



PN-ABU-445

PN 97/210

## HELPING SRI LANKA TO GROW!

AgEnt is a dynamic USAID funded private sector agro-enterprise development initiative successfully assisting companies and entrepreneurs with viable business/marketing plans to expand existing operations or start-up new ventures targeted at both domestic and export markets.

**February 1995**

**A COMPENDIUM OF SRI LANKAN  
PRESS COVERAGE AND  
SELECTED PROMOTIONAL MATERIAL  
WHICH HAS APPEARED IN  
THE MEDIA SINCE JANUARY 1993  
HIGHLIGHTING AgEnt'S  
OBJECTIVES, ACHIEVEMENTS CLIENT  
SUCCESS STORES ETC.**

**PREPARED BY:  
ANTHONY DALGLEISH  
INTERNATIONAL MARKETING/AGRO-  
PROCESSING ADVISOR**

### ITEM (AND MEDIA)

- \* AgEnt ENGLISH/SINHALA ADVERTISEMENTS PROMOTING FIRST IN A SERIES OF REGIONAL BASIC 3 DAY AGRO-FOOD PRODUCTS PROCESSING/BUSINESS MARKETING PLANNING WORKSHOPS FOR MEDIUM/SMALL/MICRO-SIZE ENTERPRISES AND ENTREPRENEURS (FEB. 1995)
- \* ASIAN CUTTINGS WINS SILVER (THE SUNDAY LEADER/ FEB. 1995)
- \* KATANA FOLIAGE FIRM WINS DUTCH FLOWER SHOW AWARD (DAILY NEWS/FEB 1995)
- \* LANKAN EXPORTER WINS DUTCH FLOWER SHOW SILVER MEDAL (THE ISLAND/FEB. 1995)
- \* NATIONAL CHAMBER OF EXPORTERS URGES BETTER PARTNERSHIP BETWEEN LOCAL EXPORTERS AND GOVERNMENT (FEB. 1995)
- \* HOW AgEnt HELPS DOMESTIC AND EXPORT AGRO-ENTERPRISES TO GROW (AgEnt PROMOTIONAL ADVERTISEMENT - DAILY NEWS/THE ISLAND/JAN. 1995)
- \* SRI LANKA EXPORTER MAGAZINE ARTICLE (FIRST IN A SERIES) ON EXPORT MARKETING DEVELOPMENT BY THE PROJECT'S INTERNATIONAL MARKETING/AGRO PROCESSING ADVISOR (SEP/DEC 1994 ISSUE)
- \* THERE'S A FORTUNE TO BE TAPPED IN CHICKS (DAILY NEWS/DECEMBER 1994)
- \* EUROPE - NEW MARKET FOR LANKA'S VEGETABLES (SUNDAY OBSERVER/NOVEMBER 1994)
- \* LANKA AT SIAL '94 GAINS ENTRY TO TEN NEW MARKETS (THE ISLAND/ NOVEMBER 1994)
- \* WOMEN ENTREPRENEURS TOLD "YOU CAN MARKET GOODS ABROAD" (SUNDAY ISLAND/ OCT 1994)
- \* MAXIE'S GROW WITH U.S. TECHNOLOGY! (DAILY NEWS/SINHALA PAPERS, FULL PAGE ADVERTISEMENTS/ OCT 1994)
- \* REDUCTION OF FULL PAGE ENGLISH ADVERTISEMENT
- \* BLOW-UP OF AGENT'S OWN QUARTER PAGE PROMOTIONAL ADVERTISEMENT WITHIN THE MAXIE'S FULL PAGE SINHALA STORY.

- \* BLOW-UP OF AGENT'S OWN QUARTER PAGE PROMOTIONAL ADVERTISEMENT WITHIN THE MAXIE'S FULL PAGE ENGLISH STORY
- \* MODERN POULTRY PROCESSING PLANT OPENED AT WENNAPUWA (DAILY NEWS/OCT 1994)
- \* SRI LANKA TRADE FAIR PROMOTIONAL ADVERTISEMENT IN THE FRENCH "SIAL" 16TH INTERNATIONAL FOOD PRODUCTS EXHIBITION CATALOGUE (23/27TH OCT 1994)
- \* SRI LANKA TARGETS EUROPE FOR VEGETABLE EXPORTS (LEADING EUROFRUIT TRADE MAGAZINE JOINT FREE PUBLIC RELATIONS COVERAGE AND PROMOTIONAL ADVERTISEMENT/OCT 1994)
- \* EXCESS TEA ESTATE LABOUR TO BE USED FOR GROWING PYRETHRUM (SUNDAY OBSERVER/ SEP. 1994)
- \* POULTRY FARMERS' SEMINAR (DAILY NEWS/SEP. 1994)
- \* "HOW TO TAKE YOUR BUSINESS OVERSEAS AND A WOMAN'S WAY TO SUCCESS" (DAILY NEWS/SEP. 1994)
- \* US\$ 14M AGENT PROJECT COMPLETES MAJOR PHASE 2 (DAILY NEWS/SEP. 1994)
- \* US\$ 14 MILLION AGENT PROJECT SUCCESSFULLY COMPLETES MAJOR PHASE 2 MULTIFACETED AGRO-ENTERPRISES SECTOR TRAINING PROGRAM (THE ISLAND/SEP. 1994)
- \* AQUARIST ANNUAL FESTIVAL 9-11 SEPTEMBER 1994 (DAILY NEWS/SEP. 1994)
- \* THE SPIRIT OF ENTERPRISE HELPED HIRAN TO INNOVATE (THE ISLAND/SEP 1994)
- \* AQUATECH'94 SPAWNS NEW SPECIES & TECHNOLOGIES (DAILY NEWS/AUG 1994)
- \* HIRAN SEES GOOD FUTURE FOR DRIED FRUITS (DAILY NEWS/AUG 1994)
- \* AGENT IS A DYNAMIC USAID FUNDED PRIVATE SECTOR AGRO-ENTERPRISE DEVELOPMENT INITIATIVE ETC (SRI LANKAN EXPORTER MAGAZINE : DIRECT MAIL/AUG :SEP 1994)

- \* **BOOST FOR LANKA'S AQUARIUM FISH EXPORT (DAILY NEWS/JUNE 1994)**
- \* **CAPTIONED PHOTOGRAPH OF INTERZOO STAND (THE ISLAND/JUNE 1994)**
- \* **GOSL PRIME MINISTER/U.S. AMBASSADOR ON AGENT AMERICAN TRADE FAIR STAND (THE ISLAND/JUNE 1994)**
- \* **AGENT'S 3 DAY AGRI-BUSINESS MANAGEMENT/ INTERNATIONAL MARKETING WORKSHOPS (DAILY NEWS/THE ISLAND 1994)**
- \* **EXPORT SUCCESS FOR OLD FAVOURITES IN LANKAN CUISINE (DAILY NEWS/MAY 1994)**
- \* **USAID WEST COAST INTERNATIONAL NEWS (MAY 1994)**
- \* **RARE FRESHWATER FISH AN ENDANGERED ONE (DAILY NEWS/APRIL 1994)**
- \* **HILL COUNTRY EXPORT CROP TRIALS, TEST MARKET WORKSHOP A SUCCESS (DAILY NEWS/MARCH 1994)**
- \* **EXPORT CROP TEST MARKETING (THE ISLAND/MARCH 1994)**
- \* **HEAT STRESS IN POULTRY MAIN CAUSE OF SOARING EGG PRICE (DAILY NEWS/MARCH 1994)**
- \* **POTENTIAL "HILL COUNTRY" HIGH VALUE EXPORT CROPS PRODUCTION TRIALLING AND TEST MARKETING WORKSHOP (DAILY NEWS/THE ISLAND 1994)**
- \* **AGENT'S STRATEGY PACKAGE FOR AROMATIC CROPS (DAILY NEWS/MARCH 1994)**
- \* **AROMATIC CROPS DOMESTIC/EXPORT PRODUCTION/ MARKETING WORKSHOP (DAILY NEWS/THE ISLAND 1994)**
- \* **OFI JOURNAL - SRI LANKA: PREPARATIONS FOR THE 21ST COUNTRY (FEB. 1994)**
- \* **HAWKEYE STEEL LANDS MAJOR CONTRACT UNITED STATES: (INDEPENDENT/FEB 1994)**
- \* **USAID WEST COAST OUTREACH OFFICE COMMUNICATION (FEB 1994)**
- \* **OFFICIAL TOUTS SRI LANKA BUSINESS OPPORTUNITIES UNITED STATES (DAILY JOURNAL OF COMMERCE/ FEB.1994)**

- \* **U.S. UPDATE FOR BIG FIVE POULTRY FIRMS (DAILY NEWS/JAN 1994)**
- \* **BRINGING U.S. AGRO-ENTERPRISES TO SRI LANKA. (THE ISLAND/JAN 1994)**
- \* **EXPERIENCED WOMEN BUSINESS/MARKETING DEVELOPMENT CONSULTANT REQUIRED TO ASSIST AGENT TO HELP DEVELOP VIABLE WOMEN AGRO-ENTERPRISES (DAILY NEWS/THE ISLAND 1994)**
- \* **SRI LANKA MUST GAIN INTERNATIONAL RECOGNITION (THE ISLAND/DEC. 1993)**
- \* **FAR EASTERN AGRICULTURE (NOV/DEC. 1993)**
- \* **A DYNAMIC COMPANY WINS EXPORT ORDERS (THE ISLAND/NOV. 1993)**
- \* **POULTRY - COUNTRY'S BEST BET FOR GNP AND "HUMAN" GROWTH (DAILY NEWS/OCT. 1993)**
- \* **AYURVEDIC MEDICINES : POULTRY SECTOR (DAILY NEWS/ SEP 1993)**
- \* **AGENT FILLIP FOR UPTURN IN AGRICULTURE (DAILY NEWS/SEP. 1993)**
- \* **LADY BOSS -AGENT SEEKS WOMEN ENTREPRENEURS ETC(DAILY NEWS/SEP 1993)**
- \* **AGENT BOOST FOR PROCESSED FRUITS AND VEGETABLES (DAILY NEWS/SEP. 1993)**
- \* **HELPING LAUNCH PROCESSED FRUIT AND VEGETABLE PRODUCTS (THE ISLAND/SEP. 1993)**
- \* **AGENT TAKES ROOT IN A NEW LOCATION (DAILY NEWS/THE ISLAND)**
- \* **AN INVITATION TO TOP SRI LANKAN GRAPHICS, ETC (DAILY NEWS/THE ISLAND)**
- \* **NO. MORE ROTTING ONIONS WITH NEW STORAGE DEVICE (DAILY NEWS/AUG. 1993)**
- \* **PROJECT TO ASSIST FLORICULTURE (THE ISLAND/JULY 1993)**
- \* **FLOURISHING FLORICULTURE: AGENT'S FIVE YEAR EXPORT VENTURE (DAILY NEWS/JULY 1993)**

- \* **UNILEVER'S HELP SMALL FARMER TO GROW VANILLA AS AN EXPORT CROP (SUNDAY OBSERVER/JULY 1993)**
- \* **DIVERSIFICATION POSSIBILITIES (DAILY NEWS/JUNE 1993)**
- \* **RS. 100,000 AN ACRE FOR SL VANILLA FARMERS (THE DAILY NEWS/JUNE 1993)**
- \* **ORNAMENTAL FISH EXPORT SECTOR MUST MAINTAIN ITS MARKETING EDGE! (DAILY NEWS/JUNE 1993)**
- \* **LANKA'S CLASSY ORNAMENTAL FISH A CATCH IN WORLD MARKET (DAILY NEWS/MAY 1993)**
- \* **HUGE MARKET FOR LANKAN LINE IN PROCESSED FOODS (DAILY NEWS/MAY 1993)**
- \* **AGENT, GODFATHER TO LANKA'S PRIVATE SECTOR AGRO-BUSINESS (DAILY NEWS/FEB. 1993)**



**HELPING SRI LANKA TO GROW!**

**APPLICATIONS ARE INVITED  
FOR A JOINT AgEnt/CISIR /MATARA  
DISTRICT CHAMBER OF COMMERCE  
- AND INDUSTRY BASIC 3 DAY AGRO  
- FOOD PRODUCTS PROCESSING AND  
BUSINESS/MARKETING PLANNING  
WORKSHOP FOR MEDIUM/SMALL/  
MICRO-SIZE ENTERPRISES AND  
ENTREPRENEURS**

**BACKGROUND**

AgEnt is a dynamic USAID funded private sector Agro - Enterprise development initiative successfully assisting identities with viable businesses/ marketing plans to expand their existing operations or start-up new ventures targeted at both domestic and export markets.

Against this brief background, AgEnt has identified that many medium/ small/micro-size enterprises and entrepreneurs could well benefit from increased training in both basic agro - foods processing and business/ marketing planning, hence AgEnt has joined forces with the CISIR and the Matara District Chamber of Commerce and Industry to initially implement this program in a Sinhala teaching medium at the first of these workshops to be held in Matara.

**COURSE PRESENTERS AND BROAD BASE WORKSHOP  
CONTENT**

The workshop will be presented by senior officers from CISIR's Agro & Food Technology Division and AgEnt's own Marketing/Business / Financial Advisors.

Broadbase training components of the workshop will include -

Quality Assurance \* Hygiene & Sanitation \* Compliance with Food Regulations \* Improved Product Quality through Improved Process Technology, Equipment and Plant Layout \* Enhancing Product Packaging and Presentation \* Developing and Introducing new products \* Increasing production and profitability \* Business/Financial Planning \* Marketing Research \* Marketing

**VENUES, WORKSHOP DATES, APPLICATIONS,  
SELECTION & FEES**

**MATARA - 14th, 15th and 16th March 1995**

at a venue still to be finalised. The workshop will be limited to 40 participants. Applicants will be selected on the basis of their response to the following questions which should be covered in their application letter to attend the workshop. i.e

- A. Full Name and Contact Address (including telephone if applicable).
- B. Your experience in small scale food processing or the reason why you are interested in getting into this sector.

AgEnt will charge a nominal Rps. 200/- fee to applicants selected to attend these workshops.

**CLOSING DATE FOR APPLICATIONS**

Applications should reach the undersigned by not later than 28th February 1995 and AgEnt will only respond to those candidates finally selected for this workshop.

**Training Coordinator / AgEnt Project**  
5th Floor, Deutsche Bank  
86, Galle Road, Colombo 3.  
(Tele 446447/446420- Fax: 446428)



HELPING SRI LANKA TO GROW!

