Cinnamon Export Value Chain

- Consumer
- Supermarkets & retailers
- Food safety authorities
- Foreign buyer
- Export development & promotion
- Industry associations
- Freight forwarders
- Standards & certification
- Storage warehouses
- Exporters
- Brokers
- Colombo auction
- Industry associations
- Village to district level collectors
- Extension services
- Processors
- Peelers
- Input suppliers
- Growers

International local border
Issues related quality and standards affecting performance of the cinnamon export value chain

Marketing
- Inconsistent in supplying, in required volumes, produce with unique aromatic qualities
- Unable to reach European and North American markets due to comply with food safety standards
- Inconsistent supplies in required volumes

Production and processing
- Poor or lack of application of GMP and GAP
- Lack of a traceability system in the supply chains

Technology and training
- Poor or lack of R&D work in value addition, new technologies, and mechanization
- Lack of appropriate training programs for growers
- Lack of TOT for extension services