

Lanka Fruit & Vegetable Producers, Processors & Exporters Association



ANNUAL REPORT & AUDITED ACCOUNTS 2021 - 2022

The Ceylon Chamber of Commerce, No: 50, Navam Mawatha, Colombo 02.

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THE ASSOCIATION

Established in 1986 by a small group of visionaries the Association has come a long way since its inception. The founding members were mostly family owned businesses and their growth and expansion has been limited and constrained by their limited access to the resources required to grow their businesses rapidly both in terms of finances and human capital. This has greatly limited the ability to expand their agricultural production base to ensure consistent supplies of quality produce at competitive prices. This also applies to those in the processing sector.

In the recent past we have seen a growing interest and entry of larger corporates into the Agri-food sector and their greater participation in the activities of the association will continue to add strength to its activities. There is no question that there is much work to be done to realize the full potential of agricultural exports from this country and the main focus of your association's activities is to expand the production of quality fruit and vegetables to realize our goal of making this sector a significant contributor to national export revenues.

OBJECTIVES

The Association has created a platform for its membership to interact with each other, to disseminate information which will improve the industry and represent its members in all public fora with particular emphasis on ensuring the continued development of the Fruit & Vegetable Industry through the following activities:

- * *Exploring and Promoting foreign market opportunities.*
- * *Establishing standards in quality control methods and eliminating malpractices which could bring the industry into disrepute.*
- * *Forging links between the Association, its membership and foreign organizations sharing similar interests.*
- * *Conducting of seminars, refresher courses and disseminating current industry information and regulation to update producers, processors and exporters of current requirements.*
- * *Engaging in activities conducive to the interests of its membership, beneficial to the industry in general and exports in particular from Sri Lanka, not excluding the preparation of advertising and promotional material related to the industry, as determined by the Executive Committee.*
- * *Establish liaison between its membership and ministries, government departments, corporations and other statutory and regulatory bodies connected with the industry.*
- * *The Association shall not be constrained in its mission to protect the interests of the industry and its membership at all times.*

OUR MISSION

- To increase production of crops with high export potential through improved agricultural practices
- To Reduce Post Harvest Losses
- To improve quality and safety of available production
- To provide linkages between producers and buyers
- To facilitate Imports/ Exports and Improving the ease of doing business

MEMORANDUM OF UNDERSTANDING WITH THE CEYLON CHAMBER OF COMMERCE

The Ceylon Chamber of Commerce during its history of 180 years has been instrumental in establishing long lasting relationships with a large number of Associations. The Association has been dynamic in forging important trade links with the respective partners for the benefit of the Association members and the business community engaged in the Export trade and in facilitating the realization of strategic partnerships to exploit trade opportunities.

The Lanka Fruit and Vegetable Producers Processors and Exporters Association entered in to a Memorandum of Understanding with the Ceylon Chamber of Commerce in 1st November 2012. The Chamber continued to take a positive interest in the activities of the Accredited Associations and in recognition of the need to further strengthen the existing systems.

The secretariat which was relocated on 24th October, 2012 at the Ceylon Chamber of Commerce continue to provide excellent secretarial and logistic services to the Association. The Board Meetings of the Association are held at the CCC meeting room facilities.

40TH ANNUAL GENERAL MEETING – 04TH NOVEMBER, 2021

The 40th Annual General Meeting of the Lanka Fruit and Vegetable Producers Processors and Exporters Association was held on the 04th November 2021 as a virtual meeting connected through Microsoft Teams in the midst of members.

The following Office Bearers and the Board of Directors were elected at the AGM for the year 2021/2022.

Office Bearers

Chairman - Mr. Jagath Fernando
1st Vice Chairman – Ms. Charindi Ranasinghe
2nd Vice Chairman – Ms. Vindhya Weerasekera
Hony. General Secretary – Ms. Thilini Gnanasena
Hony. Treasurer - Ms. Shenali Panabokke

Board of Directors

Mr. Suresh Ellawala - Immediate Past Chairman
Mr. Zuraish Hashim
Mr. Chamila Gunaratne
Mr. Indralal Jayantha Alwis
Mr Randeewa Malalsooriya
Ms. Vindhya Weerasekera
Mr. Ahamed Kabir
Mr. Sebastian Cecil Ranjith Anthick
Mr. Ananda Pathirage
Mr. Jagath Pathirane
Ms. Dawn Austin
Ms. Punya Nanayakkara
Dr. Patrick Nugawela
Mr. M H Yakoob
Mr. Harsha Karunarathne