කෘෂි - ආහාර (එළවළු සහ පලතුරු) සැකසීම් සහ ව්‍යාපාර අලෙවි සැලසුම් පිළිබඳ තුන්දින වැඩමුළුව සඳහා, මධ්‍යම, කුඩා, පරිමාන ව්‍යාපාර සහ ව්‍යවසායකයන්ගෙන් අයදුම්පත් කැඳවනු ලැබේ. මෙම සමුළුව මෙහෙයවනු ලබන්නේ ඇග්ටන්ට් (AgEnt) ව්‍යාපෘතිය, ලංකා විද්‍යාත්මක හා කාර්මික පර්යේෂණ ආයතනය (CISIR) සහ මාතර වෙළඳ සහ කර්මාන්ත මණ්ඩලය විසිනි.

**නිවැරදිවීම:**

ඇමෙරිකා ජනපදයේ ජනපදයේ ජාත්‍යන්තර සංවර්ධන ආයතනය (USAID) විෂායාණය කරනු ලබන ඇග්ටන්ට් (AgEnt) ව්‍යාපෘතියේ මූලික පරමාර්ථය වනුයේ, පොද්ගලික අංශයේ ක්‍රියාකාරී කෘෂිකාර්මික සංවර්ධනය සඳහා අත්‍යන්තර දීමයි. එම කාර්ය ඉටුකිරීමේදී සාප්පු ව්‍යාපාර, සැලසුම් සහිත පොද්ගලික ව්‍යාපාර, කර්මාන්ත සැනා අංශයේ තවදුරටත් වැඩි දියුණු කර ගැනීමටත් තව ව්‍යාපාර කර්මාන්ත, දේශීය හා අපනයන පෙදෙස තවදුරටත් ඇතිවීමටත්, සහාය වනු ඇත.

මෙම කාර්ය සඳහා ආරම්භක පියවරක් වශයෙන් පළමු වැඩමුළුව සංඝාලන ආයතනයේ මාතරදී පැවැත්වෙනු ලැබේ. මෙවැනි වැඩමුළුවකින් ලැබෙන පුහුණුව මධ්‍යම, කුඩා පරිමාන ව්‍යාපාරිකයන්ටත් ව්‍යවසායකයන්ටත් අතිශයින් වැඩිදායක වනු ඇත.

**විෂය ක්ෂේත්‍රය සහ උපදේශක මණ්ඩලය**

ලංකා විද්‍යාත්මක හා කාර්මික පර්යේෂණ ආයතනයේ විශේෂඥ නිලධාරීන් සහ ඇග්ටන්ට් හි අංශ/ව්‍යාපාර/ මූල්‍ය උපදේශකවරුන් විසින් මෙම වැඩමුළුව ඉදිරිපත් කරනු ඇත.

**වැඩමුළුවේ ප්‍රමුඛ ක්ෂේත්‍රය :**

පලතුරු හා එළවළු කල් කඩා ගැනීමේ සහ සැකසීමේ ක්‍රම:

තනිව සහතික කිරීම, තෝරාගැනීම සහ සවිකරණය. ආහාර පාලනය වැඩිදියුණුකල සැලසුම් තත්පරය. උපකරණ හා නිවැරදි සැලසුම් සහිත කාර්මිකය.

භික්ෂාදාන ඇසුරුසු සහ වෙළඳ පොලට ඉදිරිපත් කිරීම. තව භික්ෂාදාන වැඩිදියුණු කිරීම හා හඳුන්වාදීම භික්ෂාදානය සහ ආනල නොව ගැනීම. ව්‍යාපාර / මූල්‍ය සැලසුම්. අංශ පර්යේෂණ හා අංශවේ.

**වැඩමුළුවේ ප්‍රමුඛ ක්ෂේත්‍රය ලබන ස්ථානය, දිනයත් ඉල්ලුම්පත් මගින් වැඩමුළුවේ සහභාගී වන අය කෝරාගැනීම සහ කායිකය:**

මාතර, 1995 මාර්තු 14,15 සහ 16 දිනයන්හි (ස්ථාන පසුව දක්වනු ලැබේ)

සහභාගීවන්නන් 40 කට සීමා වනු ඇත. සහභාගීවන්නන් තෝරාගනු ලබන්නේ වැඩමුළුව සඳහා අයදුම් කරනු ලබන ලිපියේ පහත සඳහන් වැනි, ප්‍රශ්න සඳහා පිලිතුරු පැහැදිලි කර ගෙනය.

- අ : සම්පූර්ණ තම සහ ලිපිනය (දුරකථන/ලැක්ෂ් අංක සහය)
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# THE SUNDAY LEADER

REGISTERED BY SRI LANKA AS A NEWSPAPER VOL. 1 NO. 23

FEBRUARY 12 1995

CITY EDITION

PRICE Rs.

## Asian Cuttings wins silver

ASIAN Cuttings Lanka (Pte) Ltd pulled off a big win for both themselves and Sri Lanka at a prestigious flower exhibition in Netherlands last November.

The International Aalsmeer Flower Exhibition and Trade Show, with over 800 participants from Europe, South and Central America, Asia, Israel, USA, Australia etc promotes a wide range of floriculture and supporting sector products/services.

Asian Cuttings an exporter of ornamental greens, cut foliage and decorative materials, won the coveted silver Medal (the second highest honour) for their outstanding, high impact stand design and products display.

Asian Cuttings Managing Director Per Cramborn, said "When Sri Lanka is judged

No. 2 out of 800 competing stand designs/product displays (where many competitors have an unlimited resource to spend in this arena) it shows that we can still beat the best in the world!" Per Cramborn was full of praise of USAID's agro-enterprise sector project agent which assisted the company through an integrated "shared investment grants" package to cover stand space/design, produce an export promotional brochure, ship samples to the exhibition etc.

As Richard Hurelbrink (AgEnt's Managing Director) stated, "We saw in Asian Cuttings a highly creative, determined floriculture sector client who needed that extra level of support to help enter a new export growth phase in their business; and we are

indeed pleased to have been able to help the company in this small way, which also illustrates the project's commitment to assist the Sri Lankan floriculture export sector realise its true potential".

Asian Cuttings high quality export production is in the main produced at their Katana nursery and export pack house by a 100 per cent Sri Lankan workforce, which in turn is supported by a very large outgrower programme comprising 25 suppliers and nearly 500 small outgrowers (with the majority of the latter being the women in the family).

The company also offers "grass roots" training to a number of Peradeniya University second year diploma students each year.



Managing Director of Asia Cuttings Limited, Per Cramborn and his production staff won a silver medal at the Aalsmeer International Flower Exhibition and Trade Show in the Netherlands



# The Island

Monday 6th February, 1995 Registered in Sri Lanka as a Newspaper Vol. 15 No. 31 PRICE Rs. 8.00

## Lankan exporter wins silver medal

Asian Cuttings Lanka (Pte) Ltd. large scale exporter of plants and foliage from Sri Lanka has won the silver medal at the International Aalsmeer flower exhibition held in the Netherlands recently.

The International Aalsmeer Flower Exhibition and Trade Show, with over 800 participants from Europe, South & Central America, Asia, Israel, USA, Australasia etc. promoting a very wide range of floriculture produce and supporting sector products/services, has long been recognised as the finest event of its kind in the world.

It was within this highly competitive environment that Asian Cutting (al-

ready a leading exporter of ornamental greens, cut foliage and decorative material) pulled off tremendous coup by winning the coveted Silver Medal (the second highest honour) for their outstanding, high impact stand design and products display.

Per Cramborn, Asian Cuttings Managing Director, is obviously truly elated with this superb win. As he said "When Sri Lanka is judged NO. 2 out of 800 competing stand designs/product displays (where many competitors have an unlimited resource to spend in this arena) it shows that we can still beat the best in the world!.

Per Cramborn was full of praise for USAID's dynamic Agent private agro enterprise sector project, which assisted the company through an integrated\* shared investment grants\* package to cover stand space/design, produce an export promotional brochure, ship samples to the exhibition etc.

As Richard Hurelbrink (AgEnt's Managing Director) stated "We saw in Asian Cutting a highly creative, determined floriculture sector client who needed that extra level of support to help enter a new export growth phase in their business; and we are indeed pleased to have been able to help the company in this small way, which also illustrates the project's commitment to assist the Sri Lankan floriculture export sector realise its true potential."

\*Asian Cuttings high quality export production is in the main produced at their Katana nursery and export pack house by a 100% Sri Lankan staff/workforce, which in turn is supported by very large outgrower programme comprising 25 suppliers and nearly 500 small outgrowers (with the majority of the latter being the women in the family).

The company also offers "grass roots" training to a number of University of Peradeniya 2nd year diploma students each year.

Per Cramborn spoke with confidence of the high hopes he has for a new, unique range of "higher added value" decorative floriculture sector products which have already achieved success at an initial European export test marketing level.

## FINANCE AND ECONOMY

# National Chamber of Exporters urges better partnership between local exporters and government

By Carol Aloysius

Sri Lanka's exporters need all the support they can to help them survive the rat race in the fiercely competitive international export market, warns the *Sri Lanka Exporter*, a publication of the National Chamber of Exporters of Sri Lanka, in its second anniversary issue just released.

The publication which pays a high tribute to the winners of the second National Exporters' Awards with its eye-catching colourful cover carrying some of the products of the winners, has reiterated its message of a previous issue that it is time to "Take the bull by its horn and spell out and implement government policy" with regard to its role in helping the

private sector in the field of exports.

While welcoming the fact that the government has pledged to make the private sector the principal engine of growth in an open market economy, the editorial has noted however that the NCE was "sorry the private sector, particularly the exporter, has had to suffer many setbacks and losses particularly in recent months." This was due to various reasons, including the long spell of holidays from August to November, when exporters lost fifteen working days that were crucial to meeting deadlines for their exports.

The result? Several exporters had to airfreight their consignments to meet

customers' deadlines and retain their orders. This meant loss of income to our exports," reminds the Editorial.

## Investors

"Orders involving millions of dollars have been lost which would be very difficult to regain in a fiercely competitive international market," it states.

Likewise the effect on these exporting companies would be equally drastic, it warns, since all Asian countries today, were exporting their goods. "So buyers have a bigger basket to pick from e.g. China and Vietnam which produce cheaper goods. Many of our foreign investors in Sri Lanka have now set up factories in those countries on better terms. In this fiercely

competitive situation we can thus hardly afford to lose the edge," it warns, adding that the private sector needed to constantly review the assistance given to its national exports. This is a continuous, on-going price and cannot be left to bureaucrats to decide and implement," it points out.

The NCE also requested President Chandrika Bandaranaike Kumaratunga and her key ministers to have closer dialogue with its members, meeting them on a regular basis so as to, "iron out difficulties, monitor progress, examine bottlenecks and work out an effective partnership."

It adds: "In this connection we warn that the implementation of policy decisions too should be monitored as our past experience with the

bureaucracy has not always been happy.

Sometimes we felt we were blocked by the bureaucracy though the government had decided otherwise." In this context, it has emphasised the importance of a 'responsible' and 'responsive' bureaucracy.

## Visionary

The exporter oriented magazine carries several thought provoking articles and useful guidelines to create awareness on the part of both the government and private sector on the role of the private entrepreneur in bringing the goal of the decade of exports closer to realisation.

They include Anthony Delgheh, International Marketing Agro-processing Advisor, USAID AgEnt Project's article on

"Persuading a calibre importer/distributor to market your product", and "Wimrich Neumann's article on 'Productivity crucial for international competitiveness', P. N. Nandass, Chairman and Managing Director, Flexport's article on the 'Need for visionary skills training' is particularly relevant in the light of the current gap in matching education with job skills.

Going on the premise that, "Business would dry up if it did not have leaders who believed in ideas, with courage to launch them, draw up the charts and adventure upon unsealed seas," he spells out a list of useful guidelines to business executives and business establishments to help produce better managers capable of handling both

current and future problems equally well and efficiently.

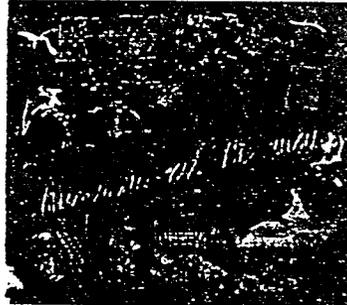
Says he, "We strongly believe that Sri Lanka needs managers who could develop 'Mental Models' of formulating strategies to meet the current and future problems, rather than managing day to day work." In short, what we need is to develop visionary leaders with strategy development, he says.

## Articles

The publication also includes articles on the role of the small and medium firms about to enter export markets, pointing out the fact that small enterprises can play a more significant role in their country's exports, if they are given appropriate advice and support.

To this end, states an article which quotes the International Trade Forum, "Close co-operation between government, its promotional institutions and the business community is essential for expanding the exports of the SMEs. The highest growth rates in SME exports have occurred in countries that have built up such a relationship."

The glossy anniversary issue whose cover was designed by Dirmark Services, has since its inception last year, grown remarkable in popularity in the past year particularly among the exporting community for whose benefit it is being published in the first place, says a spokesman for the *Sri Lanka Exporter*.





## HOW AgEnt HELPS DOMESTIC AND EXPORT AGRO-ENTERPRISES TO GROW !

JANUARY 1995 AgEnt  
" KICK START "  
PROMOTIONAL  
ADVERTISEMENT

### BACKGROUND

AgEnt is a dynamic USAID funded private sector agro-enterprise development initiative successfully assisting companies and entrepreneurs with viable business and marketing plans to expand existing operations or start-up new ventures targeted at both domestic and export markets.

### OVER 200 "SHARED INVESTMENT GRANTS" HAVE BEEN MADE TODATE!

As at the end of 1994 AgEnt had made well over 200 "shared investment grants" to agro-enterprises and entrepreneurs to help them expand or develop their businesses.

### TYPICAL ILLUSTRATIONS OF AgEnt ASSISTANCE TO SELECTED SECTORS AND CLIENTS ETC

AgEnt is assisting many clients on a phase by phase "shared investment gran." basis in the following sectors and areas i.e.

1. **PROCESSED FOODS:** Introduction of new/upgraded equipment and technologies; new products research and development; label and packaging design; overseas new equipment/technologies evaluation and assessment/acquisition trips; addressing environmental waste issues etc.
2. **ORNAMENTAL FISH:** Broodstock enhancement; anti-predator control; new/upgraded technologies; new Sri Lankan fish feedstock production etc.
3. **SPICES/OLEORESINS:** Development of new export product formulas; introduction of new packaging equipment; plant redesign and new equipment specifications; new crop outgrower programs etc.
4. **FLORICULTURE:** Introduction of new export varieties; new production technologies; temperature controlled container sea shipment trials etc.
5. **NEW SRI LANKAN EXPORT CROPS PRODUCTION TRIALLING AND TEST MARKETING INITIATIVES:** AgEnt is working with numerous clients throughout the country to introduce new higher added value fresh/processed export crops supported by full scale test marketing programs.
6. **AgEnt's NEW WOMENS AGRO-ENTERPRISE BUSINESS/ MARKETING DEVELOPMENT DIVISION:** AgEnt has always recognised the untapped creativeness/business capability of Sri Lankan women entrepreneurs and is working successfully with many micro size agro-enterprises to help them expand their businesses or develop and launch new products.
7. **EXPORT DEVELOPMENT AND PROMOTION:** AgEnt is assisting many clients to travel overseas to evaluate new export marketing opportunities; participate in trade fairs to promote and sell their products; produce export promotional material; send samples to potential buyers for evaluation etc.
8. **FINANCIAL MANAGEMENT ADVICE:** AgEnt often offers clients appropriate advice designed to strengthen/re-structure the financial component of their business plans.
9. **AgEnt's BUSINESS INFORMATION CENTER:** The project operates a major information facility which todate has issued more than 8000 pieces of information/reports etc to clients and potential clients covering the agri-business, export marketing, crop production, post harvest handling, processing and financial sectors. Many clients and potential clients regularly visit the center to conduct their own desk research.

