



The Spice Council

Spices, Flavours, Fragrance & Beyond

The Spice Council was **formed in 2003** as a result of a recommendation made by the Task Force for Spices and Allied Products appointed by the Ministry of Enterprise Development and International Trade and the Spice Cluster Strategy report of the Spice Cluster.

It was supported by the Ministry of Agriculture and United States Agency for International Development (USAID) funding “The Competitiveness Initiative” (TCI).

A joint initiative of the public and private sector stakeholders in the Spice Industry.

The Spice Council is the apex body of the spice industry and comprises of all key industry private and public sector stakeholders.



Cinnamon
Training Academy

VISION

Sri Lanka to be within the top five branded and value added Spices and Allied Products marketers in the world.



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What are we talking about ?

TRUE Cinnamon (*Cinnamomum zeylanicum* / *Cinnamomum verum*
HS code: 090611)

NOT

Cassia (*Cinnamomum cassia*
HS code: 090619)



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First exposure to international SPS framework

Collaboration with national SPS institutions to:

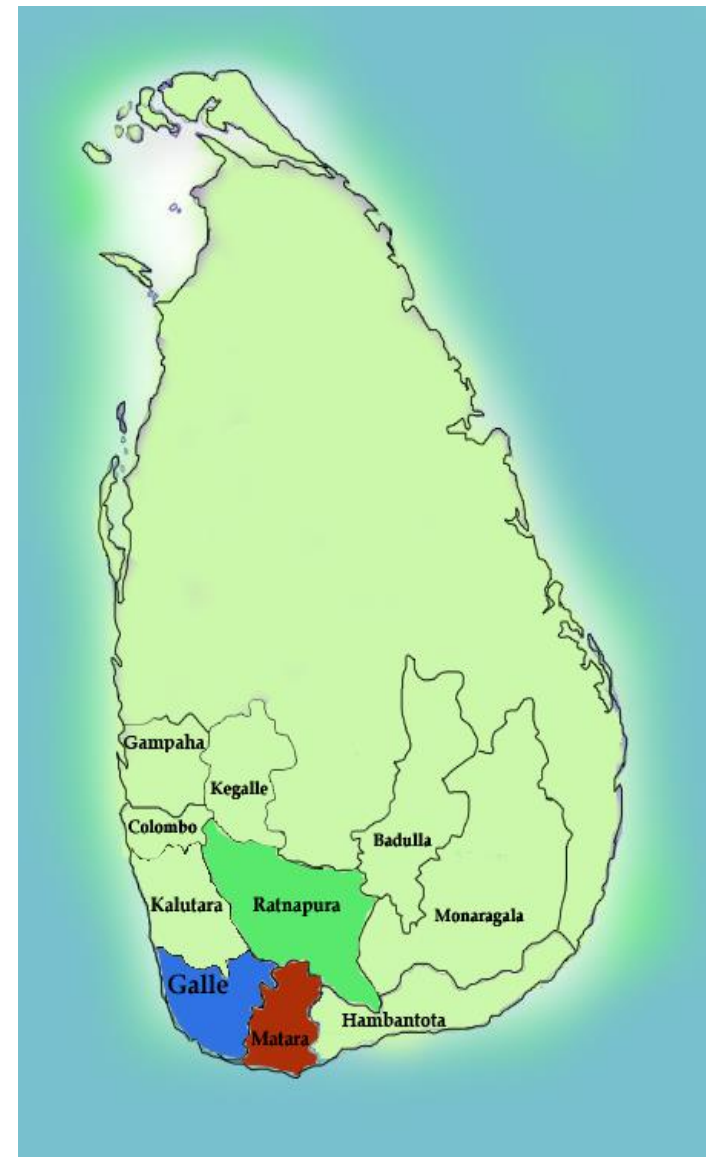
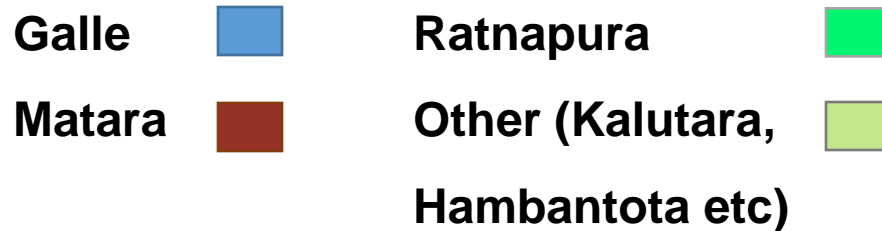
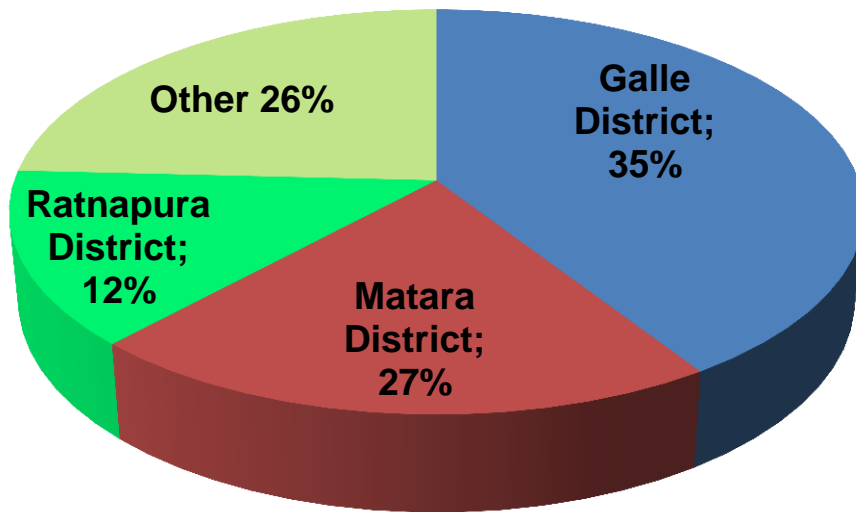
- Raise specific trade concern at the WTO/SPS Committee (2005)
- Develop a proposal for a draft codex standard on SO₂

