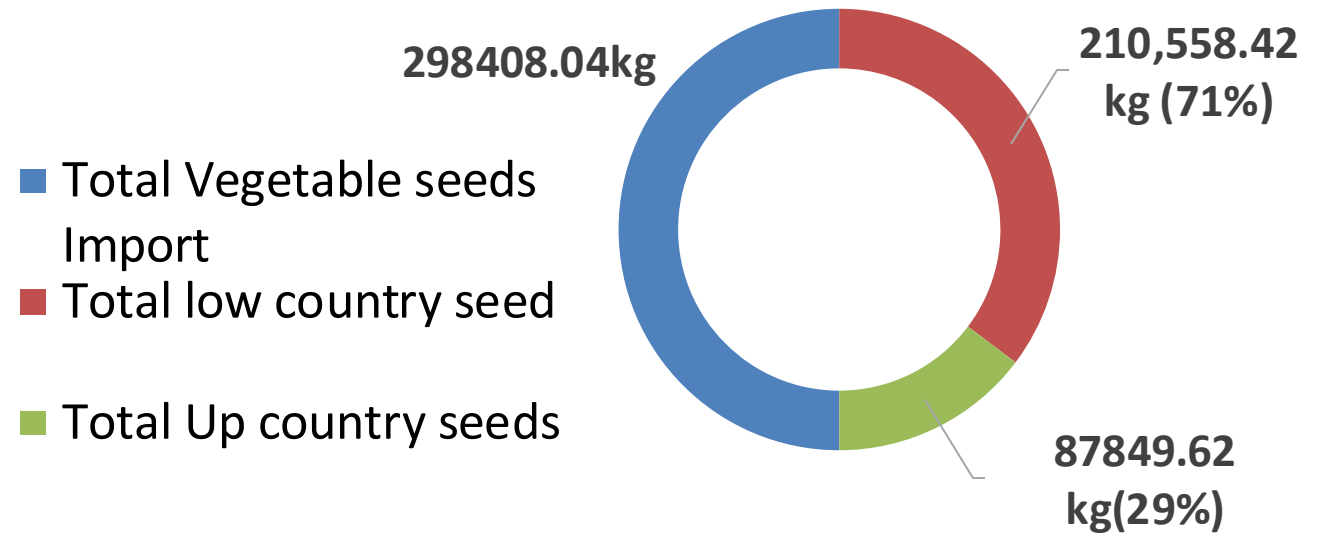
APSA

2. Quality seed supply of Improved Vegetable Varieties

Local Seed Sector composition



Total seed imports & the share of low country and upcountry vegetables (Mean 2011-2022)



