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Source: Business Lanka Magazine  
- Vol. 30 - Issue 01/2017

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**EDB**

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**இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை**  
**SRI LANKA EXPORT DEVELOPMENT BOARD**

**INVITATION**  
**TO EXPORTERS**

Discuss and Resolve  
Export Related Problems  
The 11th Exporters' Forum  
Chaired by Hon. Sujeewa Senasinghe  
State Minister of International Trade  
Will be held in March 2017

At the Auditorium, 3rd Floor, NDB/EDB Tower.

Exporters and entrepreneurs are hereby invited to submit  
export related issues to be discussed at the "Exporters' Forum"

Issues should be sent to:

Director – Trade Facilitation & Trade Information  
before 28th February, 2017 by Fax: 2300676  
E-Mail: [forum@edb.gov.lk](mailto:forum@edb.gov.lk) or Post.

***For further details please contact***

***Mr. Upul Akmeemana (Tel: 2300677) or***  
***Ms. Ramya Dharmawardena (Tel: 2300678)***

Chairperson & Chief Executive  
**SRI LANKA EXPORT DEVELOPMENT BOARD**  
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FEBRUARY 2017

# EXPO NEWS

ISSUE : 02/2017

Monthly Information Bulletin for Sri Lankan Exporters

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Source:  
Business Lanka Magazine - Vol. 30 - Issue 01/2017

**Organic Sri Lanka** --- **06~07**  
Source:  
Business Lanka Magazine - Vol. 30 - Issue 01/2017

### EXPO NEWS Bulletin

Coordination & Compiled by:  
**Ms. Ranjane Madanayake**

Design & Concept by:  
**Mr. Zahir Ansari**

# TRADE EXHIBITIONS (OVERSEAS)

**1.** **20 ~ 23 April 2017**

**INDONESIA**  
 Jakarta International Jewelry Fair  
 Jakarta Convention Centre  
 Jakarta, Jaya Events  
 Tel: (62) 21 53161258  
 Fax: (62) 21 53161259  
 E-mail: jewellery.jayaevents@yahoo.com  
 Web: www.indonesiajewelleryfair.com

**2.** **30 April ~ 01 May 2017**

**SPAIN**  
 5th Euro Global Summit on  
 Aquaculture & Fisheries  
 Madrid, Spain  
 www.aquaculture-fisheries.  
 conferenceseries.com/europe/

**3.** **30 April ~ 03 May 2017**

**U.S.A**  
 International Fashion Jewelry  
 & Accessory Show  
 Affinia Manhattan Hotel, New York  
 International Fashion Jewelry & Accessory Group  
 Tel: (1) 843 6514543  
 Fax: (1) 401 2950122  
 E-mail: agreen@ifjag.com

**4.** **02 ~ 06 May 2017**

**U.A.E**  
 International Jewellery & Watch Show  
 Abu Dhabi National Exhibition Centre  
 Abu Dhabi  
 Reed Exhibitions FZ-LLC  
 Tel: (971) 2 4917615  
 Fax: (971) 2 4917612  
 E-mail: sherryl.abude@reedexpo.ae

**5.** **04 ~ 10 May 2017**

**GERMANY**  
 Interpack  
 Processes and Packaging Leading Trade Fair  
 Dusseldorf, Germany  
 Messe Dusseldorf GmbH  
 Postfach 101006, 40001 Dusseldorf, Germany  
 Tel: +49211/4560-01 Fax: +49211/4560-668  
 Web. interpack.com (or) messe-duesseldorf.de

**6.** **31 May ~ 04 June 2017**

**THAILAND**  
 THAIFEX - World of Food Asia  
 IMPACT Exhibition and Convention Center  
 Bangkok, Thailand  
 Koelnmesse Pte. Ltd., Ms. Lynn How  
 Tel: +65 6500 6712  
 Fax: +65 6294 8403  
 E-mail: l.how@koelnmesse.com.sg

**7.** **16 & 17 June 2017**

**INDIA**  
 ATRC 2017  
 Asian Tyre & Rubber Conference  
 Hyatt Regency, Chennai, India  
 Antony Powath  
 Mobile: +91 9833 901 586  
 E-mail: antonypowath@rubberasia.com  
 Web: www.atrc.in