SUB-COMMITTEE 2021-2022

- a. Producers – Three Fruit Strategy, sub-committees
 - 1. Mango – Suresh Ellawala (Team Leader)
 - 2. Banana – Imdadh Marikkar (Team Leader)
 - 3. Pineapple – Saman Dewage (Team Leader)
 - b. Processors – Randeewa Malalsooriya (Team Leader)
 - c. Exporters – Shenali Panabokke (Team Leader)
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- 1. ICT and Online Communications - Punya Nanayakkara (Team Leader)
 - 2. Market Development and Promotions - Shenali Panabokke (Team Leader)
 - 3. Skills Development and Knowledge Dissemination - Suresh Ellawala (Team Leader)
 - 4. Logistics sub-committee – Zuraish Hashim (Team Leader)

LEVPPEA MEMBERSHIP

1. Aitken Spence Exports (Pvt) Ltd
2. Ajith Chinese Vegetable Supplier
3. Alwis Agro Exports (Pvt) Ltd
4. Agrotech fresh Farms (Pvt) Ltd
5. A S Agri Export (Pvt) Ltd
6. Beyond Exports
7. Country Style Foods (Pvt) Ltd
8. Consolidated Business Systems (Pvt) Ltd
9. CBL Natural Foods (Pvt) Ltd
10. C R Exports (Pvt) Ltd
11. Ceylon Fresh Fields Exports (Pvt) Ltd
12. Ceylon Plant Food (Pvt) Ltd
13. Dero Export International (Pvt) Ltd
14. Development Interplan (Ceylon) Ltd
15. Dilarshad Enterprise
16. Dole Lanka (Pvt) Ltd
17. D P Global Ventures (Pvt) Ltd
18. Danagala Estate Products
19. Eastern & Allied Agencies (Pvt) Ltd
20. Expolanka (Pvt) Ltd
21. Ellawala Horticulture (Pvt) Ltd
22. Econopack Industries (Pvt) Ltd
23. Forbes and Walker Farms (Pvt) Ltd
24. Gulf International Maritime (Pvt) Ltd
25. Global Trading & Marketing (Pvt) Ltd
26. Green World Exports
27. Green Aura (Pvt) Ltd
28. Greensands (Pvt) Ltd
29. H J S Condiments Limited
30. Jewelex Agri Kumaragama (Pvt) Ltd
31. Jagro (Pvt) Ltd
32. Kelani Valley Canneries Ltd
33. Kent Agro Plantations (Pvt) Ltd
34. Kandrick Agro Plantations Lanka
35. Lanka Agri Produce Management Corporation
36. Listo Food and Company
37. Medatenna Estate
38. Nelna Agri Business
39. Nidro Supply (Pvt) Ltd
40. Rally Packaging (Pvt) Ltd
41. Royal Fresh Exports (Pvt) Ltd
42. Reitzel Walker (Pvt) Ltd
43. Royal Organic (Pty) Ltd
44. SR Bio Food Products (Pvt) Ltd
45. Serene International (Pvt) Ltd
46. Sunchoice Imports & Exports Co
47. Senikma Holdings (Pvt) Ltd
48. Saaraketha Holdings (Pvt) Ltd

49. Sadaharitha Agri Farms & Exporters (Pvt) Ltd
50. Sunfresh Agro plantations (Pvt) Ltd
51. Seethawaka Farm
52. Serendib Asia Trading (Pvt) Ltd
53. Silvermill Natural Beverages (Pvt) Ltd
54. Sunshine Tea (Pvt) Ltd
55. Tulip Agro Holdings Pvt Ltd
56. Transgrow (Pvt) Ltd
57. The Lanka Salad Company
58. YARA Global (Pvt) Ltd
59. Mr. Nirosh de Mel – Individual Member
60. Mr. Krishan Jayasekera - Individual Member

NEW MEMBERS

The following companies joined the membership during the period under review;

- A S Agri Export (Pvt) Ltd
- Reitzel Walker (Pvt) Ltd
- Royal Organic (Pty) Ltd
- Serendib Asia Trading (Pvt) Ltd
- Silvermill Natural Beverages (Pvt) Ltd
- Sunshine Tea (Pvt) Ltd

Review of Association Activities – 2021/2022

The year was a tumultuous and calamitous one for the country for reasons that are well known to all of you. This resulted in the industry facing severe challenges and it is heartening to note that all of us have come through unscathed in spite of the many difficulties and challenges that were faced in keeping our day to day operations alive. Unfortunately, the Global Outlook does not look very promising either and there is no question that our resilience will continue to be tested in the years ahead.

