

FACTORS AFFECTING ON DIRECT SUPPLY OF PINEAPPLES BY THE PINEAPPLE GROWERS

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ABSTRACT

Marketing fresh pineapple produce is important amongst pineapple growers because they derive benefits such as income and rural employment. In developing countries like Sri Lanka, most growers are characterized by poor direct supply of pineapples because they lack market information, high cost of inputs, fluctuations of the prices on pineapple marketing. In Gamapaha and Kurunegala districts growers cultivate pineapple predominantly than other districts. Most of the growers sell their fresh pineapple to the pineapple collectors according to their poor price levels. So growers get low income from the fresh pineapple marketing. The objectives of the study were: to determine factors affecting on direct supply of pineapple by the pineapple growers and specific objective is to study the socio economic and market characteristics of the pineapple growers. The study was conducted in Gampaha district (Dompe, Diwulapitiya DS divisions) and Kurunegala district (Kuliyapitiya, Dambadeniya DS divisions). Judgmental sampling technique was used to select two districts and DS divisions within the districts. Respondents were selected from each DS divisions using simple random technique using a list of pineapple growers. Semi structured questionnaires were used to collect data from pineapple growers through face to face interview and through telephone calls. The data was analyzed using the descriptive statistics and STATA computer programs were used to analyze the binary logistic regression model. The results showed that age, farm gate price of pineapple, educational level marketing experience and occupation significantly influenced the decision of direct supply of pineapple by the pineapple growers. The study recommends that government should take necessary actions to develop direct pineapple marketing and facilitate the involvement of the younger generation.

Key words: Pineapple growers, Direct supply, Binary logistic model, Socio economic characteristics, Market characteristics