**8.** **03 ~ 05 July 2017**

**MALAYSIA**  
 Asia Rubber Tech 2017  
 Kuala Lumpur, Malaysia  
 Contact: Janson Wong  
 Tel: +6012 322 7971  
 Office: + 603 5624 4249  
 Email: jansen@redmanexhibitions.com



**9.** **25 & 27 July 2017**

**INDIA**  
 Tyrexpo India 2017  
 Chennai Trade Centre  
 Chennai, India  
 Tel: +65 6403 227  
 Email: joan.yu@singex.com  
 Web: www.tyrexpo@signex.com

**10.** **26 ~ 28 September 2017**

**SINGAPORE**  
 Tea & Coffee World Cup  
 Singapore Expo, Singapore  
 Web: www.tcworldcup.com

# INTERNATIONAL PRICE INFORMATION

ITEMS	Specification	Market	Unit	Transit	Price (Euro)		Quoted Date
					Min	Max	
<b>FRUITS &amp; VEGETABLES</b> 							
Avocado	Spain	France	4 kg.	SEA	€ 13.50	€ 13.50	13-Dec-16
	Chile	Germany	4 kg.	SEA	€ 13.00	€ 14.00	13-Dec-16
	Spain	Holland	4 kg.	SEA	€ 8.00	€ 8.50	13-Dec-16
Baby Corn	Thailand	Holland	12x125gr.	AIR	€ 7.33	€ 7.33	13-Dec-16
Mangosteen	Indonesia	Holland	kg.	AIR	€ 9.75	€ 9.75	13-Dec-16
Tamarind	Thailand	Holland	20x500.	AIR	€ 3.45	€ 3.45	13-Dec-16
Chille	Morocco	France	2 kg.	AIR	€ 1.25	€ 1.40	13-Dec-16
	Peru	Holland	1 kg.	AIR	€ 18.00	€ 18.00	13-Dec-16
Ginger	China	France	13 kg.	SEA	€ 1.70	€ 1.70	13-Dec-16
	China	Holland	13 kg.	SEA	€ 1.21	€ 1.33	13-Dec-16
Guava	Brazil	U.K.	kg.	SEA	€ 3.48	€ 3.48	13-Dec-16
Jackfruit	Thailand	Holland	10 kg.	AIR	€ 5.75	€ 5.75	13-Dec-16
Lemongrass	Thailand	Holland	kg.	AIR	€ 5.83	€ 5.83	13-Dec-16
Mango	Brazil	Holland	9'.	SEA	€ 0.88	€ 1.38	13-Dec-16
	Brazil	U.K.	4 kg.	SEA	€ 1.65	€ 1.65	13-Dec-16
Papaya	Brazil	Holland	3-5 kg.	AIR	€ 3.57	€ 3.57	13-Dec-16
	Brazil	France	3-5 kg	AIR	€ 3.50	€ 3.50	13-Dec-16
Passion Fruit	Colombia	Holland	2 kg.	AIR	€ 6.00	€ 6.00	13-Dec-16
	Colombia	France	2 kg.	AIR	€ 6.00	€ 6.00	13-Dec-16
Pineapple	Costa Rica	France	kg.	SEA	€ 0.95	€ 1.00	13-Dec-16
	Costa Rica	Holland	5'.	SEA	€ 7.00	€ 8.00	13-Dec-16
Plantain	Colombia	France	kg.	SEA	€ 1.00	€ 1.00	13-Dec-16
	Ecuador	Holland	kg.	SEA	€ 1.03	€ 1.03	13-Dec-16
Pitahaya	Thailand	Holland	10'.	AIR	€ 7.17	€ 7.17	13-Dec-16
Sweet Potato	Egypt	France	6kg.	SEA	€ 1.00	€ 1.00	13-Dec-16
Yam	Brazil	France	kg.	SEA	€ 1.60	€ 1.60	13-Dec-16
<b>COCONUT</b> 							
Fresh Coconut	Cost d'Ivoire	U.K.	50'.	SEA	€ 10.14	€ 10.14	13-Dec-16
	Thailand	Holland	9' young.	SEA	€ 10.50	€ 10.50	13-Dec-16
	Cost d'Ivoire	France	15'.	SEA	€ 9.00	€ 9.00	13-Dec-16
	Cost d'Ivoire	Holland	13-4'.	SEA	€ 2.75	€ 2.75	13-Dec-16
<b>CUT FLOWERS</b> 							
Anthurium	Thailand-Red	Japan	Per Stem	AIR	€ 13.00	€ 250.00	04-Jan-17
	Thailand-Pink	Japan	Per Stem	AIR	€ 20.00	€ 200.00	04-Jan-17
	Thailand-White	Japan	Per Stem	AIR	€ 1.00	€ 170.00	04-Jan-17
Carnation	Colombia-Standard	Japan	Per Stem	AIR	€ 5.00	€ 170.00	04-Jan-17
	Colombia -spray	Japan	Per Stem	AIR	€ 10.00	€ 80.00	04-Jan-17
Heliconia	Pendula-Singapore	Japan	Per Stem	AIR	€ 0.00	€ 333.00	04-Jan-17
Orchids	Anna-Thailand	Japan	Per Stem	AIR	€ 10.00	€ 100.00	04-Jan-17
	Sonia-Thailand	Japan	Per Stem	AIR	€ 10.00	€ 75.00	04-Jan-17
	Oncidium-Thailand	Japan	Per Stem	AIR	€ 24.00	€ 315.00	04-Jan-17
Roses	Freedom-Colombia	Japan	Per Stem	AIR	€ 10.00	€ 150.00	04-Jan-17
	Avalanche-India	Japan	Per Stem	AIR	€ 20.00	€ 141.00	04-Jan-17
	Gold Strike-India.	Japan	Per Stem	AIR	€ 2.00	€ 60.00	04-Jan-17