### HOW TO FIND OUT MORE ABOUT HOW AgEnt MAY BE ABLE TO ASSIST YOUR AGRO-ENTERPRISE !

Simply write to the Managing Director, AgEnt Project, 5th Floor, Deutsche Bank, P O Box 339, 86 Galle Road, Colombo 3. and we will send to you our information brochure and agro-enterprise profile form. Once you have completed and returned the latter form to AgEnt we can then determine whether we should seek to hold an exploratory/possible assistance discussion with your enterprise.



# SRI LANKA Exporter

VOLUME 8, SEPT. - DEC. 1994

A PUBLICATION OF THE  
NATIONAL CHAMBER OF EXPORTERS OF SRI LANKA

*Member of the Federation of Chambers of Commerce & Industry of Sri Lanka*

*Winners all the way*

*2nd  
Anniversary Issue*

**Exports bring prosperity to you and the Nation**

*"Winners all the way"*

*See page - 9*



# Persuading a calibre importer/distributor to market your product

## First hurdle to cross

By Anthony Dalgleish

International Marketing/Agro-processing Advisor, USAID AgEnt Project

AgEnt has been working successfully with many Sri Lankan agro-enterprises in the export arena over the past 20 months covering new product development/repositioning, assessing competitor country and individual exporter marketing strategies, participating in overseas technology assessment/acquisition and trade fair/sales missions etc; hence the project believes it has a very sound feel pertaining to the strengths/weaknesses of many large/medium/micro size agro-enterprises and entrepreneurs.

In terms of Sri Lanka's strengths, there is little doubt that there is a core grouping of highly motivated/successful exporters who are doing well through the simple application of sound/basic export marketing tenets and a burning desire to succeed.

However, there are a great many more Sri Lankan agro-enterprises which have the product development base/financial resource/management capability etc necessary to successfully penetrate and develop export markets than evidenced today; but who in turn need to be given the confidence level that export marketing can be a most profitable sector if the right attitude/marketing disciplines/staying power are adopted from the outset.

It is against this brief background that this article has been written, that is, to pinpoint to potential new exporters in particular an awareness of the highly

professional marketing/sales approach needed to raise serious, initial handling and buying interest of your product line by those importers/distributors in target export markets who can truly deliver a level of sustainable export sales/profits in line with your expectations.

**Professionalism and staying power are the keys to export success.**

"Whether you are a large company or a medium/micro size agro-enterprise, many of these self-same marketing dictates equally apply, starting with the critically important need to identify the "right importer/distributor in each export market who is prepared to take on your product line and place behind it the necessary marketing/promotional commitment which will ensure success from the outset".

Before looking at typical importer/distributor requirements sought by calibre identities who can deliver (i.e. successfully introduce a new exporter's product line and consistently increase sales/market share), potential exporters should be aware that they —

1. First need to implement a sound level of desk and "on the ground" market research in initially identified export target markets, buttressed by the product/pricing/marketing mix and financial resource they will have to invest to achieve success at the end of the day.

2. Have or develop a high level of "creative salesmanship capability". You may have the fine concept/product, but if you cannot sell it you will never really be in with the chance to win!
3. Have the "staying power" to go through that extra mile, as successful profitable export marketing is normally achieved in the longer term.
4. Have the determination to "keep up with the marketing play" as both existing or new competitors will be continuously repositioning existing or launching new products to either hold or win new market share.

### Key Importer/distributor dynamics

Chart A requires careful study by potential exporters as it clearly identifies the "highly competitive climate" within which they will have to sell their product line.

Calibre importers/distributors have the "world beating at their doors", simply because they have built a proven track record in developing sustained/profitable sales for their core import clients and themselves.

Whilst the majority of those importers/distributors surveyed/handled large export clients, many also represent low volume/high margin niche products on behalf of exporters who have developed product lines with a distinct "positioning/



marketing edge". In the agro-enterprise sector, many Sri Lankan export marketing opportunities exist but few companies have made it really happen today!

**What calibre importers/distributors ideally seek in an ideal new export client**

Chart B. typifies what a calibre large/medium size importer/distributor will most often seek from a potential new export client before deciding to take-on an additional product line.

At first glance their requirements may look overly demanding and too costly to implement and sustain. However, this often is not the case if the exporter has done his marketing homework well; and AgEnt gave numerous illustrations at their recently conducted Agri-Business/International Marketing workshops that well executed export marketing research/development does not always constitute an expensive/high risk investment.

**Convincing/selling the right Importer/distributor to take on your product line.**

As illustrated in Chart A (item 1.), calibre

importers/distributors receive a tremendous number of approaches each year from exporters seeking to sell their product lines into a market for the first time; but very few make it in the finality! Why? Very simple because many potential exporters worldwide do not understand that importers/distributors who have a delivery track record have neither the time/inclination to respond to new exporter approaches unless they can demonstrate from the outset an ability to—

1. Position their company/product line in a highly professional manner and speak the "market and interest language of the importer distributor".
2. Can clearly pinpoint that their product line has a distinct competitive marketing edge (which can often be achieved/developed in many ways through skillful use of all components in the marketing mix).

Chart C. illustrates the critically important ingredients (in order of importance) which a new Sri Lankan exporter should address in their first export positioning/information/sales brochures, which

should ideally be kept specific and to a minimum of four pages (plus inserted trade terms/price list).

A recent survey by AgEnt of over 70 Sri Lankan existing/potential exporters identified that only 8 per cent correctly detailed/positioned the key components broadly outlined in Chart C. which should be included in a persuasive, "on target" sales pitch designed to instantly raise test marketing trial interest in a new exporter's product line.

Put in another way, many Sri Lankan existing/potential exporters still have to learn how to cross the critically important first hurdle in the marketing game!

This brief article has essentially sought to highlight in simplistic chart form the key dynamics of the processed foods importers/distributors scene (which typically applies to many other product sectors) in eight prime world processed foods imports markets, together with the Phase 1 marketing/promotional strategy new Sri Lankan exporters in particular could well consider adopting if they wish to raise immediate buying interest/test marketing trial of their product lines.



Chart A SELECTED/SUMMARISED EXTRACTS FROM 8  
PRIME WORLD MARKETS PROCESSED FOODS  
IMPORTERS/DISTRIBUTORS SURVEY

Key Dynamics	Numeric =N or %
1. Per-annum approaches to large/medium size calibre importers/distributors seeking first time market representation.	N : 21-38
2. Number of export companies and product lines handled by calibre importers/distributors (large and medium) together with combined range items	N : 6-11 N : 162
3. Level of direct/final outlet sales penetration (i.e. where the sale is made to the final end buyer)	% : 10-59
4. Time devoted by importers/distributors to the marketing and promotion of the top 4-6 product sales/profit lines	% : 70-85
5. Ability of importers/distributors to mount/influence major consumer promotions at a retail floor outlet level	% : 10-53
6. Sought additional promotional expenditure (over and above volume buying discounts) from importers during the first 18 months of new product market establishment	% : 7-14
7. Average number of visits to key export markets and importers/distributors by committed/successful exporters each year	N : 2-3.2

(Source: Copyright AD & A 1992 update; markets - Germany/  
United Kingdom/ United States/United Arab Emirates/Malaysia/  
Singapore/HongKong/Japan)

**Chart B MAJOR REQUIREMENTS MOST OFTEN SOUGHT BY CALIBRE LARGE/MEDIUM SIZE IMPORTERS WHEN AGREEING TO TAKE-ON A NEW EXPORTER'S PRODUCT LINE**

Unless a new offered processed food product range is quite unique, calibre importers "who can deliver" will often require to know/expect of a new exporter with no previous market experience the following :

1. Resource base of the exporter, years in business and experience/success in the export marketing arena
2. A track record in innovative/ongoing new export products development/introduction
3. Proven ability to service on time placed export orders and linked to a fast/efficient "two way" communications system
4. Correct product positioning/adaptation/packaging/promotional material in line with individual market dictates
5. Competitive trade terms/pricing (but not necessarily cheap !)
6. Preparedness to visit the market 2/3 times per year and train/work alongside importers/distributors sales personnel to assist them to introduce/establish/profitably grow the product line

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(Source: Copyright AD & A 1992 update; markets - Germany/United Kingdom/United States/United Arab Emirates/Malaysia/Singapore/HongKong/Japan)



**Chart C KEY COMPONENTS IN A NEW EXPORTER'S 4 PAGE PRODUCT POSITIONING/INFORMATION SALES BROCHURE**

<u>Page</u>	<u>Component</u>	<u>Objectives</u>
1. Front cover	Company positioning strengths	To immediately convince a potential/calibre importer that they should "open-up" serious handling discussions of the company's product line
2.	a. Sri Lanka's image strengths	To position Sri Lanka's image/other strengths in support of the exporter's product line and individual markets product adaptation/positioning capability etc.
	b. Company's product line strengths	To sell the company's product line "marketing edge/other benefits" versus mainline competitors
3. Blank with inserts flap	C & F pricing by market/ trade terms/ packaging/ order lead times/shipping and airfreight frequencies	To further convince a potential importer that the exporter fully understands this critically important component in the export marketing mix
4. Back cover	Importer/distributor marketing and promotional support program	To demonstrate to a potential importer that other than through price discounting/cheapness in price, the exporter can construct/offer low cost, high impact trade and end buyer promotions which will achieve increased sales and market penetration

# Daily News

The English Daily with the largest circulation in Sri Lanka

FRIDAY, DECEMBER 02, 1994

## There's a fortune to be tapped in chicks

by A. B. Mendis



When an enterprising young man discovered that it was a difficult task to get a job, he decided to give himself a lucrative job. He obtained 100 chicks through the good offices of his parents and some friends, and opened a poultry farm in his backyard. That was in 1978 after he had just left school.

Today that venture is a source of lucrative employment for himself and for young people in a few hundred families in Wennappuwa and the surrounding villages. Maxie Perera says his advice to young people is that they should not keep looking for jobs in the government or private sector. They must create the jobs for themselves, or "grow" their own jobs as he has done.

One qualification to become a poultry farmer is economic need. Another is the availability of young persons in families wanting to become poultry or broiler growers. Maxie supplies these grower units with day-old chicks; the number of chicks supplied depends on the capacity of the unit to care for them. He also supplies these units with feed, medication and, at the right time, purchases the broilers. The right time is usually 42 days.

He says if a broiler is removed from the farm before this time, it will not yield its best. Also, quality will suffer if birds are allowed to grow or languish wish beyond 42 days. He buys the birds at the market price which leaves a clear margin of profit for the grower. An enterprising unit can earn anything from Rs. 3,000 to Rs. 15,000 or more per month.

This scheme has triggered a revolution in poultry farming in the area. Families who have been idling in the past, are now prosperous growers.

Maxie's enterprise has attracted the attention of USAID. It also gave the young man the opportunity to visit the US and speak to growers and marketing people there. USAID has said that they have not seen the like of this organisation in other countries. Consequently, they assisted the Maxie organisation to acquire modern machinery to run an efficient poultry industry.

Maxie's organisation handles thousands of broilers each month but without polluting the environment. The birds are cleaned and packed with clock-work efficiency. He employs over 200 persons, in addition

to people in the growers' units doing their own work.

Maxie Perera declared his policy in these terms: "I am not avaricious. I do not want to count my profits by millions of rupees, though my turnover at the end of the year may be impressive. This is something like a co-operative enterprise. We all work and we all share the profits. I do not also want to have a poultry empire of my own. But it is a satisfying thing to imagine that so many people are able to earn their living as a result of this project."

He pointed to a young mother who had tried to go for the "pot of gold" in the Middle East and "retired hurt". She had pawned her jewellery and a piece of land to find the money to pay her agent and buy the air ticket. But at the end of the journey there was only despair for her. The promised job was not there. She said, "Maxie mahathmaya's poultry projects then became my salvation". She organised a grower's unit for her family and was soon able to redeem her pawned jewellery and her piece of land too.

A young man in the area told a similar story and he is today a successful broiler grower.

One thing foreign visitors to this Wennappuwa poultry industry have admired is the bond of loyalty which binds the outgrowers to the organiser and the organiser to the outgrowers. The outgrowers are given the necessary know-how by getting them together for an exchange of views and having them instructed on the finer points of poultry keeping by experts. One result is that the growers are able to detect an ailment well in time and to administer medication at once. If the illness is something they cannot deal with, they inform the head office and expert assistance is sent promptly.

Maxie says the authorities could give poultry producers a big helping hand by making available chicks or breeding facilities to growers through state farms, or by making available to them the state farms which are not functioning.

He says the development of this industry has a great employment potential as well as foreign exchange earning capacity. There are now enquiries from many countries for supply of broilers from Sri Lanka. A small export trade, for the first time, has already commenced and Maxie hopes to develop it.

## Europe - new market for Lanka's vegetables

Sri Lanka's vegetable exports have been highlighted in the October (1994) issue of Eurofruit magazine. Titled, Sri Lanka targets Europe for vegetable exports, and subtitled - Diversification and expansion of hill country agriculture, the article reads:

An initiative to diversify agriculture in Sri Lanka's central highland region is seeking customers in European markets for its range of high value vegetables.

At present tea is the main crop in this area of the Indian Ocean island and some planters have been encouraged by the AgEnt Project to put their growing skills and experience in post-harvest handling to use in producing fine beans, mangetout, snow peas and round beans.

The AgEnt initiative in Sri Lanka, which is funded by the United States Agency for International Development (USAID), started in early 1993 to help the private agro-enterprise sector expand by developing and marketing new export crops. AgEnt saw huge potential for temperate vegetable cultivation in the favourable soil and climate conditions of the Nuwara Eliya area and implemented small scale trials at the end of 1993.

The second phase of the

project is to identify importers and retailers in France, the UK, the Netherlands, Germany, Switzerland, Denmark and Nordic markets who could be seriously interested in high quality export vegetables from Sri Lanka. After interested importers are found, the project then aims to identify the individual quality standards, packaging requirements and import timing of each potential customer.