**Codex MRL adopted in
2006**



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Extent of Cinnamon Production by Districts



Cinnamon Industry Performance

Type of data	Data
Extent	33,000 hectares
Families	400,000
Total beneficiaries	1.4 million
Export value	132.28 US\$ Million (2014)
Export value (cinnamon oils)	26.08 US\$ Million (2014)
Export growth	about 10.65% (2014)



Cinnamon Products



Cinnamon Quills
Cinnamon Oleoresin
Cinnamon Tinctures
Cinnamon Flavours
Cinnamon Tablets
Cinnamon Capsules
Cinnamon Toothpicks
Cinnamon Candles

Cinnamon Perfumes
Cut Cinnamon
Cinnamon Quiling
Cinnamon Chips
Cinnamon Featherings
Cinnamon Powder
Cinnamon Bark Oil
Cinnamon Leaf Oil



UNIDO- WTO / STDF – TSC

“Enhancing the compliance productive capacities and competitiveness of the Cinnamon Value chain in Sri Lanka”

Main objective of the project was to address SPS challenges and train adequate number of peelers with adequate skills and knowledge on food safety and hygienic practices.



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Launch of the Project on 23rd October 2012



Milestones of the Cinnamon Training Academy



CTA -Kosgoda

MOU between
CTA & VTA



Grand Opening



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Future of the Cinnamon Training Academy

“To be the Center of Excellence”

- Promoting NVQ based certification Recognizing Prior Learners



- Promoting Enterprise Based Training (EBT)



- Pilot Apprenticeship training at CTA -Kosgoda



CTA to capitalize on value chain based development & demand trends for Ceylon Cinnamon Industry - WAY FORWARD.....

Thank You !

Mr. Sarada M. De Silva

**Founder Chairman – Cinnamon Training
Academy**

Founder Chairman – The Spice Council