Source: ITC Market Insider



# TEA & BEYOND

## DISSECTING SRI LANKA'S SUCCESSFUL ORGANIC STORY

Sri Lanka, a pioneer of organically certified tea in the world market, has expanded its product range to many non-traditional agricultural products and today exports approximately 1,400 MT of organic products per annum, valued at USD 228 Mn

## The Foundation

A strong institutional structure is one of the pillars of Sri Lanka's flourishing organic industry and can be categorized into the following:

**Producers:** Individuals and private sector companies are the main groups of producers. In many cases, individual farmers are grouped under NGOs, farmer associations or cooperative bodies.

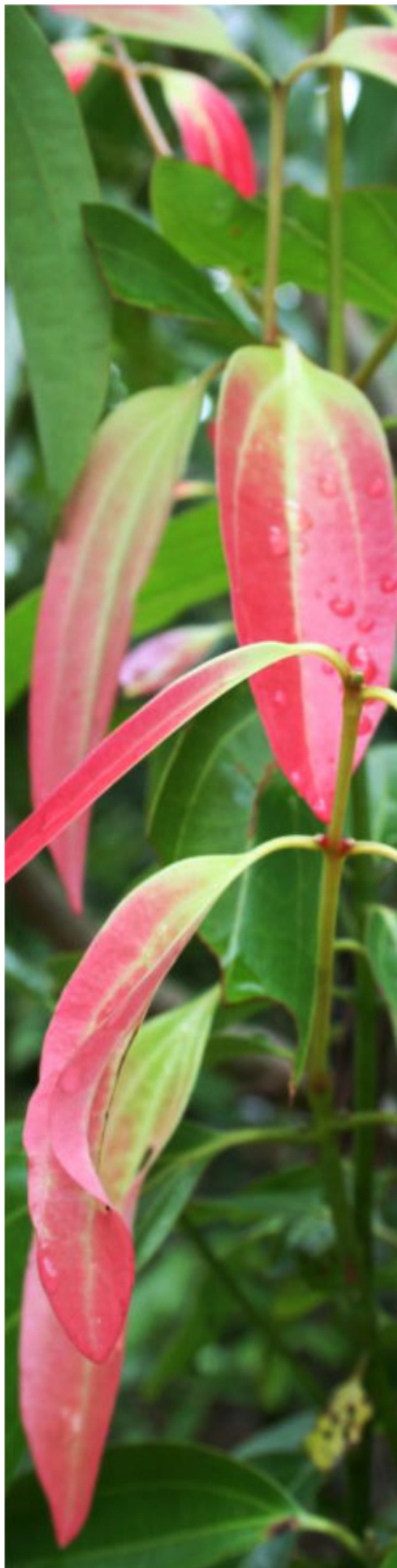
## Organisations

Organisations have played a key role in the organic sector. These include farmer associations; community based organisations, as well as, non government organisations. Some of them work broadly in the organic sector while others target specific crops such as traditional rice varieties.