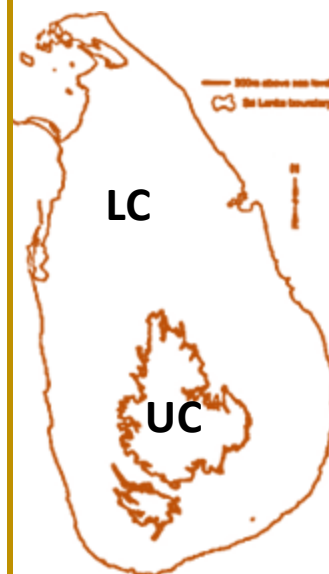
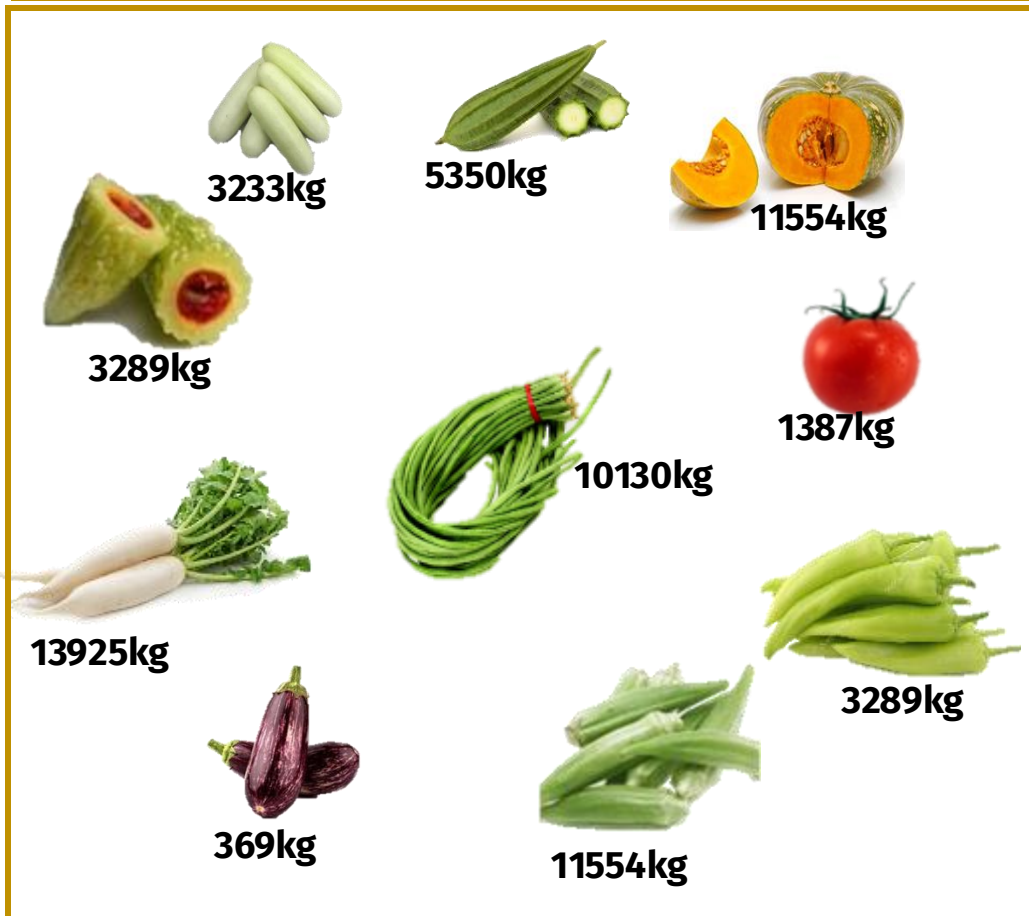
Total Up country seeds

87849.62 kg(29%)

About 47 companies are Involved



Low-country vegetable seed Imports Mean 2010 -2021



Up-country vegetable seed Imports 2022



Papaya (Redlady, Tainun No.1
65.8Kg (2023)
Water Melon (Hunk,
Red dragon,Rocky)
11059kg



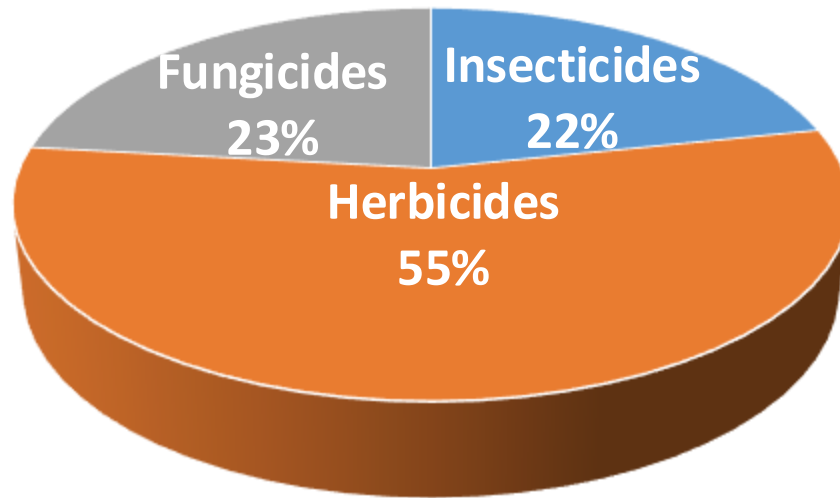
**ELLAWALA
HORTICULTURE (PVT) LTD**

Onesh
Plant seeds
Browns
Best Seeds
Land Mark
CIC



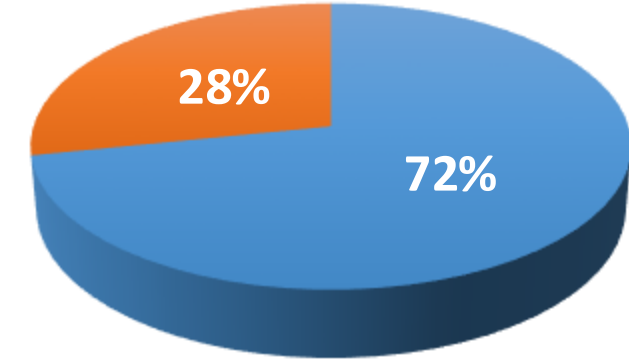
3. Supply of Agro-chemicals

Imports of Agro-chemicals
(2023)



