

## References

- Bible, H. (6th Century B.C.). Holy Bible. chapter 7, pg 16-19.
- Blichfeldt, B. S. (2009). *Innovation and entrepreneurship in tourism: the case of a Danish caravan site*. Odense: University of Southern Denmark.
- Board, S. L. (2017, August). *www.srilankabusiness.com/spices/spice-and-allied-products-export-performance.html*. Retrieved from [www.srilankabusiness.com: http://www.srilankabusiness.com/spices/spice-and-allied-products-export-performance.html](http://www.srilankabusiness.com/spices/spice-and-allied-products-export-performance.html)
- Braun, V., & Clarke, V. (2006). *Using thematic analysis in psychology*. Bristol: University of West England .
- Bryman, A. (2012). *Social research methods* (4th ed.). New York: Oxford University Press Inc.
- FAO. (1999). *The state of food insecurity in the world*. Viale delle Terme di Caracalla, 00100 Rome, Italy: Food and Agriculture Organization of the United Nations.
- George, C. (2005). *Pepper production guide for Asia and the Pacific*. Rome,Italy: International Pepper Community; FAO,979991180X, 9789799911803.
- InstituteofpolicystudiesofSriLanka. (2017). *Institute of policy studies of Sri Lanka*. Institute of policy studies of Sri Lanka.
- IPC. (2016, August 02). *Pepper Statistical Year book 2015*. Senen,Jakarta10430,Indonesia: International Pepper Community. Retrieved from [www.ipcnet.org/n/psy2015/html/index: http://www.ipcnet.org/n/psy2015/html/index.html](http://www.ipcnet.org/n/psy2015/html/index.html)
- IPC. (2016). *Pepper Statistical Year book 2016*. Jakarta,Indonesia,23rd October: IPC.
- IPC. (2017, October 23). *www.ipcnet.org/n/psy2016/html/index*. Retrieved from <http://www.ipcnet.org: http://www.ipcnet.org/n/psy2016/html/index.html>

- Keay, J. (2006). *The Spice Route*. 55-56 Russell Square, Bloomsbury, London WC1B 4HP, UK: Constable & Robinson.
- Knox, R. (1965). *Life in the Kingdom of Kandy as seen by Robert Knox*. H. A. J. Hulugalle.
- Manning, J. & Kunkel, A. (2014). *Researching Interpersonal Relationships*. SAGE.
- Miller, D. (1983). *The correlates of entrepreneurship in three types of firms*. Management of Science.
- NZFSA. (2008). *NZFSA Policy on Organic Food: A Background Paper*. Pastoral House, 25 The Terrace, Wellington, New Zealand: Ministry for Primary Industries, NZ.
- Rupasena-et-al, L. (2007). *Structure, Conduct and Performance Analysis Of Cinnamon, Pepper, Coconut And Tea Market*. Hector Kobbekaduwa Agrarian Research and Training Institute.
- Saunders-et-al, M. (2012). *Research Methods for Business Students*. Pearson Education Ltd.
- Schumpeter, J. (1939). *Business Cycles, A Theoretical, Historical and Statistical Analysis of capitalist Process*. McGraw-Hill, New York.
- Schumpeter, J. (1942). *Capitalism, Socialism, and Democracy*. New York: Harper & Bros.
- Singh, K. (2007). *Quantitative Social Research*. B 1/I-1, Mohan Cooperative Industrial Area, Mathura Road, New Delhi, Delhi 110044, India: Sage Publications India Pvt Ltd.
- www.ipcnet.org. (2017, September 05). [www.ipcnet.org/news/?p=nw&pc=5](http://www.ipcnet.org/news/?p=nw&pc=5). Retrieved from www.ipcnet.org: <http://www.ipcnet.org/news/?p=nw&pc=5>

## **Annexure I: Interview questioner**

### **Research Questions**

1. What is the awareness of Sri Lanka's SMEs towards White Pepper Exports?
2. What are the success factors of Sri Lanka's Export Oriented White Pepper business?
3. What are the policies which can be implemented to the success of white pepper exports in Sri Lanka?

### **Research Objectives**

1. To explore the awareness of Sri Lanka's SMEs towards White Pepper Exports
2. To determine the factors affecting the success of White Pepper Exports
3. To suggest the policies could be implemented to the success of White Pepper Exports

### **List of Interview questions planned to ask to obtain solutions for research questions and objectives**

#### **Pepper producers**

1. How long you have been in pepper business?
2. How do you sell your pepper?
3. Are you doing directly exporting or sell to trader?
4. Are you satisfied with current black pepper prices?
5. What are your current challenges in pepper business?
6. Do you know the price of white pepper?
7. Do you know the demand of white pepper?
8. Are you involving in preparing white pepper?
9. If not, why don't you go for it?
10. What are the barriers for you to move in to white pepper exports?

#### **Pepper Exporters**

1. How long you have been exporting pepper?
2. To which countries you are exporting pepper?
3. Are you doing direct retail business or only bulk exporting to another supplier? (B to C or B to B)
4. Are you satisfied with current black pepper prices?
5. What are your current challenges in pepper exporting business?
6. Do you know the price of white pepper?
7. Do you know the demand of white pepper?

8. Are you involving in exporting white pepper?
9. If not, why don't you go for it?
10. What are the barriers for you to move in to white pepper exports?

### **Industry Experts**

1. How long you have been working in pepper industry?
2. Do you know the countries we are exporting pepper?
3. Do you think we can go for direct retail business in pepper market?
4. Are you satisfied with current black pepper business situation?
5. What are the current challenges you see in pepper exporting business?
6. Do you know the price of white pepper?
7. Do you know the demand of white pepper?
8. Are you involving in white pepper business development?
9. Do you think we can success white pepper exporting in Sri Lanka?
10. What are the barriers you see to move in to white pepper exports?

## Annexure II: Thematic analysis

Theme	Exporters	Black pepper Farmers	White pepper farmers	Government
Qty of white pepper	Exporters have no interest to export white pepper because there are no adequate quantities of white pepper available to export.	Exporters don't buy white pepper hence difficult to sell. (As per authors' study, exporters don't buy white pepper due to not enough quantity to export)	Farmers who produce white pepper as core income source produce around 5,000 kg per annum.	There is supply for white pepper in Sri Lanka.
				Productivity is low in Sri Lanka.
			There are very few farmers produce white pepper.	Sri Lankan export agriculture department has all the know-how required to produce white pepper.
				Sri Lankan farmers don't have enthusiasm to develop their productivity.
				Environmental changes in Sri Lanka is highly impacting to the quality and productivity of pepper.
Profit of White pepper	All exporters agreed Sri Lanka can earn 40 to 50% higher foreign income if they could export white pepper.		Farmers move to white pepper production because of the price benefit.	
Global competition for pepper	All agreed Sri Lanka is no longer competitive enough to survive in black	Black pepper price is very low, cannot get profit from Black pepper	Almost all white pepper farmers know global pepper price is getting lower.	Global competition for pepper is very high now due to increase of production in Vietnam.