**National Movements:** Lanka Organic Agriculture Movement (LOAM), founded in 1994, is the pioneer association related to policy development in the sector. The Small Organic Farmers' Association (SOFA) is a recently formed association of organic farmers, who are engaged in the industry on a small scale.

Organic agriculture accounts for 4.04% of the total agricultural land in Sri Lanka. Approximately 78,500 hectares of land was under organic production at the end of year 2015 of which nearly 62,000 ha is organically certified.

Sri Lanka, after introducing organically certified tea to the world market, expanded this product range to non-traditional agricultural products such as spices, essential oils, herbs, desiccated coconut and other coconut based products, oil seeds, pulses, cashew, tropical fruit, rice and vegetables. Today, Sri Lanka exports around 1,400 MT of organic products per annum, valued at USD 228 mn.



## Private Sector

Receiving support from the government, private companies have undertaken initiatives to develop certified organic projects and bolster demand for their products in the international market. Besides large plantations, there are many small growers involved in organic crop production under the supervision of certified export companies.

Sri Lankan companies engaged in organic production strictly follow globally accepted sustainable organic farming principles, being socially just, economically viable, environmentally friendly, culturally sensitive and transparently accountable within their farmer communities.

Many companies have adopted the Fairtrade concept within organic production to ensure the socio-economic standards of small organic farming communities. One such example is Bio Foods, a Fairtrade registered exporter and initiator of the SOFA project, which has already been recognised as one of the best sustainable models in Sri Lanka.

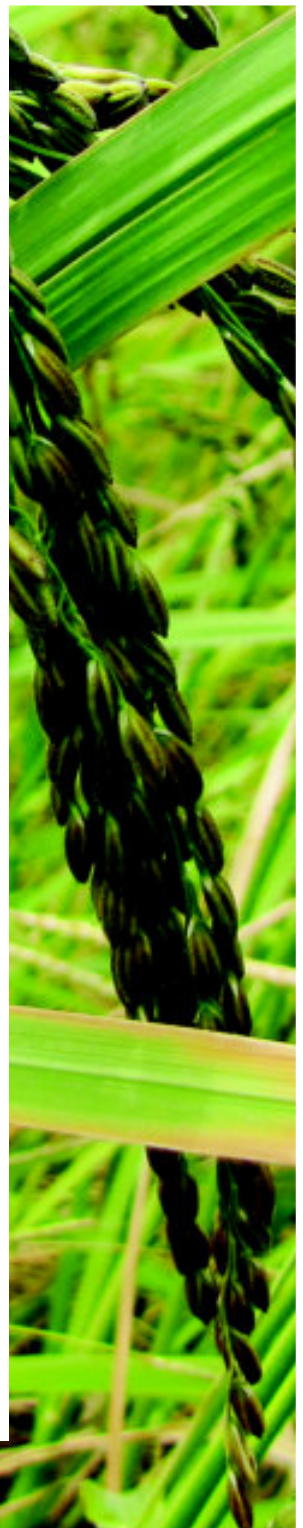
Another is Lanka Organics, which is the first company in the world to have achieved a Fairtrade certificate for exporting varieties of spices.

## Inter-Sector Collaborations

Successive governments have worked towards developing the sector, and government officials have been coordinating with stakeholders in order to promote the organic industry. The recent initiatives taken by the Sri Lankan government towards a gradual turnaround from the use of imported agrochemicals to locally produced organic and biofertilisers will also accelerate the country's movement in the direction of organic agriculture.

Furthermore, the private sector has been facilitating the growth of the organic movement and collaborating with national movements like LOAM.

In the research sector, universities and government research institutions are sharing their experiences and findings with the key stakeholders. A number of universities have also initiated various courses on organic agriculture and some have integrated organic agriculture into their syllabi to educate farmers and spread greater awareness. Lobbying was a major reason behind the development of the sector and integration of organic agriculture to the National Agricultural Policy in 2001 was one of the many notable contributions. The guidelines for certification, which were prepared in 2005, were also a result of lobbying by NGOs in the country.



## Organic Certifications & Accreditations

The use of laboratories, inspection and certification bodies that have been accredited by international agencies and mechanisms for verification of the authenticity of certifications and reports by regulatory bodies help build trust and confidence among trading partners.

These systems facilitate market access, comparability and competition on equal terms, which is why Sri Lanka has set up a strong framework for certifications. The Sri Lanka Accreditation Board (SLAB), with internationally recognised mutual re-organisation arrangements, provides the required assurance to facilitate international trade.

