



A Study on Transforming Oversupplied Agricultural Production into Value-Added Products

(Special Reference to Uva Province)

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ABSTRACT

Sri Lanka is a developing country has abandon resources which have not been used to the development of the country in an effective way. The agricultural sector in Sri Lanka also has vital potential which has not been considered by authorities. Agricultural resources as potential opportunity generator, Sri Lanka should adjoin with agricultural based value-added production to capture the global trends.

This study attempts to recognize oversupplied agricultural production in Uva province and identifies the perception of agricultural entities and farmers on transforming such oversupplied production into value-added products in order to accomplish the objectives of the study. Rather than wasting valuable resource, those should be utilizing in effective manner to generate value.

Necessary data and information for analysis were collected by interviewing 75 participants. These participants include 15 Key Informant Interviews and 60 farmers from both Badulla and Monaragala Districts. The relevant data collected via semi-structured interviews and thematic analysis was used to analyze the collected data.

According to the research findings, it can be concluded that Uva province has 40% of average oversupplied production and due to the lack of awareness and necessary knowledge (technical knowledge, marketing knowledge, and financial problems) farmers discourage to move in value-added production by transforming their oversupplied production. Also the study identified less awareness of both farmers and authorities regarding oversupplied production and utilizing oversupply to produce value-added products.

The study found that if the farmers accommodate with necessary knowledge and support, farmers willing to engage with value-added production by transforming their oversupply.

Key Words: Uva province, Oversupplied Agricultural production, Value-added production