"The first trial export shipments were in May and samples went to the Netherlands, France, Germany, Switzerland and the UK," David Brandon of High Value Horticulture, the UK-based consultancy to the project, told Eurofruit Magazine. "These were the products of the first round of trial drillings on three sites in March. In total the project covers 2.5 hectares on eight sites." Samples from the second round of trials were due in September and these will find their way onto the commercial market.

Mr. Brandon has provided the Sri Lankan growers with all the necessary information for standards in growing and packing which conform with all EU legislation and supermarket specifications. The growers will use this information to establish pack-

age and cooling facilities. Project advisors Anthony Dalgleish and Gamini Kumara will be available on the Sri Lankan stand at the SIAL food fair in Paris this month to discuss the project.

"At the moment we are assessing the market and I am reasonably positive about the project so far," said Mr. Brandon. "If the level of interest we have had keeps up, I think the project can go commercial next year."

Meanwhile, a press release, from AgEnt, says that Sri Lanka's exporters of vegetables achieved excellent results at the prestigious French SIAL '94, international food products exhibition, concluded in Paris. The press release adds:

SIAL is the largest European food and allied products trade fair held bi-annually at the giant Paris "Parc D'expositions." The event is widely recognised throughout the world as the leading showcase for quality fresh, processed, chilled, frozen, food, products and food ingredients.

The fair took place bet-



At the recent signing of a 50% "shared investment grant" to help Koffee Exotique, a small dynamic womens agro-enterprise to introduce a new piece of food processing technology are (L) AgEnt's Managing Director Richard Hurelbrink and Agri-Business Advisor Charmarie Maelge, Koffee Exotique's Proprietor Rushika Weerathunga and AgEnt's International Marketing / Agro-Processing Advisor Anthony Dalgleish.

ween the 23rd-27th October 1994 and was understood to have attracted this year around 100,000 buyers visiting 3,500 exhibitors from 77 countries (displaying more than 35,000 products!).

Under the direction of the Export Development Board (EDB), with strong assistance and promotional inputs from USAID's dynamic AgEnt private agro-enterprise sector development project - 7 selected exporters were given individual display booths and helped with airfreight of samples and assistance towards air travel.

basis among participating exporters have already been confirmed as topping the Rs 40 million mark linked to 10 (ten) new export markets being opened by exporters on a consolidated basis.

Extensive interest was also raised by potential buyers from many countries relating to a number of new export products displayed for the first time by Sri Lankan exporters at the trade fair or "in the pipeline for planned launch in 1995."

Sri Lanka's stand was manned by EDB's Deputy Director of Export Agriculture and AgEnt's Agri-Business and International Marketing/Agro-Processing Advisors.

The impact of Sri Lanka's stand at SIAL '94 scored very highly versus the majority of other developing country stands as a result of -

- Development of a Sri Lankan country image positioning based around a "Sri Lanka - Isle of Paradise" concept and strong use of an environmentally friendly colour at the pavillion and individual exporter name/product mix signage level.

- A strong "on stand" promotion offering exist-

ing/potential buyers the opportunity to win daily a number of collector's "devil masks" (which in turn had been promoted on pre-trade fair catalogue advertising)

Sri Lanka's new export development initiatives in the high value "hill country" export vegetables sector secured very wide coverage in the October SIAL '94 edition of Eurofruit magazine. This publication is the leading European fresh produce journal covering the import/wholesale/retail distribution trade in 15 European Community and Nordic markets

- 5 other exporters had their products gherkins, pickles, cashew, dehydrated fruit and confectionery displayed within the EDB booth area and helped with samples shipment, display and promotion.

Exporters who participated at SIAL '94 covered the following product sectors: fresh produce • spices • herbal products • fine foods • essential oils • oleoresins • desiccated coconut and coconut products and food ingredients.

Orders taken/potential orders on a consolidated

# The Island

Thursday 24th November, 1994 Registered in Sri Lanka as a Newspaper Vol. 14 No. 280 PRICE Rs. 8.00

## Lanka at SIAL '94 gains entry to ten new markets

The Agent initiated to develop a highly competitive cultural export or in the country resulted in seven export exporters assisted to export their products

at the French SIAL '94 international food products exhibition.

The exhibition held in Paris between the 23rd through 27th October is said to have attracted

around 100,000 buyers visiting 3500 exhibitors from 77 countries displaying more than 35,000 products.

The seven Sri Lankan exporters had been selected under the director of EDB and were given display booths at the exhibition.

Five other exporters had their products — gherkins, pickles, cashew, dehydrated fruits and confectionary displayed within the EDB booth area.

These exporters were assisted by USAID funded AgEnt with airfreight of samples and assistance towards air travel.

Exporters who participated at SIAL '94 covered the following product sectors: fresh produce ● spices ● herbal products ● fine foods ● essential oils ● oleoresins ● desiccated coconut and coconut products and food ingredients.

Orders taken/potential orders on a consolidated basis among participating exporters have already been confirmed as topping the RPS 40 million mark linked to 10 (ten) new export markets being opened by exporters on a consolidated basis.

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pavilion and individual exporter name/product mix signage level.

- A strong "on stand" promotion offering existing/potential buyers the opportunity to win daily a number of collector's "devil masks" (which in turn had been promoted in pre-trade fair catalogue advertising).

Both the EDB and AgEnt team also spent considerable time at SIAL '94 visiting competitive country and individual exporter stand to identify new export marketing opportunities for Sri Lanka. In early 1995 the EDB/AgEnt plan to run a number of major export marketing development

workshops based on experiences gained through participation at trade fairs such as SIAL '94 to illustrate the wide range of Sri Lankan export marketing opportunities which the private agro-enterprise sector should be aware of and seek (where appropriate) to seriously evaluate and test market.

Sri Lanka's new export development initiatives in the high value "hill country" export vegetables sector secured very wide coverage in the October SIAL '94 edition of Eurofruit magazine. This publication is the leading European fresh produce journal covering the import/wholesale/retail distribution trade in the European Community and Nordic markets.

# BUSINESS, ECONOMY & FINANCE

Sunday, October 2, 1994

Business Editor: Dalton de Silva

Woman entrepreneurs told —

BEST AVAILABLE DOCUMENT

## 'You can market goods abroad'

By Karel Roberts

If you are a woman and want to market your home-made, scented sambol, mango chutney or vambotu pahi, abroad, you can make it happen, if you have creative business ideas — and equip yourself with marketing know-how.

In essence, that was what the roomful of women were told by the experts who talked to them at a seminar, "How to Take Your Business Overseas and a Woman's Way to Success" organised by the Association of Business and Professional Women and USAID Agent's Women's Agro-Enterprise at

the Renaissance Hotel last week.

Mr. Richard Hurelbrink, Chief of Party/AgEnt, said that the key objectives of AgEnt in its five-year plan (1993-98) were to create 13,000 jobs in the domestic/export sales fields, targetting 50 million US dollars worth of sales investments back to Sri Lanka. In the 'critical' 20 months of its existence, AgEnt had stimulated 20 million US dollars worth of investment.

He said that the next phase of assistance would be technical and innovative technologies, with emphasis on transfer technology. What

were needed were clients with creative ideas and opportunities for enterprise. The private sector was very encouraging Mr. Hurelbrink said.

AgEnt is a USAID funded private agro-enterprise development initiative offering companies and entrepreneurs. Viable business/marketing plans to expand existing operations or begin new ventures aimed at both the domestic and export markets.

The most critical period would be in the next 20 months with ~~bring~~ invaluable creativity, dynamism and staying power. Identifying markets was also a vitally important factor.

Ms. Chrismarie

Maelge, Business/Marketing Development Advisor at AgEnt said that the response of business women at the seminar was good.

"Some had very good ideas", she said.

Anthony Dalglish AgEnt's popular general Marketing/Agro-Processing Adviser summed up the workshop:

"There is a lot more dynamism in Sri Lankan women than you think. They are a pretty go-getting lot. They are go-getting and have driving determination. They are also a pretty committed lot".

Twenty to 25 new clients had put their ideas across to AgEnt at the informal discus-

sions that followed the seminar. Dalglish described four out of ten of the ideas as 'very, very good'.

Some of the would be AgEnt clients were those who had stumbled along as well as others who had problems getting local assistance to set their projects off the ground.

Addressing the experienced and would be women entrepreneurs at the seminar, Tony Dalglish said: that the meeting was an 'appetite whetter' for any outstanding woman 'out there', and proceeded to list the hallmarks of a sound professional exporter. Number One was that homework had to be well done; secondly, a

sound marketing plan must be formulated, identifying building a "better mousetrap". Staying power was vitally important. Listed number three was good salesmanship creativeness.

Creativity was important. The fourth golden rule was to start with one market — to minimise risk, and the fifth, given added emphasis was 'keep up with the play', stay ahead.

Sri Lanka, Mr. Dalglish said, was 'absolutely loaded with export opportunities'. These export-marketing chances had to be uncovered. 'There are new opportunities everyday', he added.



# MAXIES Grow with U.S. Technology!

Grand Opening by  
**Her Excellency Teresita C. Chaffer**  
Ambassador of the United States in Sri Lanka  
of MAXIE'S automated poultry processing plant  
at 9.30 a.m. on 15th October 1994.



### Thank you

Today we open our ultra modern processing plant with capacity to produce 12,000 superior quality live chickens per day.

Thanks to take this opportunity to remember my parents and all others who have helped me to transform a 100 acre farm to the full fledged establishment of today. An operational Banking service, an investment for a young entrepreneur came to me from the People's Bank, the Commercial Bank and then staff. The Agricultural Development authority, the Department of Animal Production and Health, the FASAD's Agri Division and their staffs came up to my support expenses. I am grateful to all of them for their help. My father and MAXIE HOUSE is now 100 years. I commend all members, the business, staff, staff and the most outstanding number of customers for their support. I am a great user of banks in my own staff of all levels for the support that they have given me to make the venture the past 2 years that it is today a success of poultry house. I am grateful to all.

Maxie's  
Maxie Perera



### SMALL LITTLE ACORNS, TALL OAKS GROW : THE MAXIE HOUSE

has grown up from a few 100 chickens to the strong enterprise. Maxie Perera started after leaving school. He had to work hard to take the chickens that were kept in his own backyard and to bring them to the market.

### MAXIE EMPLOYES OVER 700 WORKERS AND OUT GROWERS:

Maxie Perera has employed 700 workers and out growers. He has a very strong family based business. He has a very strong family based business. He has a very strong family based business. He has a very strong family based business.

### MAXIE'S

has a very strong family based business. He has a very strong family based business. He has a very strong family based business. He has a very strong family based business.

### MODERN HYGIENIC PROCESSING TECHNOLOGY

has a very strong family based business. He has a very strong family based business. He has a very strong family based business. He has a very strong family based business.

### LEADING PRIMA LIVESTOCK FEED DISTRIBUTOR

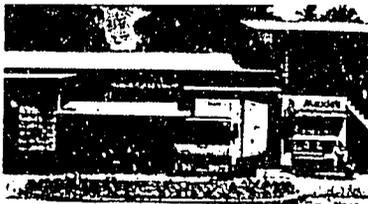
has a very strong family based business. He has a very strong family based business. He has a very strong family based business. He has a very strong family based business.

### THE FRESHEST CHICKENS ARE SOLD BY MAXIE'S

has a very strong family based business. He has a very strong family based business. He has a very strong family based business. He has a very strong family based business.

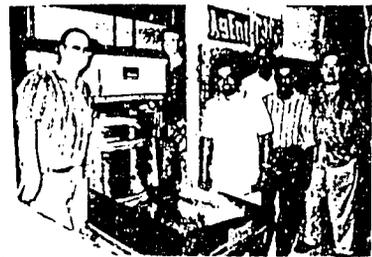
### PERSONAL SERVICE WHICH CAN'T BE BEATEN

has a very strong family based business. He has a very strong family based business. He has a very strong family based business. He has a very strong family based business.



## HELPING SRI LANKA AND MAXIE HOUSE TO GROW!

AsEnt is a leading provider of... (text is small and partially illegible)



AsEnt is a leading provider of... (text is small and partially illegible)



Maxie's  
MAXIE HOUSE (Pvt.) Ltd.

Fresh is Best

BEST AVAILABLE DOCUMENT



# ශ්‍රී ලංකාවට හා මැක්සි හවුස් ආයතනයට දියුණුවට අත දෙයි.



ඇමරිකා එක්සත් ජනපදයෙන් ලබාගත තාක්ෂණ කුසල මේ කුසලයේ කර්මාන්ත ශාලාවක් ඇති වූ අනන්තජයේදී දියත් කරන මේම වෙස්ට්වේස් ජැක්සි හවුස් ආයතනයේ සේවය ජැක්සි සෙවරා සහභාගි එක්ව ආයතනයේ උණුසුම් සහසැකූම් පිවිත්වයි. මේම කර්මාන්ත ශාලාව සේවයකට ගෙන නැව ගියා අස්ථා බොහෝමයකට ඉඩ සැලසෙන අතරම උසස් තත්වයේ හා සංඛ්‍යා ආරක්ෂාව ඇසුරුම් කල ප්‍රොසියර් කලලත් හා මේම කොටස් ඉතා සාධාරණ මිලකට වෙළඳ වෙළඳ සැපයීමට ඉඩ සැලසේ.

ඇමරිකානු ආධාර වැඩ පිළිවෙලෙන් අරමුදල ලබන පොදුගිවිත අංශ කෘෂි ව්‍යාපාරයක් වන එස්ට් විසින් සියයට 50 ක ආයෝජන දීමනාවක් මාර්ගයෙන් ජැක්සි හවුස් ආයතනයට මේම කර්මාන්තයට අවශ්‍ය උසස් උපකරණ හා තාක්ෂණය ලබාගැනීමට ආධාර දෙන ලදී. කුසල ගොවිපල අංශයේ වෙනත් ව්‍යාපාරවලටද අවශ්‍ය ආධාර සැපයීමට එස්ට් ආයතනය ඇපකැප වී සිටී. මේ මාර්ගයෙන් නව උපකරණ හා තාක්ෂණය ලබාගැනීමටත් අපද්‍රව්‍ය ප්‍රිහේමිට් හා කුසලත් ඇති කිරීමට අවශ්‍ය ආවේණික ලබා ගැනීමටත් අවි රක්ෂිත අවිනාශකරු බලකොටසක අන්දමේ කුසල කොටු සාදා ගැනීමටත් ඇසුරුම් ක්‍රම හා නිෂ්පාදනය වැඩි කාල ගැනීමේ උපදෙස් ලබාගැනීමටත් ව්‍යාපාරිකයින්ට සහසුකම් සපයා ගත හැක.