Sri Cert is a local partner of the International Certification Alliance, which assists organic growers in Sri Lanka to get internationally accredited inspection and certification services at a reasonable cost.

In the current scenario, the following 7 international certification agencies operate in Sri Lanka.

1. Control Union (SKAL, Netherlands)
  2. National Association for Sustainable Agriculture, Australia (NASAA)
  3. Naturland, Germany
  4. Institute for Market Ecology – IMO, Switzerland
  5. Ecocert, Germany
  6. Organic Farmers and Growers Ltd, United Kingdom
  7. Demeter and Bio Suisse, Switzerland
- Internal control system for organic smallholder farmers is commonly practised by certifiers in Sri Lanka. This is under the supervision of the particular certification company.

Source: Business Lanka Magazine - Vol. 30 - Issue 01/2017



# ORGANIC SRI LANKA

**Sri Lanka has adopted a 360° approach towards popularizing organic cultivation and adoption**



The current scenario in the Sri Lankan organics industry is promising.

With increased demand for organics both in Sri Lanka and export markets, large producer companies and farmer groups are playing an important role in the Sri Lankan organic movement—supporting and helping marginal farmers adopt organic cultivation.

Meanwhile, the establishment and consequent success of consumer driven initiatives such as the 'Good Market', which is not only empowering small scale farmers but also revolutionizing access to organic products for the typical Sri Lankan organic consumer, indicates the vast potential of the domestic organic market within the country.

## Small Organic Farmers' Association (SOFA)

Growing interest in organics across the globe means large producers require greater organic inputs and produce than ever before, and are relying on farmer groups and community agriculture for their needs. SOFA is one such association, focusing on sustainability and protection of the environment. By adhering to the Fair trade concept, SOFA utilises the premium to enhance the living standards of small farmers in project areas.

Members of SOFA select soil conservation methods to suit the farmland. They practise live fencing, the Sloping Agricultural Land Technology (SALT) method, and live mulching in order to prepare compost from the residue generated from the land. They also add crop residue (lopping and pollarding) and utilise natural liquid manure and vermiwash to better soil fertility levels.

SOFA has also implemented environment protection programmes to improve the sustainable use and conservation of natural resources, as well as, repair previous damage and reverse negative trends. To achieve these ends, some of the practices they have enforced are:

- Encouraging and spreading awareness of the sustainable use and conservation of existing natural resources
- Conducting planting drives in reservation and catchments areas
- Implementing projects on systematic removal of garbage
- Educating farmers on carbon emission reduction and prevention of genetically modified plant cultivation
- Holding environment programmes at the school level as consequential investment for future generations
- Identifying risk areas and setting up medicinal herb gardens



## Forest Garden Approach

Besides sourcing from farmer co-ops, Sri Lankan companies nowadays are practising organic cultivation coupled with Analogue Forest and Forest Garden principles and sourcing products through community farming from various parts of the island. Forest Gardens are forests akin to the natural forest of an area in structure and ecological function but contain trees that yield commercially viable products. These gardens yield spices, cashew nuts, coconut, red rice, sesame, medicinal herbs, fruit and coffee, which support the local communities, as well as, wildlife (including endangered species) and are fostered by farmers, who comply with the standards of organic production. These models also provide microhabitat, clean water, produce and environmental stability and are effective tools in arresting biodiversity loss.



## The Good Market

The Good Market serves as a marketing platform wherein organic farmers and promoters of sustainable, environment friendly fairtrade and natural products can sell to consumers directly.

“Founded by Dr. Amanda Kiessel, the Good Market serves as a marketing platform wherein organic farmers and promoters of sustainable, environment friendly, fairtrade and natural products can sell to consumers directly. The weekly Market has achieved phenomenal growth since its inception in 2013, with the number of vendors having risen from around

30 to 320 in 2016. The unique marketplace assumes the form of a lively festival, with an array of health food stalls, live music and street performers”

With the theme ‘Good for the Planet, Good for the Country, and Good for You,’ the Market beckons the health and eco conscious, along with the socially responsible.



**Mrs. Malani Baddegamage, BSc. MBA**  
Director Export Agriculture  
Sri Lanka Export Development Board

Source: Business Lanka Magazine - Vol. 30 - Issue 01/2017



## **EXPO NEWS Bulletin**

Coordination & Compiled by:  
**Ms. Ranjane Madanayake**

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