Notwithstanding the above your Board and the sub committees continue to work tirelessly towards the goals and objectives we have set out for ourselves over the foreseeable future. Particular mention must be made of the Mango Cluster Subcommittee that has made significant progress in spite of the challenges faced. I am pleased to report that we have made positive progress towards securing the required funding to start on a program to increase the availability of export quality Mangoes that will drive our export revenues. It is hoped that we will have embarked on this program as we meet today for our AGM. No sooner implementation of this program is effectively on its way it is intended to replicate this model for Pineapple and Banana Cultivation and gradually expand our activities to cover other crops.

The Processing Subcommittee whilst slow of the blocks is gaining traction and I have every confidence that using their individual strengths and expertise we will see some equally promising and significant progress under their stewardship.

We have discussed many other plans such as the development of ICT and the undertaking of Joint Promotions under the flag of Association. However, the response received from the general membership has been disappointing. Efforts have been made to include and involve as many members as possible to ensure the activities of the Association are beneficial to all its members. This is a two-way process and unless individual members make the effort the benefits of the activities of the Association will not accrue as widely as we would like it to. It is however pleasing to note that more Corporates are entering the Agri- Food Business and more of them are joining the Association. With their strength and involvement, we are confident that it will only lead to a significant growth in export revenues from our sector and make it a significant contributor to the Country's GDP.

I would like to thank all of you who continue to actively support and participate in the activities of the Association and look forward to continuing to this association in the years ahead. I wish to thank the representative of the EDB Thilini Upadya who was a member of our Board over the past so many years and resigned to take up a posting overseas. I also wish to thank Ushani and her assistant who have continued to work tirelessly on behalf of us all. Mr. Gnanaskandan who has held the reins as the de facto treasurer of the Association for many years now for his continued efforts. He is seeking to hand over these responsibilities and it is hoped that we will be find a suitable replacement in the coming year from amongst our members to take on this role.

The Association (LFVPPEA) continues to engage with Government Ministries, Statutory Authorities & Departments and relevant stakeholders in influencing policy as well as representing and resolving operational issues face by its members. During the year we interacted with many multilateral agencies undertaking projects in the agri food sector and I am happy to report that we are making progress in this regard.

Visit of Jordanian NPQS Team

A team of Inspectors from the Jordanian Quarantine Services visited Sri Lanka in order to assess the country's capability to satisfactorily meet the SPS requirements for the export of fresh mango and pineapples to Jordan. This visit was arranged by the NPQS in conjunction with our Association. The visit was concluded successfully with the Jordanian NPQS lifting the ban on exports of Mango and Pineapple from Sri Lanka to Jordan.

Meeting with KOICA Delegates

A meeting was held with a delegation from KOICA on 11 February 2022. During the discussion it became clear that the objectives of their visit varied from those of the Association and it was decided not to pursue this matter further.

Fuel Crisis

The Association supported its members to purchase fuel during the height of the crisis through the good offices of Mr. Zuraish Hashim, whilst Nelna Agri Business provided storage facilities and Mr. Marikar coordinated the fuel requirements amongst the members. This is a good example of how teamwork can help to bring benefits to the members of the Association and I wish to express thanks on behalf of all of us to the above mentioned people who made this possible.

NPQS – Seed Imports

Representation was made with regard to sampling, testing and certification of seed import issues faced by some importers. This continues to be work in progress.

Projects

- a. Noberasco. - On account of both local and global challenges little progress was seen in this relationship.
- b. **Regenerative Agriculture Solutions –**
Dole Lanka (Pvt) Ltd arranged for an introduction to TriPoint and a presentation was made by Dr. John Hedlund (MD) and Dr. Elaine Ingham on Regenerative Agriculture. Following this presentation, the association was requested to take the lead role in engaging with TriPoint and facilitating their entry into Sri Lanka with their revolutionary agricultural technology. I am pleased to report that considerable progress has been made with the TriPoint team and it is expected that they will setup operations in Sri Lanka in the coming year.
- c. **FAO Fruit Value Chain Development –** a five-day online program titled “Capacity Building Activity on Tropical Fruit Production Technology and Industry Development under China FAO-Sri Lanka South -South Cooperation Project” was conducted from 10th to 14th October 2022.