31 companies are Involved

Import of Fertilizer (2023)



Private sector Govt

75000 t (16%) used for Vegetables (2023)



Bayer CropScience



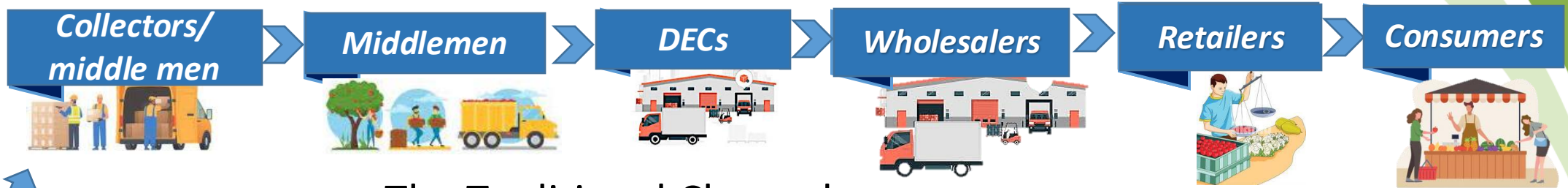
FRESH SCIENCE CONFERENCE, AUGUST 24-26, 2024, ARUSHA, TANZANIA

4. Supply of safe, fresh vegetables at an affordable price



Keells

The two major channels

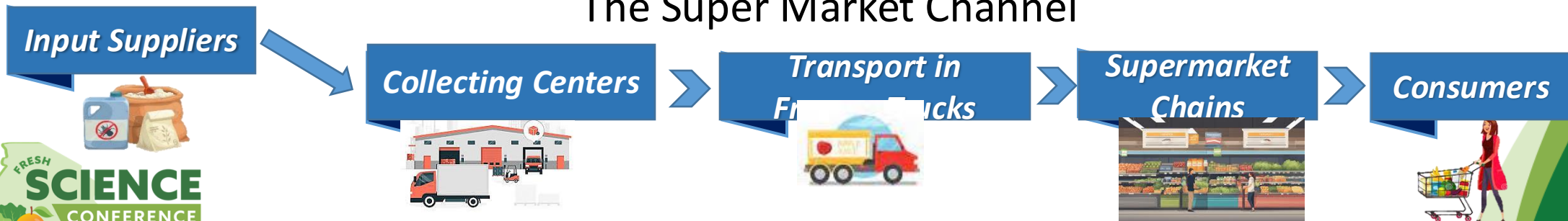


The Traditional Channel



20-30%	High	Low	Lower	Higher
PHL	Food miles	Safety	<u>Price to:</u> Farmer	Consumer
2-6%	Low	High	20% more	Higher

The Super Market Channel





50,400 t vegetable/Fruits purchased during 2023
(Low country -60%, Up Country-40%)

Produced by **4000 farmers**

Collected **thro'12 centers**

Transported to fruit and vegetable processing centers

Reached to consumers **thro' 454 "Food City"** supermarket chain around the Island



(Cargills Annual Report - 2020-2021)





Collection Centers: **9 collection centers.**

Registered Farmers: over **7,000 registered farmer**

Annual Volume Handled: **43.8 million t**

Super Market chain: **135** stores island wide

- **Any registered farmer can supply** fresh products to Keells' collection centers without any binding contract.
- Officer from Keells visit the farm to assess the fresh produce to ensure it meets quality standards and to guide them on Keells' procedures and **offers advice to improve the quality and productivity of the crops and also on GAP.**
- In addition to supermarket chains Cargills, and Keells Super, other major super markets such as **SPAR, Glomark, and Laugfs** also have collection centers located in areas such as Nuwara Eliya, Welimada, etc.