ඉහත සඳහන් හවුල් ආයෝජන වැඩපිළිවෙලට අමතරව එස්ට් ආයතනය විසින් ලෝකයේ විශාලතම වෙළඳ දැක්වීමක් වන ඇමරිකා එක්සත් ජනපදයේ සෝරිජියා ප්‍රාන්තයේ ඇට්ලන්ටාහි 1994 ජනවාරි මාසයේ පැවැති 47 වන ඇට්ලන්ටා කුසල ගොවිපල ප්‍රදර්ශනයට විශාල ශ්‍රී ලංකා නියෝජනයක් ලබාදෙන ලදී. තවද ශ්‍රී ලංකාවේ මේම කර්මාන්තයට අනාගතයේදී ලබාගත හැකි විශාල දියුණුම අලලා විකේප විපර්යාසයක්ද එස්ට් ආයතනය විසින් 1993 වසරේදී සම්පූර්ණ කරන ලදී.

කුසල ගොවිපල භූගෝලීය වෙනත් කෘෂි කර්මාන්තයන්හි නියැලී සිටින අයදු දේශීය හා විදේශීය වෙළඳ කොලට ආවේණිකව හර ව්‍යාපාරයන් සාර්ථකව දියුණු කාල ගැනීමට සේවාව ලබාදීමට කරන ලෙසයි. සියලුම වෙස සහසුකම් ලබාගැනීමට අවශ්‍ය වන්නේ නවී සංඛ්‍යා ව්‍යාපාරයේ වස්තූන් හා අවශ්‍ය වෙළඳසල සහසුකම් වෙනවාද දක්වා සහන සඳහන් ලිපිනයෙන් විමසන්න.

කලසනාචාර්ය ජයරත්න ජයවර්ධන විද්‍යාලය  
සේවක සංඛ්‍යා, සෝරිජියා, ඇට්ලන්ටා, ජෝර්ජියා, 389, ආකාරයේ, ඇට්ලන්ටා, කොලට 03  
දුරකථන: 91 1 49447, 496127, 496128, 496129, 496126  
ඉතාමත් වැදගත් සාකච්ඡා සඳහා විද්‍යාලයට හෝ විසින් සහය එවන ලදී.



## HELPING SRI LANKA AND MAXIE HOUSE TO GROW!

AgEnt offers warm congratulations to Mr. Maxie Perera (Managing Director of Maxie House) on the inauguration of his modern United States equipped poultry processing plant at Wennappuwa which will result in a substantial increase in employment numbers at both a processing and outgrowers level, linked to the production of a high quality, hygienically packaged and competitively priced range of whole frozen/fresh broiler chickens and parts.



*Pictured left/right at the commencement of the installation of the turnkey J.S. supplied Brover poultry processing plant are Brover installation engineers Keith Perron and Tony Hunting, Maxie House Managing Director Maxie Perera, Deputy Director of Animal Production and Health Dr. Sam Daniel, AgEnt's Agri-Business Advisor Gaminzi Kumarage and International Marketing/Agro-Processing Advisor Anthony Dalglish.*

AgEnt (which is a dynamic USAID funded private agro-enterprise sector initiative) assisted Maxie House with a "50% shared investment grant" to acquire selected equipment/technology components of his new plant; and AgEnt is likewise assisting many other identities (with viable business/market-ing plans who meet the necessary criteria) in the poultry sector to introduce upgraded and/or new pieces of equipment/technologies covering the environmental (effluent discharge), breeding (state-of-the-art incubators), parent stock, climate controlled "heat stress reduction" poultry sheds, higher added value packaging/presentation equipment, improved production/output facilities, etc.

In addition to the above shared investment grants program, AgEnt's International Marketing/Agro-Processing Advisor Anthony Dalglish, developed and led a major Sri Lankan poultry sector assessment/acquisition mission to the 47th Atlanta Poultry Exposition (Georgia, U.S.A.) in January 1994, which is the largest trade fair of its kind in the world. In mid 1993 AgEnt also completed a pro-active strengths/weaknesses review of the Sri Lankan poultry sector to enable this fast developing arena to become more aware of the opportunities/problems most likely to be created over the next few years.

Outside of the poultry sector, AgEnt is assisting a great many more Sri Lankan agro-enterprises and clients to successfully develop and expand their businesses at both a domestic and export markets level. For more information on how AgEnt may be able to help your agro-enterprise please send a brief letter explaining the nature of your business and future marketing/developing strategy/needs to:

Richard Hurelbrink,  
Managing Director - AgEnt Project,  
5th Floor, Deutsche Bank, P.O. Box 359, 86 Galle Road, Colombo 3.  
Tel: 94-1-446447, 446420 Fax: 94-1-446428

and we will send to you more information about AgEnt and our Agro-Enterprise Profile form which each potential client needs to complete as the basis for holding an exploratory possible assistance discussion.

THURSDAY OCTOBER 27, 1994



Mr. Terrence Liercke, acting director of the USAID unveils a plaque to open the automated broiler plant. On his left is Mr. Maxie Perera of Maxie House. — (Picture by Bandula Alakhoon)

## Modern poultry processing plant opened at Wennapuwa

By A. B. Mondis

USAID acting director Terence Liercke said he has not seen anywhere else in the world an establishment like Maxie House, where the energies of ordinary rural families are utilised to give them rich rewards by a large industry.

"In the process, it also offers employment to hundreds of young persons" he said. Mr. Liercke deputised for U.S. Ambassador, Ms. Teresita C. Schaffer at the opening of an automated broiler processing plant in Wennappuwa recently.

He said a sudden illness had prevented the ambassador from attending the function.

Mr. Liercke said: "We at USAID share your pride at the inauguration of this modern poultry processing plant, not only because of our involvement through the agro-enterprises project, but because it will benefit a lot of people directly in this country.

"These include the 800 outgrowers, as well as consumers and others who are involved in this sector, including the farmers who grow maize to feed the chickens.

"We are also pleased that our assistance program can share the advances in the technology of food processing with developing countries, such as Sri Lanka. This improved processing technology can become more widely utilized in the industry, and will help to raise overall standards for the industry.

The introduction of this modern processing plant will help to improve the quality of the product and also improve public health. It should reduce processing costs and help make poultry more affordable to the consumer.

"Furthermore, the new system helps to improve the waste disposal and hygiene without polluting the environment. I was very interested to learn how Mr. Perera started his business in a small way with 100 chickens a month in his backyard and grew to the present size.

"We are pleased to see that he is growing more with the assistance of the USAID AgEnt project. USAID has contributed only a small portion of the cost for this factory expansion and that contribution covers equipment new to Sri Lanka.

"Most of the costs and risks are borne by Mr. Perera. We applaud this effort for its benefits of increased employment. This business development may improve the livelihood of over 3,000 family members at the grass roots level. This is a major goal of our program in Sri Lanka, to have an impact on people at grass-roots level."

Mr. Richard Horelbrink, managing director of the USAID AgEnt project congratulated the proprietor, whose initiative and drive had made him build an establishment of this nature with a very small beginning.

Mr. Tony Dalresh, marketing and agro-processing director of USAID said: "Maxie is a great band of Sri Lankan entrepreneurs who have shown that they can compete with the best in Sri Lanka and overseas. AgEnt is proud to be a part of this success story."

He said they knew that Maxie House was a great owner-employee model to move forward and that the Maxie House family would continue to be one of the leading producers of quality chickens throughout the country.



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dessicated coconut  
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Telefax 94-1-445549

**SINBAD (PVT) LTD**

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Managing Director  
Products Spices, condiments,  
presentation packs  
Telephone 94-1-587683, 587651,  
501263  
Telefax 94-1-501263

**MA'S TROPICAL FOOD PROCESSING (PVT) LTD**

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Managing Director  
Products Processed spices,  
food ingredients  
Telephone 94-1-685771  
Telefax 94-1-688595  
attention Ma's Foods

**LINK NATURAL PRODUCTS (PVT) LTD**

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Managing Director  
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Telefax 94-1-447596

**H.D. DE SILVA & SONS (PVT) LTD**

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Managing Director  
Products Essential oils, spice  
oleoresins  
Telephone 94-1-438739, 446504  
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Managing Director  
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vegetables, fresh  
seasons  
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**CREASY FOODS LTD**

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Manager  
Products Processed fruits, vegetables,  
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On stand representatives from the following Sri Lankan agro-sector support and development organisations can be contacted for further information



Nihal H. Mawatha, Deputy Director,  
Sri Lanka Export Development Board, 125 Sir  
Chittampalam A. Gardiner Mawatha, Colombo 2,  
Sri Lanka. Tel: 94-1-438517. Fax: 94-1-438404



Anthony Hedges International Marketing/Agro-  
Processing Advisory & Gamanu Kumatape (Agro-  
Business Advisory) USAID/AgEnt Project, 5th Floor,  
Deutsche Bank, P.O. Box 369, 86, Galle Road,  
Colombo 1 Sri Lanka. Tel: 94-1-446447, 446420  
Fax: 94-1-446428

# Sri Lanka targets Europe for vegetable exports

Diversification and expansion of hill country agriculture

**A**N INITIATIVE to diversify agriculture in Sri Lanka's central highland region is seeking customers in European markets for its range of high value vegetables.

At present tea is the main crop in this area of the Indian Ocean island and some planters have been encouraged by the AgEnt Project to put their growing skills and experience in post-harvest handling to use in producing fine beans, mangetout, snow peas and round beans.

The AgEnt initiative in Sri Lanka, which is funded by the United States Agency for International Development (USAID), started in early 1993 to help the private agro-enterprise sector expand by developing and marketing new export crops. AgEnt saw huge potential for temperate vegetable cultivation in the favourable soil and climate conditions of the Nuwara Eliya area and implemented small scale trials at the end of 1993.

The second phase of the project is to identify importers and retailers in France, the UK, the Netherlands,

Germany, Switzerland, Denmark and Nordic markets who could be seriously interested in high quality export vegetables from Sri Lanka. After interested importers are found, the project then aims to identify the individual quality standards, packaging requirements and import timing of each potential customer.

"The first trial export shipments were in May and samples went to the Netherlands, France, Germany, Switzerland and the UK," David Brandon of High Value Horticulture, the UK-based consultancy to the project, told Eurofruit Magazine. "These were the products of the first round of trial drillings on three sites in March. In total the project covers 2.5 hectares on eight sites." Samples from the second round of trials were due in September and these will find their way onto the commercial market.

Mr Brandon has provided the Sri Lankan growers with all the necessary information for standards in



Tea pickers re-direct their skills to mangetout

growing and packing which conform with all EU legislation and super-market specifications. The growers will use this information to establish packhouse and cooling facilities. Project advisors Anthony Dagleish and Gamini Kumarage will be available on the Sri Lankan stand at the SIAL food fair in Paris this month to discuss the project.

"At the moment we are assessing the market and I am reasonably positive about the project so far," said Mr Brandon. "If the level of interest we have had keeps up, I think the project can go commercial next year." ■

## Sri Lanka. The new, quality source for fine beans mangetout/snow peas, round beans and much, much more!

**WIN A SUPERB DEVIL MASK AT SIAL!**

Visit the Sri Lankan stand (2H/64, Hall 2) and enter the daily competition to possibly win a superb collectors' Devil Mask!



**THEY HAVE TO BE GOOD!**

Colombo (Sri Lanka) 5 star hotel chefs (pictured left) with AgEnt Advisors endorsing the quality of first trialled high value export vegetables

The central hill country region of Sri Lanka has long been renowned for the magnificent quality of the tea grown in the region of the island exported to the world. These years of the country's food and planters have embarked on a programme of increasing and expanding production, where they can put their skills in post-harvest handling, export and marketing to use with the hill country, and in the process, help to diversify the economy and create a new range of export products, competitively priced and of high quality.

To find out more about how the unique USAID funded AgEnt (agro-enterprise development) private sector project can help you increase the value of these product lines, please contact AgEnt's Anthony Dagleish (International Marketing - Agro Processing Advisor) or Gamini Kumarage (Agro-business Advisor) on the Sri Lankan stand at SIAL - AgEnt's Colombo location.

contact fax number: +94 1 446428

**AgEnt**

HELPING SRI LANKA TO GROW

# Sunday Observer

# FINANCE & ECONOMY

Under USAID project

## Excess tea estate labour to be used for growing pyrethrum

by Elmo Leonard

Farmers take on new high export value crops as vanilla, pyrethrum and legumes.

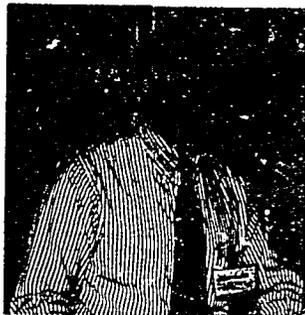
Excess labour of Sri Lanka's up country tea estates would soon be used

to grow pyrethrum, a natural insecticide (similar to tea pick and dry).

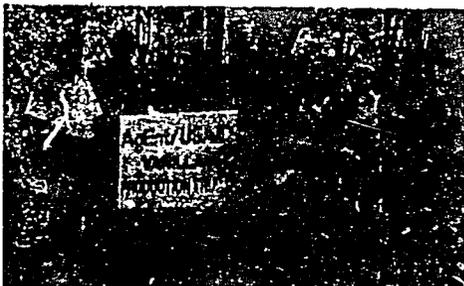
which would go into the making of aerosol sprays for export, and to a local mosquito coil manufacturing industry. This is just one of many plans AgEnt, dynamic USAID funded project has in its five year plan to end 1998, and possibly into the next century.

Another is to put together 500 farmers to grow vanilla initially. The number of farmers would increase to 1,200. AgEnt's managing director, Richard Hurelbrink, said vanilla is a new high value export crop, and farmers from Kandy, Matale and Kegalle districts were trained in its cultivation.

AgEnt's successes thus far are enormous. Set up in January 1993, AgEnt had 250 clients working very actively with 125 of them.



Richard Hurelbrink



Vanilla grown on a trial basis in the Matale region

Eighty percent of AgEnt's clients are in the small and medium categories.

AgEnt is a US\$ 14 million project funded by USAID. Taking a simple example of an enterprise which has benefited from the AgEnt project, we spoke to Mario de Alwis, Managing Director of MA's Tropical Foods Processing (Pvt) Ltd

based in Dambulla. De Alwis said that his enterprise got underway in 1987, putting out spices and spice based products. The spices the company puts out includes all types as, pepper, cloves, nutmeg, cinnamon in powdered form. The spice based products include, curries, curry pastes, mixes, etc. MA's fulfilled a re-

quirement of AgEnt, calling for assistance, and putting its cards on the table. AgEnt responded with a grant US\$ 5,000 to purchase a semi-automatic filler machine to pack spices. AgEnt's loans are on a 50/50 sharing basis, and MA's put in the equivalent of another US\$ 5,000.

De Alwis said that his company's export would increase by a third within this year. Currently MA's exports reach Japan, Russia, USA, Canada, Australia and UK.