	pepper exports due to lower price targets increasing globally.			Now Vietnam pepper are imported to Sri Lanka and mixed with Sri Lankan pepper for re-exporting.
	Entire group expressed that they are in black pepper export as it is the only way to generate income from pepper exporting.		All white pepper farmers know price is reducing due to excess supply from Vietnam.	Price should compare based on value for acres not price for kilo gram.
				Because Sri Lankan pepper is mixed with Vietnam price of the Sri Lankan pepper is going down.
				Sri Lankan farmers don't do value additions to pepper.
Quality issues in Sri Lankan Pepper	One of the main concern of all exporters is farmers don't maintain static quality standards throughout the country.			Sri Lankan farmers and exporters don't follow instructions given by government.
				Less than 10% of the farmers follow instructions of export agriculture department.
				Sri Lankan pepper farmers are not working full time in pepper farms, they are doing other businesses or jobs while maintaining pepper farms, hence there are issues with productivity and quality controlling.
				Environmental changes in Sri Lanka is highly impacting to the quality and productivity of pepper.

Organic Pepper	Another point they highlighted was even farmers confirm their pepper is organic there is no certification for them to promote it in global market.		All white pepper farmers confirm their production is 100% organic.	Sri Lankan pepper is organic and world knows that.
			White pepper farmers expect government support to get organic certificate for their production.	
Government Involvement	Finally, every exporter expressed their negative impression on lack of Government involvement to develop pepper industry in Sri Lanka.		White pepper farmers expect government involvement to control the price of white pepper.	Sri Lankan export agriculture department has all the know-how required to produce white pepper.
				Sri Lankan farmers don't have enthusiasm to develop their productivity.
				Sri Lanka need to maintain diversity in various pepper products to sustain the industry. (Black pepper, white pepper, Oil extraction etc.)
	Further they all mentioned Sri Lankan government should standardize quality standards and review it to sustain profitable pepper industry.		It is difficult to build genuine exporter and even difficult to find market for exporters.	
				Pepper market is very scientific now but Sri Lankan exporters are still not match their marketing to that

				market.
				Sri Lankan government try to build marketing concept as cinnamon led spices.
				Sri Lankan government don't get the full benefit of opportunities to market Sri Lankan pepper.
Negatives to develop white pepper industry		Need free water source to produce white pepper approximately it takes 30 liters of water to produce 1 kg of white pepper.	All white pepper farmers are not satisfied with the current price of white pepper.	Need to harvest pepper in 4 ½ months to extract oil and need to harvest in 7 months to produce white pepper, but weight is 3 times high when harvest in 7 months.
				Sri Lankan farmers are discouraged because middle traders keep high profit margins.
		Labour cost is very high for white pepper.		Farmers discourage to produce white pepper since exporters don't buy their harvest continuously.
		Pepper corns need to be harvest after 7 months mature to produce white pepper. But for black pepper can harvest from 4 ½ months onwards.		Farmers sell light green berries for oil extraction due to easiness and financial benefits.
		It takes around 18 to 21 days to produce white pepper. But can production time for black pepper is only 6 to 7 days.		Sri Lankan farmers don't have market to sell white pepper.



Risk in White pepper production		Price volatility is very high in white pepper compared to black pepper, so the risk of producing white pepper is higher than black pepper.	Farmers who moved to white pepper production have taken risk.	
			The common characteristic of white pepper farmers are they are very entrepreneurial by their thinking	
			Farmers who produce white pepper as their major production want to continue producing white pepper even with all difficulties.	

### Annexure III: Data analysis

Title	Name	Time	Extract	Code 01	Code 02	Key words	PESTEL coding	Code 022	Theme
Exporter	Mr. Rajan	0:53	No sufficient white pepper qty for exports	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rajan	1:08	Black pepper also in difficult situation recently	1Price			Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rajan	1:17	Vietnam started pepper business about 7 years before	Competition		Vietnam	Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rajan	1:30	Vietnam price is very competitive	Competition		Vietnam	Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rajan	1:47	SL cannot export pepper because SL cannot compete with Vietnam price	Competition		Vietnam	Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rajan	3:10	India is buying our pepper light berries in competitive price	1Price		India	Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rajan	3:20	So SL farmers pluck green pepper when it is light berries and dry it and sell to India	1Price		India	Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry

Exporter	Mr. Rajan	3:27	It is a loss to the country	Economy			Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rajan	3:43	But Indian cannot pluck their light pepper because of government monitor their crop	Policy		Government, India	Legal	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rajan	3:50	Indian Government visit farms and approve to pluck the crop when it is in right quality	Policy		Government, India	Legal	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rajan	3:55	This system is not available on SL	Policy			Legal	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rajan	4:01	SL permit to export light pepper berries thinking they get premium price	Policy			Legal	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rajan	4:12	But it is a loss to country since weight is very less	Economy			Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rajan	4:17	We took this matter with SL export board	Economy			Social	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry

Exporter	Mr. Rajan	4:22	We asked to prohibit exporting light berries from board	Policy			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rajan	4:26	Unfortunately, we couldn't stop it	Policy			Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rajan	4:56	Now SL pepper is not organic too	3Quality		Organic	Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	5:09	Organic pepper is produced in Gampola area but in very small qty	3Quality		Organic	Environmental	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	5:15	If we can get organic pepper we can get premium price	1Price		Organic	Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry

Exporter	Mr. Rajan	5:20	But people use all types of fertilizer	4Process		Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	5:23	When we test it we cannot get the organic certificate	3Quality		Organic Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	5:30	It is not 100% organic at all	3Quality		Organic Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	5:40	Farmers are adding pesticides and they are spoiling the organic quality of pepper	3Quality		Organic Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry

Exporter	Mr. Rajan	5:44	They are getting extra qty by adding fertilizer	2Qty		Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	5:47	Because SL is deviating from organic, price in market is low	1Price		Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	5:49	We cannot give guarantee as these are organic pepper	3Quality	Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	6:01	If we can be 100% organic then we can get a better price	1Price	Organic	Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry

Exporter	Mr. Rajan	6:05	Also, we have to get the organic certificate	3Quality		Organic	Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	6:09	Also, when certification companies check it if it is not organic we don't get the certificate	3Quality		Organic	Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	6:16	Farmers must start from the time of cultivation to approve for organic	3Quality		Organic	Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	6:39	Now we are getting pepper from Uva area and quality is good	3Quality			Environmental	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	6:54	Pepper produces in southern area is much less weight than Uva	3Quality			Environmental	Environmental challenges there for pepper industry	Environmental factors are critical or the success of pepper industry

