

**FACTORS AFFECTING THE EXPORTATION OF CEYLON ORGANIC
TEA**

A dissertation submitted to the
Faculty of Animal Science and Export Agriculture
Uva Wellassa University
In partial fulfillment of the requirements for the award of
Bachelor of Science in Tea Technology & Value Addition

by
DINITHI NUWANGEE WICKRAMASINGHE

**Department of Export Agriculture
Faculty of Animal Science and Export Agriculture
Uva Wellassa University of Sri Lanka**

2016

ABSTRACT

This study was conducted to determine the factors affecting the exportation of Ceylon organic tea and having specific objective to find out the intention of non – organic tea export companies on exportation of Ceylon organic tea. Data were gathered using a structured questionnaire from 40 organic tea exporting companies and randomly selected 64 non – organic tea exporting companies. Multiple linear regression model was used to determine the factors affecting the exportation of Ceylon organic tea and descriptive statistics were used to determine the intention of non – organic tea export companies on exportation of Ceylon organic tea. According to the results large scale companies relative to the medium scale companies, number of products, number of foreign buying countries, number of new market approaches and company experience significantly affect to the exportation of Ceylon organic tea. Intention of non – organic tea export companies on exportation of Ceylon organic tea show that most of the tea export companies are willing to export Ceylon organic tea. Number of products, company experience, small scale tea export companies relative to the medium scale companies and large scale companies relative to the medium scale companies were significantly influenced to the intention on exportation of Ceylon organic tea. However most of the companies showed that a very few number of planters cultivate organic tea and therefore their availability is low in Sri Lanka. Finally this study suggests increase the export volume of Ceylon organic tea by producing more products, by contacting with more foreign buying countries and by adopting new market approaches. Also the production of organic tea should be promoted in Sri Lanka by providing knowledge, funds and other supports. Therefore it could be expected to increase the number of organic tea products that are exported to the foreign countries.

Key Words: Organic tea, Exportation, Ceylon, Non – Organic, Specific