MA's employs 70 persons at Dambulla who have the facility of free

lodging and meals, in addition to another 10 persons employed in Colombo who assist in marketing the products at home and overseas. Hurelbrink explained that within the past 20 months, the 200 shared investor grants covered a very diversified range of agro-enterprise sectors and products from agriculture, floriculture, ornamental fish, processed foods, spices, livestock (especially poultry), and legumes to be grown in the upcountry regions of the island.

Companies and enterprises have been assisted under this USAID project on a cost sharing basis, to visit overseas markets, and purchase equipment, and technologies, so that a market edge could be achieved. And identify export market opportunities or participate in trade fairs. To produce new label designs, sales brochures and promotional literature. To develop new export crops on a trial basis.

AgEnt's objective is to assist the Sri Lankan economy by way of developing the private sector to expand or establish commercially viable agro-enterprises. It plans to create 13,000 jobs within the 5 year period, while

increasing sales at home and abroad. Hurelbrink spelled out AgEnt's second objective, as to increase sales of the companies by US\$ 50 million within 5 years. The third objective is to ensure that within the 5 year period the companies would invest their profits of not less than US\$ 20 million into their companies, and the agricultural sector.

Other experiments are on for cultivating legumes in the up country region for export into the European Union. These crops include, French fava beans, round bean, sugar peas and mungbean. Around Avissawella in the Sabaragamuwa province a fibre crop called Ramie is being experimented with. Ramie could be blended with cotton to feed country's spinning mills.

In the south of the island, work is underway to develop seeds for the cultivation of semolina, maize, and pulses, which could be grown in dry areas. If such are grown in the south, it would assist low income farmers, Hurelbrink said.

The technically qualified staff of AgEnt, with experience in developing nations in many parts of the world are also working on cultivating B



A client and an AgEnt International technical assistant discuss how Shitake mushroom production could be increased without major additional investment.

onions during off season, and on its storage techniques.

All this work is being done outside the Mahaweli region, of the country.

The AgEnt project which is funded by United States Agency for International Development is being implemented by a consortium comprising Oregon State University as the lead organization, and Development Alternatives Inc, Fintrac and Management Advisory Services of USA. AgEnt's international

marketing agro-processing advisor, Anthony Dalgleish plays a catalytic role in this program.

AgEnt has of late turned its attention on Lankan women, who they say have the capability to become successful agro-enterprise entrepreneurs. AgEnt has concluded a program where 200 women throughout the country took part in a program to expand their businesses and launch new products via a major domestic export marketing workshop. The women's entrepreneurial advisor is Charmaine Meele, who has shown results in a short time.

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# Daily News

The English Daily with the largest circulation in Sri Lanka

SATURDAY SEPTEMBER 24, 1994

## Poultry farmers' seminar

(Kochchikade correspondent)

It is a great pleasure to help a young entrepreneur who took up to poultry farming, with only hundred day old chicks in the year 1979, and today who provides 1,20,000 day old chicks, poultry feed, and other infrastructure facilities to five hundred feeder poultry farmers investing over Rs. 6.4 million a month solely on personal fidelity basis even without security deposit. This type of industrious, courageous and broad-minded entrepreneurs are an asset to a nation" said Mr. Tony Dalglish US Aid Project (Agro Enterprises Development Sri Lanka) addressing a special poultry farmers seminar held at Pradesiya Saba Hall, Wennappuwa last Monday.

The seminar was jointly organised by Maxie House Poultry Farming Ltd., Prima Poultry Breeder Farms Ltd., John Keells Ltd., and the Agro Enterprise Development Project. Over five hundred poultry farmers participated at the seminar.

Mr. Dalglish said, the pioneer of the Maxie House Poultry Farming Ltd., Mr. Maxie Perera of Wennappuwa started his poultry farming from nothing through his perseverance and dedicated and devoted hardwork and today he has risen to the level of leading poultry breeder, exporter of processed chicken and the owner of an efficient marketing network in Sri Lanka.

"When we met him at Wennappuwa on the very first day we observed him to be a determined, charming, and enterprising entrepreneur with an ambition to make poultry farming an economically viable venture in Sri Lanka. We took him to US and provided opportunities to gain first hand knowledge and technical-know-how on modern and scientific poultry farming including processing techniques."

"We provided him with US Aid to commence the Stage I of his poultry processing project. If he is to be guided by our assistance and advice, in another five to ten years time he could be a top class poultry processor in Sri Lanka."

"Maxies are following 'Live and let live policy' We highly appreciate this co-existence policy. We will definitely help Maxies to improve the quality of

processed chicken to a very high standard in the near future".

He said, the US Aid team was highly impressed on the "feeder network" system established by Mr. Maxie Perera providing the farmers' free day old chicks, poultry feeds, drugs, veterinary service and above all purchasing the broiler birds at a guaranteed price with an attractive profit margin to the growers.

In reply to a question by a farmer Mr. Tony Dalglish said, the US Aid Project in Sri Lanka will consider a scheme in assisting small scale poultry farmers with low interest credit facilities in putting up cages and procuring other infrastructure facilities.



At a special poultry farmers seminar jointly organised by a number of poultry farming organisations and the US Aid Project held at the Pradesiya Sabha hall Wennappuwa to discuss the problems of small scale poultry farmers. Mr. Tony Dalglish, Leader of the US Aid Project addresses the seminar. (Kochchikade Cor.)

# Daily News

The English Daily with the largest circulation in Sri Lanka

FRIDAY SEPTEMBER 23, 1994

The Association of Business & Professional Women  
in collaboration with AgEnt presents:

## "HOW TO TAKE YOUR BUSINESS OVERSEAS AND A WOMAN'S WAY TO SUCCESS"



Date : 28th September 1994  
Venue : Colombo Renaissance Hotel  
Time : 5.30 p.m. to 7.30 p.m.

All members and women entrepreneurs in  
Agri-Businesses are welcome.

### Programme

- Fellowship Meeting
- Introduction to AgEnt  
and its Functions' - Chief of Party/AgEnt
- Marketing Workshop - International Marketing/Agro-  
Processing Advisor/AgEnt



D&D

Please confirm participation before 26th September 1994.

Contact Telephone Nos: 864655  
853707

# US\$ 14m AgEnt project completes major phase 2

AgEnt is a dynamic USAID funded private sector agro-enterprise initiative successfully assisting companies and entrepreneurs with viable business/marketing plans to expand existing operations or start-up new ventures targeted at both domestic and export markets.

Richard Hurelbrink, AgEnt's Managing Director, stated that over the last 20 months AgEnt had made nearly 200 "shared investment grants" covering a very diverse range of agro-enterprise sectors and products to enable companies and entrepreneurs to-

- \*Visit overseas markets to evaluate/purchase upgraded and new equipment/technologies designed to create a marketing edge.

- \*Visit overseas markets to evaluate/identify new export marketing opportunities or participate in trade fairs to successfully promote and sell their products.

- \*Produce new label designs, sales brochures and promotional literature.

- \*Address environmental processing problems.

- \*Develop and trial new high value export crop initiatives at a hill/mid/low country regions level.

Whilst the "shared investment grants" component is the cornerstone of AgEnt's private sector agro-enterprise development thrust, another critically important support component is the project's program, which shortly completes a major Phase 2 multifaceted training workshops program covering the following illustrative sectors.

### 3 day agri-business/ international marketing workshops

Over 100 senior/mid management executives and entrepreneurs throughout the country attended 4 workshops held in Colombo, Kandy and Nuwara Eliya. The workshops were conceived/run by AgEnt in association with Mississippi State University's Agri Business Institute.

As a result of independent market research conducted at the conclusion of the majority of the workshops, AgEnt will intensify its training efforts in the international marketing arena in 1995, as many participants expressed deep interest in "How to identify export marketing opportunities; then develop/launch products successfully into the international marketplace on a sustainable/profitable basis."

AgEnt's International Marketing/Agro-Processing Advisor (Anthony Dalgleish) will again act as the catalyst in the development/implementation of this important component of AgEnt's future multifaceted agro-enterprises training program; which will be run in conjunction with a leading Sri Lankan trade association and development body, linked to the award of a number of overseas international marketing training/study tours as prizes for the "best submitted international marketing plans aligned with the development/launch of a new export product sector".

### Financial institutions' credit officers training workshops

This is Phase 2 of AgEnt's program to

train another 50 credit officers (mainly from the financial community) who are employed at an operational credit management level with responsibilities in the agriculture sector. The workshops are being conducted on AgEnt's behalf by the United States based MAS/Management Advisory Services company with specifically constructed inputs from AgEnt's Financial Division relevant to Sri Lankan needs and requirements in this sector.

AgEnt believes that the development of improved skills in the agriculture credit management discipline will encourage Sri Lankan financial institutions to increase their exposure in the agribusiness arena, benefitting in turn from the increased demand for banking services which will follow from the agriculture sector.

### 2-Day medium/micro size agro-enterprise management/marketing and sales personnel effective field selling workshops

Utilising a leading Sri Lankan trainer in these disciplines, AgEnt conducted Sinhala language workshops in the above sectors covering a total of 70 men/women entrepreneurs and their sales personnel in Colombo and Kandy.

The key objectives were to improve the marketing/sales sophistication and application of medium/micro size agro-enterprises and entrepreneurs who must sell their products in a highly competitive marketplace.

### Reducing domestic market postharvest losses of fresh fruits and vegetables

AgEnt in collaboration with HORDI (Horticulture Research and Development Institute) conducted the first of a series of training workshops in this important sector. The 33 participants came from the Kandy Central Market Traders Association and their affiliated growers and transport agents.

### Vanilla outgrower development program - field planting demonstrations

As part of AgEnt's major pro-active development support for this new, high value export sector, the project conducted a field workshop on hand pollination for 34 farmers from Kandy, Matale and Kegalle districts.

Finally, Richard Hurelbrink confirmed that AgEnt in 1995 will increase the intensity and scope of its training programs throughout the private agro-enterprise sector embracing large/medium/micro-size organisations, farmers associations and women entrepreneurs. In a latter context he confirmed that AgEnt's recently formed "Womens Agro-Enterprise Development Unit" headed by Miss Charmarie Maelge is already achieving a considerable impact on a number of fronts.



Award of AgEnt 3 Day Agri-Business / International Marketing Workshop Certificates. From left, Mrs. Dissanayake (Summer Foods), Anthony Dalgleish (AgEnt International Marketing / Agro-Processing Advisor), Gamini Kumarage (AgEnt Agri-Business Advisor), Richard Hurelbrink (AgEnt Managing Director) and Professor Travis Davis (Mississippi State University's Agri-Business Institute).

Greatly reduced  
in size

BEST AVAILABLE DOCUMENT

# The Island

Sunday Edition

The English Newspaper with the largest circulation in Sri Lanka  
Sunday September 18, 1994 Registered in Sri Lanka as a Newspaper Vol. 14 No. 38 Price Rs. 9.00



## HELPING SRI LANKA TO GROW!

### US\$ 14 MILLION AgEnt PROJECT SUCCESSFULLY COMPLETES MAJOR PHASE 2 MULTIFACETED AGRO-ENTERPRISES SECTOR TRAINING PROGRAM

AgEnt is a dynamic USAID funded private sector agro enterprise initiative successfully training companies and entrepreneurs with viable business/marketing plans in export oriented operations or start-up new ventures targeted to both domestic and export markets.

Richard Hurdhank, AgEnt's Managing Director, stated that over the last 20 months AgEnt had made nearly 200 "shared investment plans" covering a very diverse range of agro enterprise sectors and products to enable companies and entrepreneurs in:

- Visit overseas markets to evaluate/purchase upgraded and new equipment/technologies designed to create a marketing edge
- Visit overseas markets to establish/identify new export marketing opportunities or participate in trade fairs in successfully promote and sell their products
- Develop new life designs, sales brochures and professional literature
- Address environmental processing problems
- Develop and test new high value export crop varieties at a full scale/low country region level

While the "shared investment plans" component is the cornerstone of AgEnt's private sector agro enterprise development thrust, another equally important support component is the project's training program, which recently completed a major Phase 2 multifaceted training workshop program covering the following distinctive sectors:

#### 3 DAY AGRO-BUSINESS/INTERNATIONAL MARKETING WORKSHOPS

Over 100 managerial management executives and entrepreneurs throughout the country attended 4 workshops held in Colombo, Kandy and Nuwara Elya. The workshops were conceptualized/led by AgEnt in association with Mississippi State University's Agri Business Institute.



Award of AgEnt 3 day Agri Business/International Marketing Workshop Certificate Mrs. M. Deshanayake (Summer fruits), Anthony Ekanth (Agri/International Marketing/Agri Processing Activities), Ganneth Kumara (Agri/Agri Business Activities), Richard Hurdhank (Agri/Managing Director) and Professor Tissa (Mississippi State University's Agri Business Institute)

As a result of independent market research conducted at the conclusion of the majority of the workshops, AgEnt will intensify its training efforts in the international marketing arena in 1995, as many participants expressed deep interest in how to successfully export marketing opportunities, their development/marketing prospects, successfully using the international marketplace for a profitable/ profitable base!

AgEnt's International Marketing/Agri Processing Activity (Anthony Ekanth) will again act as the catalyst in the development/development of this important component of AgEnt's future multifaceted agro enterprises training program which will be run in conjunction with a leading Sri Lankan trade association and development body. It will be linked to the award of a number of overseas international marketing training study tours at prices for the best selected international marketing plans aligned with the development/development of a new export product sector!

#### FINANCIAL INSTITUTIONS/AGRO CREDIT TRAINING WORKSHOPS

This is Phase 2 of AgEnt's program to train another 50 credit officers (mainly from the financial community) to be employed at an operational credit management level with requirements in the agriculture sector. The workshops are being conducted on AgEnt's behalf by the United States based HAS/Development Advisory Services company who specifically concentrate its input from AgEnt's financial Division relevant to Sri Lankan needs and requirements in that sector.

AgEnt believes that the development of improved skills in the agriculture credit management discipline will encourage Sri Lankan financial institutions to increase their exposure in the agribusiness arena thereby benefiting from the increased demand for banking services which will follow from the agribusiness sector.

#### 3 DAY HURD/HURD/AGRO ENTERPRISES MANAGEMENT/MARKETING AND FINANCIAL PERSONNEL TRAINING/TECHNICAL WORKSHOPS

Utilizing a leading Sri Lankan trainer in these disciplines, AgEnt conducted Sinhala language workshops in the above sectors covering a total of 70 men's/women entrepreneurs and their sales personnel in Galle and Kandy. The key objectives were to improve the marketing/technical sophistication and applications of medium/medium size agro enterprises and entrepreneurs who must sell their products in a highly competitive market place.

#### REDUCING DOMESTIC WASTE/POST HARVEST LOSS OF FRESH FRUITS AND VEGETABLES

AgEnt in collaboration with HORD (Homebased Research and Development Institute) conducted the first of a series of training workshops in this important sector. The 33 participants came from the Kandy Central Market Traders Association and their affiliated growers and transport agents.