- d. Developing food loss reduction pathways through smart business practices in mango and tomato value chains in Pakistan and Sri Lanka. The project inception workshop was conducted at the Institute of Policy Studies on Wednesday the 05th October 2022 in which the association made a presentation of its planned activities.
- e. USAID Climate Adaptation Project

USAID Climate Adaptation Project stakeholder consultation workshop on the Agriculture sector held virtually on 01st September 2022. The purpose of this national level stakeholder consultation is to validate the findings of the Climate Risk Assessment (CRA) conducted by the USAID Sri Lanka Climate Adaptation Project, in collaboration with private and public sector representatives from the three priority sectors of agriculture (which for the purpose of this project includes livestock and plantations), fisheries (this includes coastal and inland fisheries, and aquaculture) and tourism.

- f. PwC supported the launch of the Sustainable Development Goals (SDGs) by working with the United Nations Global Compact, the World Business Council for Sustainable Development and the Global Reporting Initiative to understand how ready businesses were to support the SDGs. The link to participate in this workshop was shared amongst the members.

Seminars/Interactive forum

No activates took place in the current year.

Personalities

We are pleased to place on record the great honor and recognition brought to the association by one of its oldest and most active members Mrs. Dawn Austin who was awarded the honor of being selected as “The inspirational Woman of the Year” at the Professional and Career Woman’s Global Award Ceremony held by the Sri Lanka Business Council in Dubai.

THE ASSOCIATION ALSO MAINTAINS A CLOSE DIALOGUE WITH THE FOLLOWING INSTITUTIONS

Sri Lanka Export Development Board (EDB)
Department of Agriculture
Ministry of Finance
Ministry of Agriculture
Ministry of Plantations
Department of Inland Revenue
Ministry of Industry and Commerce
Ministry of Technology and Research
National Fertilizer Secretariat (NFS)
National Plant Quarantine Service (NPQS)
Sri Lanka Standards Institute (SLSI)
Department of Commerce
National Plant Protection Office
Office of the Registrar of Pesticides
Seed Certification Center
Seed Certification and Plant Protection Center
Sri Lanka Customs
Seed and Planting Material Development Center
Central Bank of Sri Lanka
Food and Agriculture Organisation
Horticultural Crop Research and Development Institute
International Seed Testing Association
Industrial Technology Institute
Sri Lanka Export Credit Insurance Corp. (SLECIC)

ASSOCIATION AFFILIATIONS

Shippers' Council

- Mr. Zuraish Hashim

Exporters Association of Sri Lanka

- Mr. Zuraish Hshim

National Agribusiness Council

- Mrs. Dawn Austin

MARKET INFORMATION REPORT & WEB SITE

You can now browse your association web on: www.lankafruit.org. The Association website will be interfaced with the SLEDB site for more exposure.

The Executive committee under the guidance of the Chairman, has represented the Association at many forums with several government agencies and statutory authorities to collectively address grievances confronting the Industry. However, the benefits that have accrued to the industry have not only being shared by the membership of the Association, but also by the other exporters who are yet not members.

ACCOUNTS

Honorary Treasurer Ms. Shenali Panabokke with able support of Mr. Gnanaskandan (Past Chairman) has taken great pains to ensure that the Accounts continue to be in order. She has with the concurrence of the Ex-Co prudently invested monies of the Association in Fixed Deposits with the People's Bank thereby resulting in a very healthy Balance Sheet for the Association.

AUDITORS

RN Associates was elected as the Auditors of the Association. The Audited statements of the Accounts of the Association for the period 2021-2022 is annexed.

SECRETARIAT

The Ceylon Chamber of Commerce provides secretarial services to the Association during the period under review.

ACKNOWLEDGEMENT

On behalf of the Membership of the Association, I wish to place on record our thanks and gratitude to the Chairman, Director General, Assistant Director, Ms. Thilini Upadya and staff of the Sri Lanka Export Development Board for the co-operation and valuable assistance that they have extended to us and the Sector.

The Chairman and the members of the Committee have given their best towards the Association activities, very often at short notice and inconvenience to themselves.

By Order of the Committee

Jagath Fernando
Chairman