

## Potential and Pitfalls of Moringa Value Chain in the Dry Zone of Sri Lanka

\*Samarawickrama<sup>1</sup>, S.T.N., Edirisinghe<sup>1</sup>, J.C. and Kanuwana<sup>2</sup>, K.P.N.G.

<sup>1</sup>Department of Agribusiness Management, Wayamba University of Sri Lanka

<sup>2</sup>Department of Indigenous Medical Resources, Gampaha Wickramarachchi University of Indigenous Medicine, Sri Lanka

\* Corresponding E-mail: [thisharunisamarawickrama@gmail.com](mailto:thisharunisamarawickrama@gmail.com)

Although *Moringa oleifera* is identified as a nutrient-dense, superfood with an increasing demand in the international market, it is a disregarded plant in Sri Lanka with vast potential to tap into the international market while improving rural income. Thus, this study attempts to identify the existing potential of the plant to act as an income generator in the rural community. Value chain analysis was done to map the existing value chain for both *M. oleifera* leaf and pod-based products and identify main and enabling actors, channels and constraints along both value chains. Value addition and gross profit margins were calculated along the value chain in order to identify the profit margins gained by each actor for the value they add throughout the process. Farmers were selected from the dry and intermediate ecological zones where most of the cultivation takes place. A total of 47 participants were drawn purposively, and interviewed through face-to-face interviews and telephone conversations using open-ended semi-structured questionnaires, in order to gather the primary data needed. Findings show that the *M. oleifera* leaf value chain is complex than the pod-based value chain, with 08 major channels, while the pod-based chain consists of only 05 channels. Exporters add the highest value in both value chains. It is concluded that *M. oleifera* leaf farming can be identified as advantageous cultivation in rural communities as leaf farmers gain a considerable amount of profit margin. Even though there is a high potential and return for *M. oleifera* based products, the communication gap among actors in the value chain and lack of awareness among local consumers hinder the possible income generation along the value chain.

**Keywords:** Actors, Mapping, Moringa, Value addition, Value chain