Exporter	Mr. Rajan	7:03	Pepper density should be above 550 grams to export	3Quality		Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	7:20	Badulla /Uva pepper is more than 550 grams	3Quality		Environmental	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	7:28	Southern and Rathnapura pepper is less than 500 grams	3Quality		Environmental	Environmental challenges there for pepper industry	Environmental factors are critical or the success of pepper industry
Exporter	Mr. Rajan	7:35	Reason is they are plucking much earlier	4Process		Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rajan	7:49	Another problem is when market is going up they add pepper pinheads which is not approved	3Quality		Social	Farmers do incorrect things to survive in market	SL cannot survive in Black pepper exports
Exporter	Mr. Rajan	8:04	Even some farmers add pepper dust to increase the volume	3Quality		Social	Farmers do incorrect things to survive in market	SL cannot survive in Black pepper exports
Exporter	Mr. Rajan	8:10	Because farmers purposely add impurities to pepper, exporters need to clean it	4Process		Technical	Empower farmers to produce W/P is a project Government should start	SL cannot survive in Black pepper exports



Exporter	Mr. Rajan	8:31	Government can monitor the quality of pepper	Policy		Government	Political	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rajan	8:38	Because quality is very important to compete with other regions	Competition			Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	8:43	Then we can get guarantee SL pepper is best	Competition			Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rajan	11:47	We love country and we want to get benefit of exporting spices to SL	Economy			Social	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rajan	12:19	Only government can control quality of spices	Policy		Government	Political	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry

Exporter	Mr. Rajan	12:27	Quality standards are must for pepper	Policy			Technical	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rajan	13:19	White pepper is not produce much in SL	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rajan	13:43	Total county production of white pepper is less than 25 tons	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rajan	13:52	IF we need to export white pepper at least for 20 ft container we need 15 tons of white pepper	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rajan	14:02	For 40 ft container we can go up to 25 tons	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rajan	14:25	So, trying to export white pepper is not worthwhile because the qty is very small	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rajan	14:42	It is difficult to get required qty for one container at once	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Exporter	Mr. Rajan	14:52	Unless we go for packaging and retail sale we cannot export white pepper	4Process			Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	1:07	We don't export white pepper	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	1:16	We export black pepper	2Qty			Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	1:27	It takes around 22 days to process white pepper	4Process			Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	1:32	There are two types of value additions to white pepper	4Process			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	1:59	One is powder and other is extraction	4Process			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	2:08	Most of white pepper is being powdered in world	4Process			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	2:12	There is a requirement in extraction side	Demand			Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry

Exporter	Mr. Rambukwella	2:19	There are two ways to process white pepper	4Process		Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	2:25	One way is digest in water for 22 days	4Process		Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	2:31	Second way is using enzymes, this way only 3 days to process	4Process		Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	2:50	For extraction we need to have the smelly quality	3Quality		Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	3:03	Many buyers don't want to buy white pepper if it doesn't have that digested smell	3Quality		Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry

Exporter	Mr. Rambukwella	3:08	This digested smell is more important than appearance for extraction	3Quality			Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	3:18	SL farmers are not cultivating only for white pepper	Policy			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	3:42	There is a big risk in producing white pepper	2Qty			Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	4:18	SL farmers don't have enough stock of white pepper to fill customer requirement	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	4:29	There are less number of collectors in SL for white pepper	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	4:38	White pepper price is normally 40% high than black pepper	1Price			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	5:05	When price decrease white pepper has more risk	1Price			Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production

Exporter	Mr. Rambukwella	5:15	Because of that collectors don't take that risk to collect white pepper	1Price			Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	5:18	Since we don't have enough stock exporters don't try to market white pepper to buyers in world	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	5:23	Most of the time when buyer ask for white pepper, exporters say not available	2Qty			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	5:32	There is a requirement for white pepper in global market	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	5:35	But must take higher risk to get the return	1Price			Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	5:40	So, exporters must maintain stock if they go for white pepper exporting	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	5:46	But if the price fluctuate loss will be higher	1Price			Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	6:26	Currently globally there is a developing market for white pepper	Demand			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Exporter	Mr. Rambukwella	6:30	Indonesia and Vietnam are doing white pepper in high volumes	Supply	Vietnam	Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	6:33	Also, Vietnam price is very less compared to SL price	1Price	Vietnam	Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	7:13	Most customers buy from Vietnam due to lower price	1Price	Vietnam	Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	7:32	There is a huge demand for organic pepper	Demand	Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	8:04	But there should be a certification to certify the pepper is organic	Policy	Organic	Legal	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	8:07	There is a cost to get the certification	1Price		Legal	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry

Exporter	Mr. Rambukwella	8:13	Also, inspectors must visit farms, so there is a huge cost to get organic certification	Policy		Organic	Legal	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	8:20	Everyone knows our product is organic but we need to get certificate to get organic seal	Policy		Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	8:35	What SL people do is certify small land and get pepper from others and try to sell as organic	Policy		Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	8:44	Collecting from others and selling as organic is not correct since there is no assurance of organic quality	Policy			Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry



Exporter	Mr. Rambukwella	8:53	Collecting and selling as organic is common in SL but not correct	Policy			Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	8:56	Organic pepper has higher value	1Price		Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	9:05	If we can get certify as organic correctly there is a huge market in US and Europe	Demand		Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	9:32	Most trading in SL is commodity trading	Demand			Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	9:42	But if we have more value addition we can earn much higher earning	1Price			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Exporter	Mr. Rambukwella	9:56	There are lot to do from government side	Policy		Government	Political	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	10:04	There are lot of problems in pepper because government don't monitor	Policy		Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	10:27	In Vietnam all farmers and exporters are monitored from government	Policy		Government, Vietnam	Political	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rambukwella	10:35	In Vietnam measuring instruments are provided by government and license are given by government	Policy		Government, Vietnam	Political	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rambukwella	10:46	So, market is much standardizing in Vietnam	Policy		Vietnam	Legal	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rambukwella	10:54	SL strategy of government and export development board are wrong	Policy		Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Exporter	Mr. Rambukwella	15:39	There is a definite value in investing to white pepper	1Price			Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	15:52	In SL exporters have relationship with global market, but it should be maintained by government	Policy		Government	Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	16:01	Because SL government is not directly involved in this government don't have correct data	Policy		Government	Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	16:25	If government did correct statistical analysis about global requirement and other countries production then only government can give correct feedback to farmers	Policy		Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	16:37	Then only there is a benefit for farmers	Policy			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	16:46	SL farmers don't have correct statistical knowledge about market and demand	Policy			Technical	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	16:51	Because of not having that correct knowledge farmers have these problems	Policy			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Exporter	Mr. Rambukwella	17:00	Government need to have information	Policy		Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	17:13	Exporter always says in a way that they get benefit	Policy			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	17:43	So, government should mediate between farmers and exporters with correct information	Policy		Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	18:10	Government and export agriculture board should know same information exporters know to mediate correctly	Policy		Government	Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	18:38	Export development board held conferences and meetings to collect information from exporters	Policy			Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	18:44	But many exporters don't participate to these meetings	Policy			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	18:49	Because the things address by exporters are not happening from government	Policy		Government	Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	18:56	So, exporters feel it is a waste of time	Policy			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry

