

A case study of comparing the performance of turmeric (*Curcuma Longa L.*): Export during the transition period of Covid-19

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Abstract

The Agribusiness Entrepreneurship sector has been prolonged as a major source of livelihood for many agro-based communities in Sri Lanka. Turmeric (*Curcuma longa L.*) is predominately cultivated in Kurunegala, Kandy, Matale, Gampaha, Colombo, Kegalle, Kalutara, Galle, Matara, Badulla, Rathnapura, Polonnaruwa and in the Dry zone under the irrigated conditions. The study adapts resource based reviews in the combination of the statistical reports. The scope of this study is based on the past experiences of the selected three categories of commercial Turmeric cultivators in Sri Lanka. Furthermore, the current management practices of the Turmeric (*Curcuma longa L.*) were analyzed by focusing on three experiences of local commercial based cultivations by the recommendations given by the Department of Agriculture with the collaboration of the Export Agriculture Department. Selection criteria of the sample were based on the Random Sampling method. Based on the collective actions of Entrepreneurial identity, export relationship building and performance, scale of cultivation and quantity of exporting, quality management leading Good Manufacturing practices on the selected three export categories. The objectives of the study focus on 1.) To analyze the growing demand this is exceeding the self-sufficiency after the Covid-19 period. 2.) To identify the growing demand due to the restrictions of the Turmeric import. 3.) To investigate the quality wise management and the application of the Good Agricultural Practices which impact over the growing export demand for Turmeric. An explanatory analysis is conducted based on a case study. The retail price of Turmeric powder was Rs. 2900.00 in end of December 2019. It is the five times of rough value of the conventional price of Turmeric powder. Due to the import ban a shortage of turmeric in the local market and price reached in high of Rs. 4,500.00 for kilo gram by the end of September. The export production was reduced 0.456% due to the increasing of self-sufficiency. The research clearly identifies the how the transition take place with the Turmeric in relevant to the scale of cultivation and quantity of exporting, quality management leading Good Manufacturing practices and Good Agricultural Practices are analyzed.

Keywords: Covid-19, Export, Good Agricultural practices, Turmeric

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