#### VANILLA OUTGROWERS DEVELOPMENT PROGRAM: FIELD PLANTING DEMONSTRATIONS

As part of AgEnt's major private development support for this new, high value export sector, the project conducted a field workshop on hand plantations for 34 farmers from Kandy, Matale and Kegalle districts.

Finally, Richard Hurdhank confirmed that AgEnt in 1995 will increase the intensity and scope of its training programs throughout the private agro enterprise sector endeavoring to help/medium/medium size organizations, farmers associations and women entrepreneurs. In a later column he confirmed that AgEnt's recently named "Business Agro Enterprise Development Unit" headed by Miss Chamara Marjale is already achieving a considerable impact on a number of firms. The further details on how AgEnt can possibly assist private sector agro enterprises/entrepreneurs with viable business/marketing plans contact: The Managing Director, AgEnt Project, 5th Floor, DeWittie Bank, 86, Galle Road, Colombo 3. Tel: 466477/466420, Fax: 466128.

# Daily News

The English Daily with the largest circulation in Sri Lanka

THURSDAY SEPTEMBER 08, 1994

## Aquarist annual festival Sept. 9-11

The Aquarist Society of Sri Lanka will be holding its 7th Annual Aquarist festival from September 9 to 11 at Sudarshi Hall, Baudhdhaloka Mawatha (opposite the BMICH).

Each year since its inception this festival has attracted more and more exhibitors and more and more exotic varieties of fresh water and marine fish and invertebrates. This year promises to be bigger and better than ever. In order to provide hobbies with a double attraction, this festival also includes an exhibition and sale of ornamental plants from some of the best known plant breeders in the country. There will also be stalls selling all the aquarists requirements of tanks, fish food, air pumps, heaters and filters as well as a wide range of exciting fish, both imported and locally bred.

A new feature this year will be a continuous demonstration on how to set up a fresh water aquarium, as well as a model to show how an all glass tank is assembled. Many of Sri Lanka's leading fish breeders will be showing export quality fish and exporters of marine fish will be showing some of their best varieties, which are exported all over the world. Importers have promised at least one variety of fish never before seen in this country. A good day out for the entire family is therefore assured.

There will be a competitive aspect to the show, where amateurs and professionals in the society will show their best fish in the contest. There is also an open class for non-members. Awards for excellence and for merit will be made by a panel of expert judges. In addition there is a wide array of challenge trophies to be awarded by the judges for best amateur, best breeder,

best professional etc, as well as a grand award for the best fish in the show. As a gesture to the pioneers in the aquarium hobby and trade, who are no longer with us, challenge trophies are awarded in their memory.

The show will be opened on the first day by Mr. Richard Hurelbrink, Managing Director of AgEnt, whose organisation has been a moving force in the development of the Aquarium industry in this country.

The Aquarium Society of Sri Lanka was founded by the late Mr. Rodney Jonklaas, who was regarded as this country's greatest aquarist. It started life as the "Amateur Aquarium Society" but the high standard he set, not only in the aquarist festival but also in the day to day affairs of the society, attracted so many professionals, breeders, importers, exporters and retailers that membership was thrown open to anybody, and the society was renamed the 'Aquarist Society'. Many of the original amateurs are now professionals of very high standing and the vast amount of experience that has been accumulated from the experience of all types of members provide a pool to sustain the industry. Amateurs provide the important home market for breeders and collectors. Amateurs, starting when they are schoolboys, grow into professionals and, amateurs set the standards by their home bred and carefully nurtured fish.

Visitors to the show can see all this for themselves. Join us at the festival and learn about a fascinating inexpensive and worthwhile hobby. In the aquarium it is the fish that hooks the human and not the other way around, as in Angling.

# The spirit of enterprise helped Hiran to innovate

If you think, that spirit of enterprise needed to create great corporations is lacking among Sri Lankan entrepreneurs your thinking is proved wrong. They do have. All it needs is assistance that is now being proffered by organisations such as the EDB, the banks and others, to fire the imagination of local entrepreneurs.

Consider for instance the husband and wife duo Mr. and Mrs. J. V. H. Fernando who started the Hiran Cordials Company in 1979. Today, they are on to greater things helped by the Hatton National Bank, Moratuwa and trading as Hiran International Dehydration Co. (Pvt.) Ltd.

"We have begun to innovate and develop better products for the world market", says Mr. Fernando. Indeed they have. For the new company in addition to the Fernandos have two other directors on the board producing dehydrated local fruits to titillate the palate of food faddists in the outside world.

"It was a hard way up" Mr. Fernando says. "After years of experimentation and study of the markets outside, we are able to export this product effectively". In addition the experimentation had been unique to the Hiran company and they have been able to obtain patent rights for the dehydration process.

At first the Hiran Cordials Company made cordials and jams. Mrs. Fernando



Mrs. Helen Fernando, Production Director of Hiran Cordial Co with a bulk export pack of natural/ dried pineapple slices.

was the expert in producing them while her husband looked after the marketing side. These items were distributed among the leading hotels in the country. Mr. Fernando says they supplied over 75 per cent of the hotels.

In 1983 they diversified into other products. They made yoghurts and ice-creams. In addition they produced Gold Crest vinegar that had been accepted very well by housewives.

But then Mrs. Fernando was thinking of going further and particularly into exports. So they had thought of dehydrated fruits from Sri Lanka. The Industrial Development Board guided them in their experimentations.

They attended workshops and seminars conducted by the IDB and finally they were able to produce a quality product acceptable to all standards.

Their first foray into international markets was their participation in the New Delhi Fair organised by the EDB. Next they took part in Expo 92.

In a little over a decade of their starting business the Fernandos strode into a new path with a new product. And then they were in the export business.

But then they had further obstacles to clear. They had to find newer markets and produce dehy-

drated fruits that excelled. So they sought other assistance to grow. This came in the form of USAID and Agent.

Since the Hiran company was making an innovative product the two organisations came up to help the company to improve the product and find markets. With this help the Fernandos were able to visit several factories in Thailand to learn methods of commercial production. "We did learn many things" they say.

Last year they made it to the ANUGA Fair in Germany. They were selected by the Ministry of Industries and while Agent helped to defray 50 per cent of their expenses the

balance was provided by the EDB.

After this, they were on to big business. Today, they export to Germany, Japan, Austria and Holland. To do this, they had to incorporate the new company taking in more capital and increasing the directorate.

In November 1993 the company imported a sophisticated drier from Taiwan with the help of Agent on a 65 per cent 35% share investment basis. They are now preparing to go into a new factory, larger and better suited to produce dehydrated fruits on a commercial basis.

Hiran with a pioneering status has proved that Sri Lankans to have what it takes to create great corporations out of small beginnings. All that is needed is the spirit of enterprise.

# The Island

# Daily News

The English Daily with the largest circulation in Sri Lanka

SATURDAY AUGUST 27, 1994

## Aquatech'94 spawns new species & technologies

From shrimp to eels, *tilapia* and even tuna – this is the new direction in which the Asian region's burgeoning aquaculture industry is moving and it will be the theme of the first major international conference, AQUATECH'94, which opens in Colombo on Monday. The theme: 'New species, new Technologies'.

The three-day event will bring together a panel of international experts who will examine the current issues and future prospects for the shrimp farming industry, as well as technical and marketing aspects relating to a wide range of other species with strong market potential across the globe – from eels to the common *tilapia* and even tuna culture.

"Aquaculture'94 serve as a bridge between research and industry, between advanced nations and those less advanced, between suppliers of technology and end users", a conference source told the *Daily News*.

Conscious of the role a development bank has to play in an industry somewhat vulnerable and fraught with risk, the National Development Bank, which pioneered the aquaculture industry in Sri Lanka in the early 1980s, together with DFCC and AG-ENT, is subsidising a substantial part of the conference registration fee (payable in US dollars) for local participants, and NDB source said.

This is expected to encourage wider participation and enable small scale farmers and prospective entrants to learn of the latest developments and interact with their overseas counterparts and exchange ideas.

Monday's World Aquaculture Conference has been organised by INFOFISH, the Kuala Lumpur-based inter-governmental organisation which provides marketing information and technical advisory services to the Asia Pacific region, and Sri Lanka's Export Development Board.





**AgEnt IS A DYNAMIC USAID FUNDED PRIVATE SECTOR AGRO-  
ENTERPRISE DEVELOPMENT INITIATIVE SUCCESSFULLY  
ASSISTING COMPANIES AND ENTREPRENEURS WITH VIABLE  
BUSINESS/MARKETING PLANS TO EXPAND EXISTING  
OPERATIONS OR START-UP NEW VENTURES TARGETED AT  
BOTH DOMESTIC/EXPORT MARKETS!**

Over the past 20 months AgEnt has assisted many Sri Lankan agro-enterprises and entrepreneurs through the project's unique "50% SHARED INVESTMENT GRANTS" program in the following export sectors -

1. To visit overseas markets to assess/acquire new higher added value processing and packaging technologies.
2. To conduct "first hand" export markets research to determine whether existing or new concepts/products have the potential to achieve success, linked to the development/implementation of export marketing strategies which are most likely to work in the highly competitive international market place.
3. To participate in trade fairs to help them promote their products and find new buyers.
4. To produce "on target" export promotional material such as product information/sales brochures.
5. To send samples to potential buyers for initial evaluation.
6. To develop new export manufacturing processes.

- and much, much more.

Next, AgEnt's freely accessible Business Information Center maintains an up-to-date collection of hard back publications, international trade magazines, product sector trend/price reports, linked to an international network capable of accessing a wide range of production, post harvest handling, processing, marketing and agri-business topics.

For more information on how AgEnt can possibly assist your agro-enterprise in the export marketing development arena, please send a brief one page letter outlining the nature of your business and possible assistance sought to-

Richard Hurelbrink,  
Managing Director - AgEnt Project,  
5th Floor, Deutsche Bank, P.O. Box 389,  
86 Galle Road, Colombo 3, Sri Lanka.  
Tel: 94-1-446447, 446420 Fax: 94-1-446428

We will then send to you our AgEnt information brochure and an agro-enterprise profile form which needs to be completed to form the basis for holding our first exploratory meeting with a potential client.

# Daily News

The English Daily with the largest circulation in Sri Lanka.

MONDAY JUNE 20, 1994



The Export Development Board's ornamental fish exporters stall at the INTERZOO '94 world pet trade fair held recently at Nuremberg, Germany, was designed and built with assistance from USAID's AgEnt Project. Eight local breeders/exporters of endemic tank and pond-reared ornamental fish were overwhelmed by the advance orders they received at the four-day exhibition. (Picture by courtesy of AgEnt)

## Boost for Lanka's aquarium fish export

Sri Lanka's aquarium fish display at the Interzoo '94 pet trade fair held recently in Nuremberg, Germany, has provided a major boost for the country's aquarium fish exports, according to the Export Development Board (EDB) and USAID's private sector agro-enterprise development project AgEnt.

Both the EDB and AgEnt, assisted eight Sri Lankan aquarium fish exporters to participate in Interzoo, the world's largest fair for the pet trade with aquarium fish being one of the major product groups.

Tank and pond-reared ornamental fish from Sri Lanka was one of the high lights, and sales success of some of the show, accord-

ing to AgEnt. Some of the exhibitors were considering returning to Sri Lanka before the show was even over as a result of advance orders for their anticipated production.

AgEnt also collaborated with the EDB in organising the Lankan stall and international market promotion. Other assistance given to exporters included free stall space with basic fixtures and fittings, aquaria with complete accessories for exhibiting the live fish products, and the provision of subsidised air fare and daily subsistence allowance to the eight breeders/exporters who participated.

These were Messrs Ocean Tropical Ltd, Tropical Aquatics, Fish Gate (Pvt) Ltd., Wet

Pets, Aquapets, Aquarium Sea Horse, CDE Aquariums, Golden Sealare Business Enterprises, and Ruwini Aquatics.

AgEnt has provided technical assistance for the expansion and breeding of freshwater aquarium fish and marketing assistance for export to selected local aquarium fish breeders exported under an EDB/IC/UNDP funded project. As a result of this program those who were predominantly exporting marine/tropical aquarium fish have commenced captive breeding of freshwater tank-reared fish for the export trade.

One of the catalysts responsible for this transition

has been the lobbying by various international and conservationists' organisations for the preservation of the natural environment.

For Interzoo '94, AgEnt created and provided two colourful endemic fish posters to create an identity for Lankan tank and pond raised fish. Fourteen aquariums with fish ranging from guppies to goldfish were placed at the back of the Lankan stall, so that one had to really walk in to view. This promotional strategy had an outstanding impact in that the stall was patronised by over 1,000 visitors during the four-day exhibition.

As a result, the representatives of the eight participating companies had

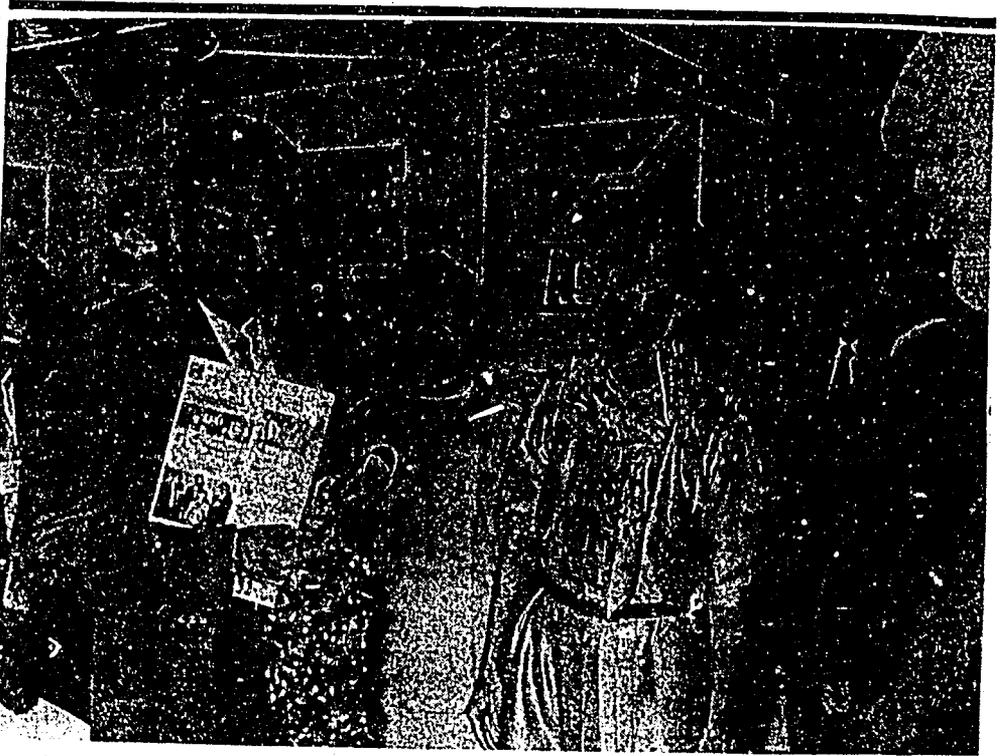
combined total of nearly 500 sit-down discussions with existing and potential new buyers during the show.