Exporter	Mr. Rambukwella	21:11	Until last year global pepper demand was higher than the supply	Demand			Economic	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	21:19	Since demand exceed supply pepper price was high till 2016	1Price			Economic	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	21:36	Vietnam government have involved lot in pepper business and because of that production is very high now	2Qty		Vietnam	Political	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	21:38	Also, production in Brazil is higher in this year	2Qty			Economic	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	21:45	So, this year supply is higher than the demand in pepper	2Qty			Economic	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	21:58	Next year will also be same and price will not rise	2Qty			Economic	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	22:13	Comparing to invest between black pepper and white pepper it is better to invest in white pepper if we have better know-how	Policy			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	22:22	If we invest is correct time then we can get the benefit	Policy			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	22:28	So, comparing black and white pepper better to invest in white pepper	Policy			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Exporter	Mr. Rambukwella	22:34	There is a sure niche market for organic white pepper in Europe	Demand		Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	22:53	hotness of the pepper is coming from piperine content	3Quality			Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	23:03	Only advantage SL have is piperine content is very high in SL pepper	3Quality			Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	23:14	So, SL pepper is suitable for extraction market	3Quality			Technical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	23:22	SL cannot compete with Vietnam for heavy berries and white pepper	1Price		Vietnam	Economic	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	23:28	SL will not get expected price for heavy berries and white pepper	1Price			Economic	Competitive price due to global competition	SL cannot survive in Black pepper exports

Exporter	Mr. Rambukwella	23:42	SL pepper is only having advantage in extraction market	1Price			Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	23:54	So, pepper berries need to pluck before ripening	3Quality			Technical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	24:12	SL generate better income by selling pepper to India for oil extraction	Economy			Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	24:56	We cannot compete with Vietnam for heavy berries and white pepper	1Price		Vietnam	Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	25:00	It is very difficult to complete in heavy berry market	1Price			Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rambukwella	25:08	Indonesia also do organic	Competition		Organic	Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	25:24	Comparatively there is less market for organic against extraction	Demand		Organic	Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	26:20	Extraction durability is more than 10 years	3Quality			Technical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry

Exporter	Mr. Rambukwella	26.:33	But there is huge cost for extraction factory	1Price			Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	26.:40	Investment is very high	1Price			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	26.:44	Another thing is difficult to create customer network	Competition			Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	26.:53	There are only 2 or 3 companies in world do this extraction	Supply			Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rambukwella	26.:56	They have over 40 years customer network	Competition			Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	27.:06	If government can do that investment and give that effort we also can develop customer network	Policy		Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production



Exporter	Mr. Rambukwella	27.:08	It takes lot of time to build this	Competition			Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	27.:13	It will take 5 to 10 years to build this network	Competition			Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rambukwella	27.:18	Then only we can have high value addition	1Price			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	27.:44	Other thing is we have lot of land which and not utilize	Policy			Environmental	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	27.:54	Other thing is SL people don't want to work hard	Policy			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	27.:56	SL people are behind quick money	Policy			Social	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry

Exporter	Mr. Rambukwella	28.:23	There are enough lands in north province and below central province which and not utilize	Policy			Environmental	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rambukwella	28.:41	Conclusion is we need to go for value added product	Policy			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	0:44	We do not export white pepper	Supply			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	0:45	We export black pepper only	Supply			Economic al	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rumi	1:08	White pepper price is much higher than Black pepper	1Price			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	1:23	Have been in pepper business for 20 years	Experienc e			Technical		
Exporter	Mr. Rumi	1:30	White pepper Qty is very small not enough to export	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	1:40	We can only make money from Black pepper	2Qty			Economic al	Competitive price due to global competition	SL cannot survive in Black pepper exports
Exporter	Mr. Rumi	1:48	We are exporting black pepper to India	Demand		India	Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry

Exporter	Mr. Rumi	1:50	Earlier we exported black pepper to Korea	Demand			Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rumi	2:03	We have few inquiries for white pepper but we said it's not available	2Qty			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	2:12	White pepper qtys we have is around 500 kg to 2000 kgs which is not enough to ship	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	2:15	But the white pepper price is very high	1Price			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	2:27	But since W/P qty is not available cannot export	2Qty			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	2:45	Even you ship a container or 500 kgs the cost involve in shipping is same so not worth to ship lesser qty	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	3:20	If we have sufficient qtys of W/P to export we can send offers to our buyers	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	3:27	Most of the European counties like W/P	Demand			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Exporter	Mr. Rumi	4:09	If we have the supply there is a demand for W/P	Demand			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	4:21	But if only exporters have availability of W/P they will try to export it	2Qty			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	4:30	Spending time to find buyer without sufficient W/P qty supply is a waste	2Qty			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	4:48	Government must help farmers	Policy		Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	5:15	SL farmers are not empowered to get high quality crop	Policy			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	5:21	SL farmers are helpless	Policy			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	6:08	Government is only talking but they don't help farmers	Policy		Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	6:25	Vietnam pepper is coming to SL and re-exporting as SL origin pepper	Policy		Vietnam	Legal	Mixing Vietnam pepper with SL is damaging the SL market	Government involvement is critical to control the quality of pepper industry

Exporter	Mr. Rumi	6:47	Why SL government accept this?	Policy		Government	Legal	Mixing Vietnam pepper with SL is damaging the SL market	Government involvement is critical to control the quality of pepper industry
Exporter	Mr. Rumi	7:01	SL farmers are not helped	Policy			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	7:03	SL crop is not recognizing in the world	Policy			Political	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Exporter	Mr. Rumi	7:29	SL export development board is not doing anything, we don't have export forum now	Policy			Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rumi	7:40	SL export development board is not helping	Policy			Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rumi	7:54	Banks are not giving even LC for black pepper, exporters must use their own funds	Policy			Legal	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Exporter	Mr. Rumi	8:00	Banks are scared to open LC for black pepper	Policy			Legal	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry

Industry Expert	Dr. Subasinghe	3:28	There are few farmers who does only white pepper	Supply			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Industry Expert	Dr. Subasinghe	3:19	Farmers claim is they cannot sell even though they produce	Demand			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Industry Expert	Dr. Subasinghe	3:17	Production is low in SL	2Qty			Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Industry Expert	Dr. Subasinghe	3:13	There is a huge demand for pepper	Demand			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Industry Expert	Dr. Subasinghe	3:03	Biggest producer of W/P is Indonesia Balikpapan area	Supply			Environmental	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Industry Expert	Dr. Subasinghe	2:41	SL farmers don't have enthusiasm	Attitude			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Exporter	Mr. Rumi	8:05	We need to have exporters bank to help exporters to open LC	Policy			Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry

