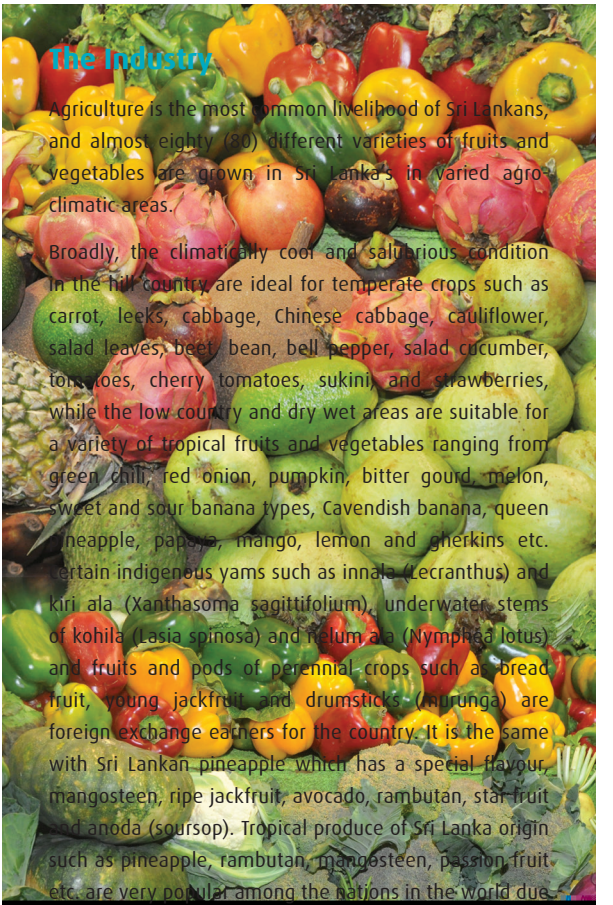
FRUITS & VEGETABLES

FROM SRI LANKA



The Industry

Agriculture is the most common livelihood of Sri Lankans, and almost eighty (80) different varieties of fruits and vegetables are grown in Sri Lanka's in varied agro-climatic areas.

Broadly, the climatically cool and salubrious condition in the hill country are ideal for temperate crops such as carrot, leeks, cabbage, Chinese cabbage, cauliflower, salad leaves, beet, bean, bell pepper, salad cucumber, tomatoes, cherry tomatoes, sukini, and strawberries, while the low country and dry wet areas are suitable for a variety of tropical fruits and vegetables ranging from green chili, red onion, pumpkin, bitter gourd, melon, sweet and sour banana types, Cavendish banana, queen pineapple, papaya, mango, lemon and gherkins etc. Certain indigenous yams such as innala (Lecranthus) and kiri ala (Xanthasoma sagittifolium), underwater stems of kohila (Lasia spinosa) and nelum ala (Nymphaea lotus) and fruits and pods of perennial crops such as bread fruit, young jackfruit and drumstick (Murunga) are foreign exchange earners for the country. It is the same with Sri Lankan pineapple which has a special flavour, mangosteen, ripe jackfruit, avocado, rambutan, star fruit and anoda (soursop). Tropical produce of Sri Lanka origin such as pineapple, rambutan, mangosteen, passion fruit etc. are very popular among the nations in the world due to their unique characteristics such as flavour, aroma, colour and taste.

Major Markets

Processed food and fruits & vegetables sectors have been identified as a sector with high potential in the world due to the increasing demand from end consumers and for value added products in the world market. Sri Lanka exports both fresh and processed fruit and vegetables and 65% of the fresh products are targeted to the Middle East and the Maldivian market. Almost 100% of the processed products are exported to the European market. United Arab Emirates, Saudi Arabia, Qatar, Maldives, India, United Kingdom, Kuwait, Germany, and Pakistan are the top fruits & vegetable importing countries from Sri Lanka.

Technology

Improved technologies on crop cultivation especially cultivation under poly tunnels, application of drip irrigation systems, optimum input applications, pest and disease control, postharvest management, quality packaging and improved transportation methods are practiced specially for export marketing.

