

**TRADE BARRIERS TO DEVELOP EXPORT
MARKET OF SRI LANKAN DESICCATED
COCONUT INDUSTRY**

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ABSTRACT

The desiccated coconut industry is one of the main export-oriented food processing industries in Sri Lanka. The European Union and the United States of America are the main markets for desiccated coconut of Sri Lanka, followed by the countries of Canada, Asia, and the Pacific Rim. The main objectives of this study was to identify the trade barriers for exporting. This study utilized primary and secondary data. The Primary data were collected through a questionnaire-based survey, and the secondary data were gathered from the reports of the Coconut Development Authority and also using Trade Map. The main export barriers under the main five categories were figured out by discussing with the exporters, and official of the Marketing Development and Research Division of Coconut Development Authority. Accordingly, a questionnaire was developed and interviewed 50 desiccated coconut exporting and manufacturing companies. Descriptive analysis and bivariate correlation analysis were done. Descriptive reveals that there is high price and export volume fluctuation over the years and a variety of destinations that export desiccated coconut from Sri Lanka. According to the correlation analysis, the resource barriers, product barriers, process barriers, and market barriers showed a significant negative correlation with the average income whereas the knowledge barriers and market barriers show a positive significant relationship with the average income. Then, the resource barriers and market barriers were negatively correlated with the cost of production and the product barriers were positively correlated. According to the findings, it can be suggested to the government to intervene in providing technical knowledge and trade facilitation to improve the production.

Keywords: Desiccated coconut, Trade barriers, Export market, Sri Lanka