Industry Expert	Dr. Subasinghe	3:47	Can collect information about Pepper farmers from district Agriculture office	Policy			Technical		
Industry Expert	Dr. Subasinghe	4:00	Because of easiness farmers are used to sell green pepper without processing	Policy			Social	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Industry Expert	Dr. Subasinghe	4:09	Preparing white pepper is bit lengthy process	4Process			Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Industry Expert	Dr. Subasinghe	4:10	But W/P gives more profit	1Price			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Industry Expert	Dr. Subasinghe	4:12	But SL farmers are more concern on how fast they sell but not how much more profit	Economy			Social	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Industry Expert	Dr. Subasinghe	4:36	In SL middle traders get higher profit from pepper by giving lower price to farmer	Policy			Social	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Industry Expert	Dr. Subasinghe	4:48	Because of that SL farmers are discouraged to produce W/P	Policy			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Industry Expert	Dr. Subasinghe	4:58	There is the supply for W/P in SL	Supply			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Industry Expert	Dr. Subasinghe	5:12	Some farmers are continuing to sell white pepper to traders but suddenly traders are not buying sometimes	Demand			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Industry Expert	Dr. Subasinghe	5:14	then farmer get stuck with his production, then he moves out from W/P, finally it is difficult to convert him to white pepper again	Experience			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Industry Expert	Dr. Subasinghe	5:31	Another problem is currently many farmers don't work only on pepper, they are cultivating pepper while doing a Job or another business activity	Policy			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Industry Expert	Dr. Subasinghe	5:37	Vietnam farmers are full time pepper farmers	Policy		Vietnam	Social	Competitive price due to global competition	SL cannot survive in Black pepper exports
Industry Expert	Dr. Subasinghe	6:00	SL Pepper is originally organic since SL farmers don't use chemicals	3Quality		Organic	Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Industry Expert	Dr. Subasinghe	6:10	Many countries know SL pepper is organic but SL don't have certificate	3Quality		Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry



Industry Expert	Dr. Subasinghe	6:24	Now pepper is coming from Vietnam and mix with SL pepper and re-export to India	Policy		India, Vietnam	Economical	Mixing Vietnam pepper with SL is damaging the SL market	Government involvement is critical to control the quality of pepper industry
Industry Expert	Dr. Subasinghe	6:37	Vietnam apply pesticides for pepper, hence this process is damaging the reputation of SL pepper	Policy		Vietnam	Social	Mixing Vietnam pepper with SL is damaging the SL market	Government involvement is critical to control the quality of pepper industry
Industry Expert	Dr. Subasinghe	7:07	SL farmers don't process value added products from pepper	1Price			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Industry Expert	Dr. Subasinghe	7:17	Croatia total production is 5000 kgs per annum but they sell 1 kg for USD 100\$, because of the quality of packaging and cleaning	3Quality			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Industry Expert	Dr. Subasinghe	8:37	Also, Croatia is producing another value-added product call Tsukubai for Japan and price of 1 kg is USD 400\$	Attitude			Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Industry Expert	Dr. Subasinghe	14:19	SL export agriculture department have all the know-how needed to prepare white pepper	Policy			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Industry Expert	Dr. Subasinghe	15:06	Many farmers in SL pluck light green berry and sell because of urgent financial needs	Economy			Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry

Industry Expert	Dr. Subasinghe	15:18	Less than 10% of the SL farmers follow directions of export agriculture methods in pepper cultivation	Policy			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Industry Expert	Dr. Subasinghe	15:46	70% from total volume of SL pepper production comes from small scale farms	Policy			Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Industry Expert	Dr. Subasinghe	16:12	Climate is having critical impact to quality and productivity of SL pepper cultivation	2Qty			Environmental	Environmental challenges there for pepper industry	Environmental factors are critical or the success of pepper industry
Industry Expert	Dr. Subasinghe	16:39	Normally pepper flowers are born after the monsoon, but now SL have several monsoons overlapping within short lead times, hence now production of pepper is not even in a farm.	4Process			Environmental	Environmental challenges there for pepper industry	Environmental factors are critical or the success of pepper industry
Industry Expert	Dr. Subasinghe	17:02	When labours plucking the crop, they pluck all levels of pepper at once	Policy			Social	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry

Industry Expert	Dr. Subasinghe	17:24	Bulk density of pepper should be above 550 grams to export	3Quality			Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Industry Expert	Dr. Subasinghe	17:42	We can use grader and separate pepper to different densities	Policy			Technical	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Industry Expert	Dr. Subasinghe	17:44	But SL farmers don't want to do it	Economy			Social	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Industry Expert	Dr. Subasinghe	19:22	Best lead time to pluck pepper for oil is 4 1/2 months	3Quality			Technical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Industry Expert	Dr. Subasinghe	19:27	But if pepper is plucked in 7 months weight will be 3 times high	3Quality			Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Industry Expert	Dr. Subasinghe	20:38	Standards of pepper GAP certificate - (Generally accepted practices)	Policy			Legal	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry

Industry Expert	Dr. Subasinghe	20:57	Standards of pepper GMP - Good management practices	Policy			Legal	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Industry Expert	Dr. Subasinghe	21:04	Standards of pepper Organic certificate - Organic certificate	Policy		Organic	Legal	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Industry Expert	Dr. Subasinghe	29:07	There are small cooperatives who join and get certificates for their pepper. They are selling it to higher price in Europe	Policy			Social	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Industry Expert	Dr. Subasinghe	32:05	Vietnam is producing over 200,000 tons per year which is 67% of global requirement	2Qty		Vietnam	Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Industry Expert	Dr. Subasinghe	32:26	Main reason to reduce price in this year is supply exceed the demand	Supply			Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Industry Expert	Dr. Subasinghe	32:59	Before 1 year our price was USD 9 per kg but now it is USD 4.5 now, still SL and India is selling at highest price	Supply		India	Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Industry Expert	Dr. Subasinghe	33:32	Price will not increase for another 5 years, because production is increasing	Supply			Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Industry Expert	Dr. Subasinghe	33:56	5 African countries also started producing pepper, last year output was 18,000 tons	Supply			Environmental	Competitive price due to global competition	SL cannot survive in Black pepper exports