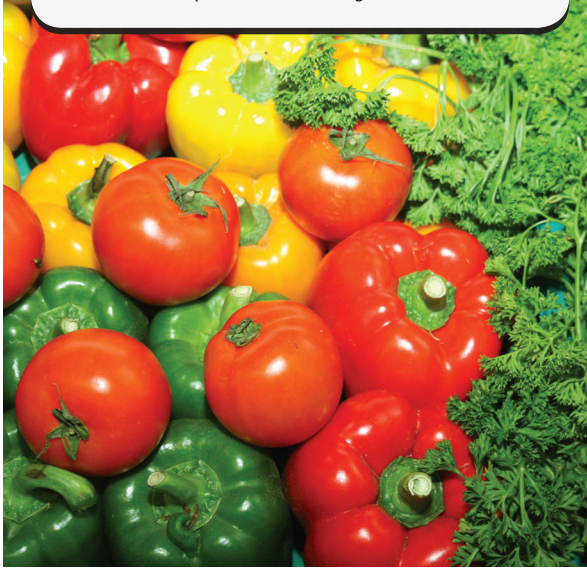
SRI LANKA, THE CHOICEST OF ALL

Sri Lanka is situated about 50 kilometres away from the Southern tip of India. A population of almost 21 million people lives in an area of 65,610 square kilometres. Sri Lanka is an ideal choice for agriculture and agro-based industries, due to its natural and man-made facilities.

Naturally rich soil; a wide range of agro-climatic zones; a well distributed rainfall pattern together with a strong network of irrigation facilities; supported by the skills of an intelligent, educated younger generation; facilitate uninterrupted agricultural production in the country . A special feature of Sri Lanka is the agricultural diversity coupled with varying climatic conditions.

'Mother Nature' has made Sri Lanka ideal for agriculture where the agricultural sector is backed by extensive agro-based infrastructure. Facilitated by appropriate export service facilities, Sri Lanka becomes the choicest for investment in export agriculture.

In Trincomalee, Sri Lanka has one of the best natural harbours in the Asian region, and the commercial port in Colombo is rated among the most economical and efficient. It offers a comprehensive range of services to shippers and is fast developing into one of the major centres for entrepôt trade in the region.



A well-established road-rail network and highways constantly developed to meet the demand of the modern age; facilitates production for both local consumption and export trade. Within a few hours of motoring, produce can be delivered to the port. Modern communication systems are well-established in the Island. Sri Lanka is well served by major international airlines while the national carrier, Sri Lankan Airlines, itself operates regular and charter services to major destinations in the world, for passengers and commercial cargo. Private air charter services are also available exclusively for cargo. The cargo village at the Colombo International Airport is equipped with cold room facilities and other modern equipment. The dry zone, with an intricate network of irrigation facilities, and long recognised as the hub of agricultural activity in Sri Lanka, has its own in-built cold chain facilities, catering especially to the fruits & vegetable sector.

The export led growth policy of the government is implemented through the Sri Lanka Export Development Board (SLEDB) which is the apex body for development and promotion of exports from the country. The Export Agriculture Division of SLEDB co-ordinates and implements supportive export led strategies in close liaison with the private sector.

Although rich traditions passed down from generations are still practiced by the farming community, Sri Lanka is fast becoming an emerging economy which utilises state-of–the-art technology in agricultural production.

Sri Lanka indeed is your ideal choice not only as a source of your imports but also as a profitable location for investment in joint venture agriculture oriented projects.

SRI LANKA EXPORT DEVELOPMENT BOARD

The Sri Lanka Export Development Board is Sri Lanka's apex organisation for the promotion and development of exports. It was established in 1979 under the Sri Lanka Export Development Act No. 40. EDB is the executive arm of the Export Development Council of Ministers, headed by H.E. the President of Sri Lanka, which is the policy-making body of the EDB.

What We Do

We assist in negotiating business with Sri Lanka, either as an importer or an investor in export production.

Functions of the EDB encompass a range of activities such as promoting exports, organising buyer-seller meets, and exhibitions, providing essential information to both local and foreign entrepreneurs and assisting in the formulation and maintenance of quality standards wherever applicable.

The EDB is manned by a team of professionals, knowledgeable in their own specialized areas, who maintain close personal links with the respective sectors and hence highly competent in providing you helpful advice.

The EDB has on its Board of Management, representatives of both state and private sector organisations involved in export activities. Dedicated to the task of promoting more exports and better exports for the benefit of exporters and importers alike, the full range of its services are provided free of charge.

SRI LANKA EXPORT DEVELOPMENT BOARD

EDB

For further information please contact:

SRI LANKA EXPORT DEVELOPMENT BOARD

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