

## **Production and Marketing Constraints of Potato Cultivation; A Case Study in Jaffna District**

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### **Abstract**

Annual production of potato in Sri Lanka has not been adequate to meet the increasing local demand. Therefore, the local consumption is partly satisfied with imported potato. Potato is mainly cultivated in Nuwara Eliya, Badulla and Jaffna. Tellipalai, Urumpirai, Puthur, Chunnakam and Kopay are large scale potato cultivation areas in Jaffna. Therefore, the study was conducted to identify the constraints of production and marketing of Potato, to find the available supply chain and to analyze the market margin and to give the recommendation to overcome these constraints. A case study was conducted in Urumpirai and Puthur GN Divisions. Thirty-five potato farmers were interviewed from each study area comprised a total of 70 respondents using a simple random sampling technique. Primary data were collected through pre-tested questionnaire and informal discussions. Secondary data were collected from journals, articles and internet. Results showed that 50% of farmers are cultivating only 0.25ha even though they have a large extent of arable land 1.5ha. Potato is cultivated only in Maha season in Jaffna. Most of the farmers are having own land and they have 30 to 35 years' experience in potato cultivation. Moreover, the study revealed that 65% of potato farmers are accessing the pawning system for their capital requirement. Out of different seed varieties, the majority (44%) of potato farmers' seed preference is Sasi. Their average transport cost was Rs.220kg/gunny bag through lorry. Major Production constraint identified was lack of seed access (44%) followed by the inadequate high cost of cultivation (28%) and unfavorable climate condition and disease (17%). Among the problems related to lack of seed access, seed purchasing at a high price (63%) and quality of seeds (3%) ranked as the main. Marketing constraints highlighted by the respondents are importation of potato (31%), low price (30%), intermediaries (21%), high transport cost (10%) and time consuming for transportation (8%). There were three main marketing channels and the most profitable one was selected based on the Marketing efficiency. Increase seed subsidies, seeds distribute at right time, increase the extension services, control the importation of potato during the harvesting period, government directly deal with potato farmers and increase the awareness about the marketing and market information's are the main recommendations given by the study.

**Keywords:** Cost of production, Imported Potato, Marketing channel, Production and Marketing, Seed potato

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