Industry Expert Dr. Subasinghe	34.54	African countries production cost is very low	1Price			Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Industry Expert Dr. Subasinghe	35.37	If there is a good market SL farmer can produce W/P	Supply			Economical	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Industry Expert Dr. Subasinghe	37.48	It is difficult to grow new pepper plant, need to nurture carefully	4Process			Technical	Environmental challenges there for pepper industry	Environmental factors are critical or the success of pepper industry
Industry Expert Dr. Subasinghe	41.38	To sustain the business SL, need to maintain methods direct farming, organic farms, W/P, B/P and oil etc....	Policy		Organic	Technical	Need to maintain diversification to sustain the Pepper business	Government involvement is critical to develop export market to pepper industry
Industry Expert Dr. Subasinghe	43.38	SL farmers don't use pesticides or fertilizer, world knows our pepper is organic	3Quality		Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Industry Expert Dr. Subasinghe	44.38	Even though we have excellent pepper we need find markets to sell	Demand			Economical	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Industry Expert Bandula Wickrama	0.08	When production increase price per kg decrease	Supply			Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Industry Expert Mr. Bandula Wickramaarachchi	0.15	More important is earning per acre not per kg price	Policy			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Industry Expert Mr. Bandula Wickramaarachchi	4.26	We should only build opportunity for the people who are trusted to be genuine	Policy			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Industry Expert Mr. Bandula Wickramaarachchi	4.19	It is not good to build too many exporters	Policy			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Industry Expert Mr. Bandula Wickramaarachchi	3.21	Quality is the key factor to go for global market	Quality			Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Industry Expert Mr. Bandula Wickramaarachchi	2.55	It is very difficult to build an exporter, even more difficult to find market for those exporters	Competition			Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Industry Expert Mr. Bandula Wickramaarachchi	0.37	But this year earning per acre is high	Economy			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Industry Expert Bandula Wickrama	0.34	This year SL production is high, so per kg price is less	Supply			Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports

Farmer	Mr. Pathirana	3.45	Selling to exporters through district agriculture department (Mr. Kodikara)	Policy	Sources of selling	Technical	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Farmer	Mr. Pathirana	3.26	With these price variations it is too risky to produce W/P	1Price	difficulties	Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Pathirana	3.11	In 2015 W/P was only Rs. 100 higher than B/P	1Price	difficulties	Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Pathirana	2.38	Benefit for the effort is not enough in W/P	1Price	difficulties	Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Pathirana	1.56	7 years in W/P production	Experience	experience	Technical		
Industry Expert	Mr. Bandula Wickramaarachchi	8.05	Now marketing is very scientific in world, some countries even publish research articles about their pepper to go to market	Policy		Social	Competitive price due to global competition	SL cannot survive in Black pepper exports
Industry Expert	Mr. Bandula Wickramaarachchi	11.22	SL government try to build theme called cinnamon led spices to market other SL spices	Policy		Government	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry

Farmer	Mr. Pathirana	3.59	This time sold directly to exporter	4Process	Sources of selling	Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Pathirana	4.13	This is the first-time exporter Bio-food company came to our village (Belihuloya)	Policy	Sources of selling	Social	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Farmer	Mr. Pathirana	5.35	Price fluctuation is the greatest challenge in W/P production	1Price	difficulties	Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Pathirana	7.15	30 L of water needed to prepare 1 kg of white pepper	4Process	Digestion process	Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Pathirana	7.18	Water is the main resource required to produce W/P, cannot produce W/P if we don't have free water	4Process	Digestion process	Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Pathirana	7.22	Water should be change every other day when preparing white pepper	4Process	Digestion process	Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Pathirana	7.34	Main reason is there will be bad door in W/P if water was not changed frequently	3Quality	Digestion process	Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry



Farmer	Mr. Pathirana	7.46	Need to do this process for at least 12 days	4Process	Digestion process		Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Pathirana	9.11	If government can help to create path to sell SL W/P to SL tourist hotels it will be great support to get good price	Policy	Government support needed	Government	Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Pathirana	9.48	IF government can introduce machines which can make W/P powder in good quality it will be a help	Policy	Government support needed	Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Pathirana	10.26	We cannot go to export level, if government can help to create market within the country it will be helpful	Policy	Government support needed	Government	Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Pathirana	10.49	Bio-foods has branch in Diyathalawa	Economy	Sources of selling		Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Pathirana	11.11	All lands in Belihuloya area is organic no one use pesticides	3Quality	Organic	Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Pathirana	11.39	There is a huge demand for W/P since there are very few people doing W/P in S/L	Demand	Demand for White pepper		Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Farmer	Mr. Pathirana	11.12	Is there an any way that we can separate pepper plucked in different mature levels?	Policy	lack of know-how	Technical	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry	
Farmer	Mr. Pathirana	17.41	For more than 6 years my farm is totally organic	Experience	Organic	Organic	Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Pathirana	18.33	There is a good opportunity to grow W/P in SL	Attitude	Perception on white pepper		Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premaratne	1.42	20 years in white pepper production	Experience	experience		Technical		
Farmer	Mr. Premarathne	2.18	Directly supply W/P to exporter	4Process	Sources of selling		Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	2.57	Annual production is 5000 kg of W/P	2Qty	Production qty		Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	3.11	Everyone in country don't take maximum profit from pepper cultivation	Economy	Perception on white pepper		Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Farmer	Mr. Premarathne	3.16	Due to financial requirements most, farmers pluck the crop before fully matured	Economy	difficulties		Economical	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Premarathne	3.42	Price fluctuation is a problem for W/P	1Price	difficulties		Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	3.49	Need to spend huge production cost for W/P	4Process	difficulties		Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	3.52	In year 2017 I sold my crop in net loss	1Price	difficulties		Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Farmer	Mr. Premarathne	4.41	Government says the reason for price deduction is due to higher production in other countries	2Qty	difficulties	Government	Social	Competitive price due to global competition	SL cannot survive in Black pepper exports
Farmer	Mr. Premarathne	4.45	We exactly know pepper production is very high now in other countries	Supply	difficulties		Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Farmer	Mr. Premarathne	5.04	Many countries are producing higher output crops for lower price, but have concerns in quality	3Quality	Perception on white pepper		Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Premarathne	5.07	Productivity is high in other countries	2Qty	difficulties		Technical	Competitive price due to global competition	SL cannot survive in Black pepper exports

Farmer	Mr. Premarathne	5.31	Labour cost is very high in SL	Economy	difficulties	Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	6.01	Cannot satisfy on this year price because anyway this year labour cost is higher than last year	1Price	difficulties	Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Farmer	Mr. Premarathne	6.29	If farmers get more productivity per acre then there is no problem for them because even per kg price is less, sold volume is high	Economy	Production qty	Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Premarathne	6.38	However, for us central province productivity is low	2Qty	Environmental difficulties	Environmental	Environmental challenges there for pepper industry	Environmental factors are critical or the success of pepper industry
Farmer	Mr. Premarathne	7.16	To have higher productivity from pepper need good sunlight in required time	4Process	Environmental difficulties	Environmental	Environmental challenges there for pepper industry	Environmental factors are critical or the success of pepper industry
Farmer	Mr. Premarathne	7.41	But central province doesn't get good sunlight	Experience	Environmental difficulties	Environmental	Environmental challenges there for pepper industry	Environmental factors are critical or the success of pepper industry
Farmer	Mr. Premarathne	8.09	I have dryers, so I don't have problem with drying	Supply	Advantages	Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	8.21	Because I pluck crop from my own lands, I don't have issue with maturity level of the pepper	3Quality	Advantages	Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Farmer	Mr. Premarathne	8.33	But if we buy pepper from someone else there is a risk whether crop was plucked when it reached to correct maturity	3Quality	Lack of supply		Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	9.09	It is important to pluck berries at correct maturity to produce W/P	3Quality	experience		Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	9.11	But we have no trust on the farmers whether they pluck the product at correct time	Policy	Lack of supply		Social	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Farmer	Mr. Premarathne	9.35	I'm suppressed Indonesia is trying to sell W/P for Rs. 930/-, can't understand how they do it (USD 6.6\$)	Competition	difficulties		Environmental	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Premarathne	10.17	I have sold W/P for Rs. 1000 too	1Price	difficulties		Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Premarathne	10.39	this year everyone produced W/P, hence price is less in market	Supply	difficulties		Economical	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry

