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.
VISION

Sri Lanka to be within the top five branded and value added Spices and Allied Products marketers in the world.
What are we talking about?

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

NOT

Cassia (Cinnamomum cassia
HS code: 090619)

Ceylon Cassia
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 SO$_2$

Codex MRL adopted in 2006
Extent of Cinnamon Production by Districts

- **Galle District**: 35%
- **Matara District**: 27%
- **Ratnapura District**: 12%
- **Other**: 26%

Galle, Matara, Ratnapura, Other (Kalutara, Hambantota etc)
## Cinnamon Industry Performance

<table>
<thead>
<tr>
<th>Type of data</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extent</td>
<td>33,000 hectares</td>
</tr>
<tr>
<td>Families</td>
<td>400,000</td>
</tr>
<tr>
<td>Total beneficiaries</td>
<td>1.4 million</td>
</tr>
<tr>
<td>Export value</td>
<td>132.28 US$ Million (2014)</td>
</tr>
<tr>
<td>Export value (cinnamon oils)</td>
<td>26.08 US$ Million (2014)</td>
</tr>
<tr>
<td>Export growth</td>
<td>about 10.65% (2014)</td>
</tr>
</tbody>
</table>
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
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.
Launch of the Project on 23rd October 2012
Milestones of the Cinnamon Training Academy

MOU between CTA & VTA

Grand Opening

CTA - Kosgoda
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