5. Export of Fruit and Vegetables

33 companies are members of Lanka Fruit & Vegetable Producers, Processors & Exporters Association



EDB

SRI LANKA
EXPORT DEVELOPMENT BOARD

01. AITKEN SPENCE EXPORTS (PVT) LTD
02. AMALGAMATED INTERNATIONAL (PVT) LTD
03. AGROMEL (PVT) LTD
04. AJITH CHINESE VEGETABLE SUPPLIER (Associate Member)
05. BROWN & COMPANY PLC (Associate Member)
06. COUNTRY STYLE FOODS (PVT) LTD
07. CONSOLIDATED BUSINESS SYSTEMS (PVT) LTD
08. CBL NATURAL FOODS (PVT) LTD
09. C.R. EXPORTS (PVT) LTD
10. DEVELOPMENT INTERPLAN (CEYLON) LTD
11. DILARSHAD ENTERPRISE
12. DOLE LANKA (PVT) LTD.
13. EASTERN & ALLIED AGENCIES (PVT) LTD
14. EXPOLANKA (PVT) LTD
15. ELLAWALA HORTICULTURE (Pvt) LTD
16. FORBES AND WALKER FARMS PVT LTD



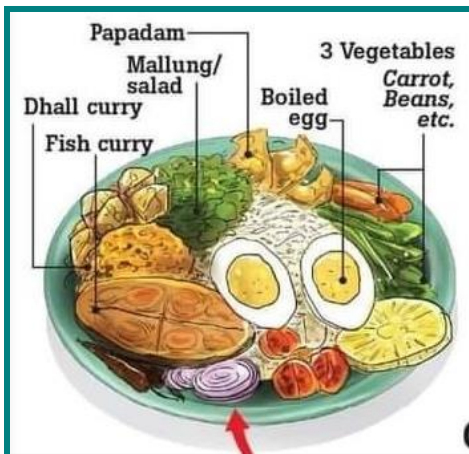
17. GULF INTERNATIONAL MARITIME (PVT) LTD
18. H J S CONDIMENTS LIMITED
19. INTERNATIONAL FOODSTUFF COMPANY (PVT) LTD
20. JEWELX AGRI KUMARAGAMA (PVT) LTD
21. JAGRO (PVT) LTD.
22. KESTREL INTERNATIONAL (PVT) LTD (Associate Member)
23. KINETIC TRADING (PVT) LTD (Associate Member)
24. NELNA AGRI BUSINESS
25. NIDRO SUPPLY (PVT) LTD
26. PROTECTED AGRICULTURAL ENTREPRENEURS ASSOCIATION (Associate Member)
27. RALLY PACKAGING (PVT) LTD
28. SERENE INTERNATIONAL (PVT) LTD
29. SUNCHOICE IMPORTS & EXPORTS CO.
30. TRANSGROW (PVT) LTD
31. VEGILAND EXPORTERS (PVT)LTD
33. WATERWAYS EXPORTS (PVT) LTD



In 2022, Sri Lanka earned **768.65K US \$** by exporting **291060kg** while in 2021 it was **402.02K US\$** and the quantity **141,031kg**.

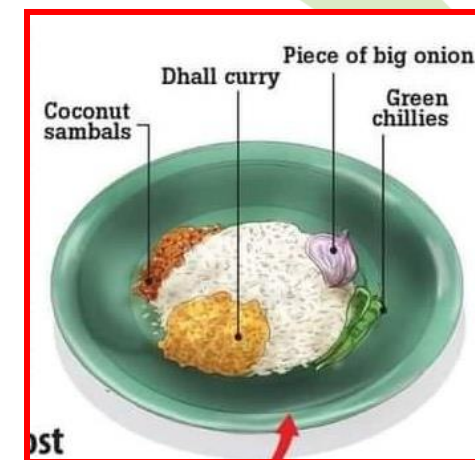
<https://wits.worldbank.org/trade/comtrade/en/country/LKA/year/2022/tradeflow/Exports/partner/ALL/product/071080>





Sufficient

How to fill the plate?



Deficient

Establish post-harvest handling hubs

- Managing **seasonal price fluctuations** and ensuring **year-round affordability** of F&V needs **collaboration** between **policy makers**, farmers, consumers and private sector entities to create a food system that is both affordable and accessible for all Citizens of Sri Lanka.

Input availability

- Introduce Crop Insurance Schemes

Infrastructure

Lack of integration between demand & supply
High Seed cost (imported)
Limited supply of inputs



Thank You



Email
hemalfonseka@yahoo.com



Website
<https://scholar.google.com/citations?user=xoEcHTgAAAAJ>



We would like to thank all funders who support this research through their contributions to the CGIAR Trust Fund: www.cgiar.org/funders.