Farmer	Mr. Premarathne	10.57	But now many of them will never produce W/P due to loss they had this year.	Experience	Negatives		Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Premarathne	11.15	Other than few farmers who did W/P for long time all others will not produce W/P again	Experience	Negatives		Economical	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Premarathne	11.22	We need to keep crop without plucking for long time to produce W/P	4Process	difficulties		Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	11.25	Also need lot of water to produce W/P	4Process	difficulties		Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	11.29	Also,labour cost is very high for W/P	Economy	difficulties		Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Premarathne	12.32	Black pepper has lot of dust and impurities but white pepper should be clean	3Quality	quality of W/P		Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	12.38	W/P should be 100% clean	3Quality	quality of W/P		Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Farmer	Mr. Premarathne	12.57	At least W/P price should be twice the price compared to black pepper	1Price	Perception on white pepper		Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	SL cannot survive in Black pepper exports
Farmer	Mr. Premarathne	13.29	Also, W/P price is changing based on the quality number	3Quality	quality of W/P		Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	13.45	Experience is very much required to produce W/P	Experience	experience		Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	13.53	Even though I have machines to produce W/P, I prepare W/P in conventional way to get best quality, otherwise it is not organic	3Quality	experience	Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Premarathne	14.03	If the water was not changed frequently barrels will grow warms	3Quality	difficulties		Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	14.15	We must change water to avoid developing warms in barrels	4Process	difficulties		Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production

Farmer	Mr. Premarathne	14.42	Government involvement is essential to control price of W/P	Policy	Government support needed	Government	Legal	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Farmer	Mr. Premarathne	14.52	Tourist Hotels are buying W/P	Demand	Demand for White pepper		Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	14.59	Tourist hotels check only the quality and pay good price	1Price	Demand for White pepper		Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	15.19	Government can organize co-operative service to sell W/P to tourist hotels	Policy	Government support needed	Government	Political	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Farmer	Mr. Premarathne	15.29	Government can setup stalls in Airport to sell W/P for the tourist leaving the country	Policy	Government support needed	Government	Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Premarathne	16.01	W/P is 100% clean	3Quality	quality of W/P		Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	16.08	There is no bulk production for W/P like Black pepper	2Qty	Lack of supply		Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production



Farmer	Mr. Premarathne	16.45	Government need to involve in getting organic certificate for good farmers	Policy	Government support needed	Organic, Government	Political	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Premarathne	17.05	Government need to direct farmers to do value additions to W/P	Policy	Government support needed	Government	Political	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Premarathne	17.28	Government should give technical support and schemes to buy equipment's	Policy	Government support needed	Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	18.38	If the farm has both cloves and pepper, both harvesting is set on same time, anyway need to harvest cloves first, hence pepper get mature to W/P requirement	4Process	experience		Environmental	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	20.02	SL don't have solid market for W/P	Competition	Demand for White pepper		Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	21.44	Vietnam is planting 10 million pepper plants in year 2018	2Qty	difficulties	Vietnam	Environmental	Competitive price due to global competition	SL cannot survive in Black pepper exports
Farmer	Mr. Premarathne	21.48	Vietnam is planting pepper in concrete piles	4Process	difficulties	Vietnam	Environmental	Competitive price due to global competition	SL cannot survive in Black pepper exports

Farmer	Mr. Premarat hne	22.03	Highest of this pile is 7 to 8 feet, so even female can work in the farm	4Process	difficultie s		Social	Competitive price due to global competition	SL cannot survive in Black pepper exports
Farmer	Mr. Premarathn e	22.16	In this rate of production pepper price will even go below green chili price	1Price	difficulties		Economical	Competitive price due to global competition	SL cannot survive in Black pepper exports
Farmer	Mr. Premarathne	22.51	Vietnam, Indonesia, Jakarta, Madagascar and Malesia will be a huge completion for SL pepper business	Competition	difficulties	Vietnam	Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Premarathne	23.07	SL pepper quality is high oil content, piperine etc.	3Quality	quality of W/P		Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Premarathne	23.08	SL pepper is organic	3Quality	Organic	Organic	Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Premarat hne	23.27	But most countries focus on price	1Price	difficultie s		Economic al	Competitive price due to global competition	SL cannot survive in Black pepper exports
Farmer	Mr. Premarathne	23.29	If we don't export to India we will not be able to continue exporting of pepper	Economy	difficulties	India	Social	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry

Collector / trader	Mr. Shabeb	6.01	Agriculture department says to wash in citric acid but still not appearing the color required	4Process			Technical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Collector / trader	Mr. Shabeb	5.52	Some W/P are bright white but some are off white	3Quality			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabeb	5.04	Exporters say pepper price will not rise again	1Price			Social	Competitive price due to global competition	SL cannot survive in Black pepper exports
Collector / trader	Mr. Shabeb	3.34	W/P price is very low now	1Price			Economic	Competitive price due to global competition	SL cannot survive in Black pepper exports
Collector / trader	Mr. Shabeb	1.13	2 years in W/P business	Experience			Technical		
Farmer	Mr. Premarathne	25.31	We must try new innovations to do value additions to pepper	Competition	lack of know-how		Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Premarathne	23.45	Pepper exported to India is duty free	Policy	Government support needed	India	Legal	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry

Collector / trader	Mr. Shabeb	6.09	Some buyers pay high price for bright white color W/P	3Quality			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabeb	6.14	Some buyers don't check the color	3Quality			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabeb	6.33	Some people produce white pepper from black pepper, but they don't tell how to do that	Competition			Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Collector / trader	Mr. Shabeb	7.49	we must get well matured pepper to produce W/P	3Quality			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabeb	8.22	We don't produce white pepper in organic quality	3Quality		Organic	Economical	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Collector / trader	Mr. Shabeb	10.42	If government can introduce machines to increase efficiency that will help us	Policy		Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Collector / trader	Mr. Shabebe	20.17	Price of global market for W/P is around Rs. 800 to 900	1Price			Economic al	Competitive price due to global competition	SL cannot survive in Black pepper exports
Collector / trader	Mr. Shabebe	20.06	W/P production is very low in SL	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabebe	18.52	Most of the time we buy W/P from several suppliers and Agriculture department, but we produce very small qty inside	Supply			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabebe	17.15	We only produce W/P based on request only, we don't keep stocks	Demand			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabebe	12.25	We don't know how to produce W/P scientifically, we go by trial and error	Policy			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabebe	11.28	If government can give demonstrations to us how to produce W/P most productively and efficiently that will help	Policy		Government	Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabebe	11.02	Labour cost is very high in W/P production	Economy			Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabebe	10.55	We need huge land to produce W/P since need to keep barrels for long time	4Process			Economical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production

Farmer	Mr. Suranga Senarathne	1.32	We sell our crop to direct exporter	4Process	Sources of selling		Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Suranga Senarathne	1.09	I have not done changes in cultivation method only fill the open gaps and maintain the farm	4Process	experience		Social	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Suranga Senarath	0.42	This is a business coming from family origin	Experience	experience		social		
Farmer	Suranga Senarath	0.33	I have been in pepper cultivation for 20 years	Experience	experience		Technical		
Collector / trader	Mr. Shabeb	24.38	At least W/P should produce around 50% of Black pepper production	Policy			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabeb	24.07	Because of W/P production is low in SL cannot match the export cost	Economy			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabeb	21.47	Difficult to produce W/P due to time and cost involve is high	Economy			Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Collector / trader	Mr. Shabeb	20.31	If we have big volumes we can export well	2Qty			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Farmer	Mr. Suranga Senarathne	1.49	I don't export	4Process	Sources of selling	Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Suranga Senarath	2.26	I have an idea about the global price of black pepper	1Price	experience	Social	Competitive price due to global competition	SL cannot survive in Black pepper exports
Farmer	Mr. Suranga Senarathne	2.51	Exporter keep huge margin but it is common practice in the industry	1Price	Government support needed	Social	quality control policies of harvesting, processing, packaging and exporting should be implement by Government	Government involvement is critical to control the quality of pepper industry
Farmer	Mr. Suranga Senarathne	3.06	I want to be an exporter	Attitude	Sources of selling	Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Suranga Senarath	3.53	We get only low margin from Black pepper	1Price	experience	Economic al	Competitive price due to global competition	SL cannot survive in Black pepper exports
Farmer	Mr. Suranga Senarathne	4.19	I'm in maximum productivity with organic environment	4Process	Organic	Organic	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Suranga Senarathne	4.35	I have an idea about the global price of white pepper	1Price	experience	Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer	Farmer		
Suranga Senarath	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	Mr. Suranga Senarathne	
8.38	7.45	7.21	7.13	5.47	5.21	5.13	4.58	4.43													
It's been 5 years I have started producing W/P in major qtys	I learn about W/P from TV program conducted by export agriculture department	I gradually learn about equipment's and process and moved to W/P	When I move from B/P to W/P main problem was the equipment's needed to produce W/P	I produce 5000 kgs of W/P per year	I move in to W/P because of the higher profit margin	Now I'm moving to W/P by reducing black pepper	I'm producing W/P for 10 years now	I have an idea about the global demand for white pepper													
Experience	Experience	Experience	Experience	2Qty	1Price	4Process	Experience	Demand													
experience	experience	lack of know-how	lack of know-how	Production qty	experience	experience	experience	experience													
Technical	Social	Social	Technical	Technical	Economical	Technical	Technical	Technical													
				Empower farmers to produce W/P is a project Government should start	Empower farmers to produce W/P is a project Government should start	Empower farmers to produce W/P is a project Government should start	Empower farmers to produce W/P is a project Government should start	Empower farmers to produce W/P is a project Government should start													
				Government involvement is critical to increase the white pepper production	Government involvement is critical to increase the white pepper production	Government involvement is critical to increase the white pepper production	Government involvement is critical to increase the white pepper production	Government involvement is critical to increase the white pepper production													



Farmer	Farmer	Mr. Suranga Senarathne	8.59	Anyone move to W/P production should develop the business through experience	Experience	experience		Social		
Farmer	Farmer	Mr. Suranga Senarathne	9.13	I got lot of knowledge from export agriculture department	Policy	experience		Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Farmer	Mr. Suranga Senarathne	9.38	Also export agriculture department gives funds to move in to W/P business	Policy	experience		Political	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Farmer	Mr. Suranga Senarathne	10.16	Biggest challenges are to finding buyer to sell	Competition	Sources of selling		Economical	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Farmer	Mr. Suranga Senarathne	10.16	Another challenge is to setup processing factory	Economy	difficulties		Technical	Higher capital investment for white pepper	Government involvement is critical to increase the white pepper production
Farmer	Farmer	Mr. Suranga Senarathne	10.25	My next target is to go exporting directly	Attitude	Perception on white pepper		Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Farmer	Mr. Suranga Senarathne	10.59	I have already tried to find an overseas buyer	Attitude			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Farmer	Mr. Suranga Senarathne	11.26	I found those buyers using personal relationships	Attitude			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry

Farmer	Mr. Suranga Senarathne	11.33	I have tried with 3 buyers	Supply			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Suranga Senarathne	11.43	But all 3 buyers failed to create retail market	Competition			Economical	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Suranga Senarathne	12.16	I tried to find a buyer who is currently in retail market but couldn't find	Policy			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Suranga Senarathne	12.52	There is no information to find established buyer / Company	Policy			Political	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Suranga Senarathne	13.18	Major portion of SL pepper is sold to India	Supply	experience	India	Environmental	Selling pepper for oil to India is the main market for SL but not the best profitable business	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Suranga Senarathne	13.42	I'm trying to enter to US or Europe market	Demand			Social	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Suranga Senarathne	14.09	My current exporter is selling to US and Europe market	Demand			Technical	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Suranga Senarathne	14.14	I also want to reach in to that business	Attitude			Social	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production

Farmer	Mr. Suranga Senarathne	14.53	Currently there are 3 exporters who sell W/P to US and Europe market	Economy			Technical	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry
Farmer	Mr. Suranga Senarathne	15.19	Those exporters are doing reprocessing and value addition to my W/P	4Process			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Suranga Senarathne	15.46	they improve the quality further and bring it to approved export level	4Process			Technical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Suranga Senarathne	16.15	I can do that process in my factory but they pay same price even I did it so not worth to spend money on that	4Process			Economical	Empower farmers to produce W/P is a project Government should start	Government involvement is critical to increase the white pepper production
Farmer	Mr. Suranga Senarathne	17.08	Exporter get certificate before exporting, to get that certificate need to build factory in to internationally recognize level	Policy			Environmental	Growing Organic pepper and getting certify is the best competitive advantage for SL, Government should implement system to get this certificate	Government involvement is critical to obtain organic certificate for pepper industry
Farmer	Mr. Suranga Senarathne	17.43	My exporter is doing packaging to match retail selling requirement	Demand			Economical	Government should help exporters to find market	Government involvement is critical to develop export market to pepper industry