According to AgEnt, the main producer of ornamental fish in the Asian region is Singapore, whose export market last year neared US\$ 50 million.

While Sri Lanka has a long way to go to reach such a figure, given the strength and talent of the local industry, the marketing and promotional approaches introduced at Interzoo, and land availability for breeding, both the EDB and AgEnt are confident that foreign exchange earnings should grow significantly in the near future.

# The Island

Wednesday 1st June, 1994 Registered in Sri Lanka as a Newspaper Vol. 14 No. 129 PRICE Rs. 7.00



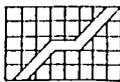
Prime Minister Ranil Wickremasinghe who was chief guest at the American Trade Fair at the Colombo Marriott in conversation with US Ambassador in Sri Lanka, Mrs. Teresita Shaffer. Looking on is Textiles and Handloom Industries Minister U. B. Wijekoon.

# The Island

Thursday 16th June, 1994 Registered in Sri Lanka as a Newspaper Vol. 14 No. 142 PRICE Rs. 7.00



EDB's ornamental fish exporters stand at the major German Interzoo Trade Fair in May which was designed in collaboration with US AID'S 'AgEnt' private sector agro-enterprise project.



**AgEnt**

**HELPING SRI LANKA TO GROW!  
APPLICATIONS ARE INVITED TO ATTEND  
AgEnt's 3 DAY AGRIBUSINESS  
MANAGEMENT/MARKETING TRAINING COURSES  
PRESENTED BY MISSISSIPPI STATE  
UNIVERSITY'S AGRIBUSINESS INSTITUTE**

BACKGROUND

AgEnt is a dynamic USAID funded private sector agro-enterprise development initiative successfully assisting companies and entrepreneurs with viable business/marketing plans to expand existing operations or start-up new ventures targeted at both domestic and export markets.

AgEnt has identified for some time that there is a critically important need to increase the skills/sophistication of many agro-enterprise executives and entrepreneurs in the agri-business management and marketing disciplines; hence the development and upcoming presentation of these courses.

AgEnt is also implementing a parallel non English medium training course program for small agro-enterprises in post harvest handling, processed food products, business/marketing management and salesmanship/promotion.

COURSE PRESENTERS, BROADBASE TRAINING CONTENT  
AND APPROACH

The courses have been developed and will be presented in the main by Professor Travis Phillips of Mississippi State University's Agribusiness Institute, with inputs from Anthony Dagleish, AgEnt International Marketing/Agro-Processing Advisor.

Broadbase components of the training outline will include —

- \* Business Planning \* Successful agro-enterprise management
- \* Export marketing \* Other important management topics

The training approach will embrace "intensive, direct presentations directed to practical, local-oriented needs, including lectures, participation in problem solving, round table discussions and demonstrations. Emphasis will be on practical aspects".

VENUES, COURSE DATES, APPLICATIONS AND SELECTION

AgEnt will run at least 3 training courses at dates to be decided between 10th/30th July 1994 in the following centers —

- \* Colombo \* Kandy \* Nuwara Eliya

The teaching medium will be in English. Each training course will be limited to 20/25 participants, who will be selected on the basis of their agro-enterprise experience and other criteria.

Identities wishing to submit their application for possible selection to attend one of the training courses should detail in their application letter the following —

- A. Full name, company/organisation and home contact address (including telephone and fax numbers).
- B. Age, academic and other qualifications/courses attended etc.
- C. Present agro-enterprise position and responsibilities, including how long in position, company/organisation per annum sales and product (s).
- D. Last 5-10 years experience in the agro-enterprise sector (with which organisations, including any export marketing experience and markets visited)
- E. The benefits they believe will accrue from attending one of these agri-business management/marketing training courses.

Agro-enterprise sectors which these training courses could be of interest to include —

- \* Processed foods \* Fresh fruits/vegetables \* Higher added value agricultural products \* Floriculture \* Ornamental fish \* Tree crops
- \* Marine and inland fisheries \* Livestock and dairy etc.

CLOSING DATE FOR APPLICATIONS

Applications should reach the undersigned by not later than 27th June 1994 —

**DAYANI KAPUWATTE**

Training Coordinator/AgEnt Project  
5th Floor, Deutsche Bank, P.O. Box 389  
86, Galle Road, Colombo 3.  
Tel: 446447, 446420 Fax: 446428



# Export success for old favourites in Lanka cuisine

By Daryll de Silva

A consumer survey for jams and chutneys in the Colombo market, done recently by USAID's AgEnt Project which assists private sector agro- enterprises, has shown that Daffy's Food Products is the most accepted brand.

And a chat with Jennifer Ingleton, proprietor of the company she and her late husband Daffy Ingleton founded in 1990 to provide the embellishment of just the right gourmet delicacy to the Sri Lankan table, will show that the humble launch of Daffy's Food Products was an instant recipe to success.

"It all started with Daffy's early retirement, and his not knowing what to do with himself. He was a very good cook, and had a real love for cooking", said Jennifer, a one-time beauty queen turned full-time business woman.

Readers will recall that as Jennifer LaBrooy, it was she who won the coveted Miss Ceylon crown in 1962.

Jennifer recalled that it was at the Bishop's College carnival which opened on November 28, 1990 - Daffy's birthday - that Daffy's chutneys and *ach-charu's* were officially launched. "The *katta sambol* and *seeni sambol* came later", said Jennifer when asked what the initial products were.

Today, besides being the most accepted brand in Colombo, Daffy's Food Products have stepped abroad to Australia, the United States, with further orders in the pipeline from the Fiji Islands, England, the Netherlands, Singapore, Canada, Dubai, Norway, Sweden and Germany.

AgEnt itself is delighted with Daffy's Food Products. "There is nothing to upgrade in the product. It's already very good. But we will be helping with machinery to expand production, and a merchandising program to further strengthen the brand in the local market", a spokesman for AgEnt said when contacted for independent assessment of the company's performance.

"The secret of Daffy's Food Products lies in their consistency of taste, blended with careful commercial management", the AgEnt spokesman said, adding that Jennifer Ingleton has been more than successful in combining both.

"We had a tough time in raising the needed capital for this project. Banks are not readily willing to take risks with projects such as this, you know. But the Commercial Bank was very helpful to us", Jennifer said.

She says that most of her export orders have come about through word-of-mouth advertising done by friends who have tasted Daffy's food products. Jennifer herself did a promotional tour of Europe last year, after being sponsored by AgEnt to attend the Annual Food Fair in Cologne, Germany, and says she will continue on the problem to be overcome in increasing the number of orders for 2,000 barrels of Daffy products to be sent to the United States.



Daffy's enters US market: Daffy's Food Products marked yet another milestone in its operations when the company shipped its first consignment of pickles and chutneys to the USA. Pictured above with this inaugural consignment is Jennifer Ingleton, proprietor of Daffy's Food Products.

"And that's a very difficult market to break into", she says. "The brand is now established. My problem now is to cope with demand without compromising the consistent quality which has been our strength", says Jennifer, with pride in the fact that every jar of Daffy's products contains exactly what its label claims.

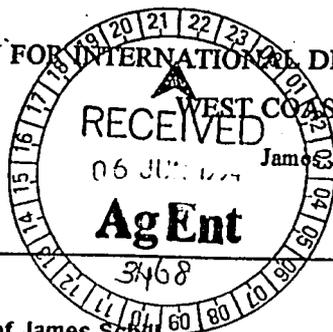
"If it says 'Dates and lime', it is dates and lime. We only use whole fruit, with the flavour coming through. The pickles and chutneys have a shelf life of two years, with the *seeni* and *katta sambol* having a shelf life of one and a half years. That's for an unopened bottle", she explained.

"Plans for expansion?" Very soon. "We just have to", says Jennifer.

Having spoken to the brand leader, this reporter felt he just would not be complete without tasting Daffy's products. And believe me, that can be an out-of-the-world experience!



U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT



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WEST COAST INTERNATIONAL NEWS  
Distributed to Over 12,000 Subscribers

From the Desk of James Schill

### USAID/Sri Lanka Sponsors American Trade Fair for Agribusiness

The USAID funded Agro-Enterprise Development Initiative for Sri Lanka (AgEnt) has taken a double booth at the American Trade Fair, organized by the American Embassy in Sri Lanka, from May 31st to June 2nd at the Colombo Marriott Hotel in Sri Lanka. Part of the booth will be devoted to the promotion of U.S. products and services where AgEnt representatives will hand out promotional literature and materials free of charge on behalf of U.S. companies.

U.S. companies and organizations interested in providing literature and promotional material to be handed out during the event should send 200 copies by air courier for delivery not later than May 20 to Mr. Anthony Dalglish, Marketing/Agro-Processing Advisor, AgEnt, 5th Floor, Deutsche Bank, 86 Galle Road, Colombo 3, Sri Lanka, tel: 94 1 446447.

The AgEnt program, which is administered under contract with Oregon State University, supports agribusiness development in Sri Lanka through linking Sri Lankan agricultural producers with American companies that can provide necessary equipment, supplies, and technical assistance. For more information on the AgEnt program, call Mr. Colin Sorhus or Ms. Terrie Kolodziej at Oregon State University at (503) 737-6405; fax: (503) 737-2905, or contact Mr. Anthony Dalglish in Sri Lanka at tel: 94 1 446447; fax: 94 1 446428.

# Rare freshwater fish an endangered one – OFI scientist

A rare Sri Lankan freshwater fish, the Bandula Barb – *Puntius (Babus) Bandula*, although not yet recognised as endangered or threatened, is in reality perhaps the most endangered fish of Sri Lanka, only inhabiting about 500 metres

of a single stream in the country.

This is the observation made by Jonathan K. L. Mee, a highly qualified marine scientist who, in the official publication of Ornamental Fish International – the OFI Journal – has

outlined Sri Lanka's preparations for the 21st century in the ornamental fish trade.

Mee says the colourful barb not being yet considered endangered is due to the fact that it was only described to Science in

1991. It at first proved difficult to spawn, but persistence in trying various types of water conditions have paid off with the first exports of this species commencing in late 1993 on a very limited basis.

He says that the expansion of this initial breeding effort and the addition of the other fish species of concern will occur this year, with several skilled fish breeders prepared to begin the project.

Mee is working as a consultant for the Sri Lankan AgEnt Project, which is supporting a number of ornamental fish farmers in this endeavour. He has previously worked for the Sultanate of Oman National Aquarium, the Steinhart Aquarium in San Francisco, the Oregon Coast Aquarium, and the Hatfield Marine Science

Centre Aquarium.

The overall goal of AgEnt's assistance to Sri Lanka's ornamental aquatics sector is to increase the quality, quantity and diversity of ornamental aquatics exports, while decreasing the need for wild-caught species.

Mee says he hopes those involved in buying such Sri Lankan exports will begin to see the tangible results of this strategy in the months and years ahead. "The Sri Lanka government looks favourably upon ornamental, fish farmers and a recent amendment to the Sri Lanka National Flora and Fauna Act allows for the importation of exotic for commercial production purposes," he tells ornamental fish traders worldwide.

According to Mee's research, Sri Lankan exports

of freshwater tropicals began in the early part of this century by steamship to Europe and continues today with more rapid and reliable method of air cargo.

"Sri Lanka has always been a player on the world ornamental aquatic scene," Mee reports. Until recently, most Sri Lankan fish exports were collected from wild populations, but beginning in the early 1980's, this began to change as skilled Sri Lankan fish breeders entered into commercial production of ornamental aquatics.

He points out that many countries, Sri Lanka included, do not require detailed customs declarations for ornamental aquatic exports. The origin, or even whether the aquatics in question are fresh-water or marine is not required information.

# Daily News

The English Daily with the largest circulation in Sri Lanka

FRIDAY APRIL 22, 1994

# Daily News

The English Daily with the largest circulation in Sri Lanka

THURSDAY MARCH 31, 1994

## Hill country export crop trials, test market workshop a success

Over 125 key identities, from the plantations, growers, the Ministry of Agriculture, the Export Development Board and fresh produce exporters yesterday participated in a very successful workshop on hill country export crops at Nuwara Eliya. The workshop was organised by USAID's private sector agro-enterprise AgEnt Project.

Richard Hurelbrink, AgEnt's managing director told the *Daily News* at the conclusion of the workshop that it was the second such major initiative by the project to assist the plantation sector to explore a number of new hill-country high value export crop diversification possibilities.

The major thrust of the workshop was based around the just commenced crop trialling/test marketing program in the Nuwara Eliya region for mangetouts/snowpeas, sugar snap peas, and fine and round beans.

Speakers yesterday included AgEnt's international specialist in high value export vegetables David Brandon, and a prominent line-up including AgEnt's international marketing and agro-processing advisor Anthony Dalgleish; Shanthi Wijesinghe, chairman of Consolidated Business Systems, a leading fresh fruit and vegetable exporter; Horticultural Research and Development Institute director Dr. Gerry Jayawardena, the Export Development Board's agricultural exports director Dr. Daya Wijewardena; the Seed Certification and Plant Quarantine Centre's director Dr. Jinasiri Fernando; and Survey Research Lanka Limited's managing director Kithsiri Wijesundera.

The workshop covered the planning, growing, harvesting, handling, cooling, packing, shipping, and export market opportunities for the high value vegetables now being trialled.

The Department of Agriculture's horticulture development and research division also displayed a range of recently developed dehydrated fruits and vegetable, together with ready-to-serve soups.

The specific components of AgEnt's crop trialling-test marketing program embraces how to successfully grow the identified range of hillcountry high value export vegetables; take these products to the market and determine whether Sri Lanka has a competitively priced, quality product range; establish the size of importer/end-buyer market opportunities

plus requirements necessary to succeed throughout the growing, post-harvest handling, distribution and marketing chain; and if all these prove successful, to put together a total Sri Lanka grower-exporter delivery program.

Finally, AgEnt's marketing/agro-processing division presented a survey of the Sri Lankan market for fruit and vegetables in the hotel and restaurant sector. This was one of a number of Free Market Research Surveys which AgEnt has recently completed to assist growers/farmers better understand the issues they must address when seeking to successfully market their products.

# The Island

Thursday 31st March, 1994

## Export crop test marketing

Over 125 key identities from the plantation, grower, Ministry of Agriculture, EDB and fresh produce exporter sectors will participate today in the above workshop organized by USAID's Private Sector Agro-Enterprise AgEnt Project.

Richard Hurelbrink (AgEnt's Managing Director) said that this is the second major initiative by the project to assist the plantation sector to explore a number of new "Hill Country" High Value export crop diversification possibilities.

The major thrust of the workshop will be used around the just commenced crop trailing/test marketing program in the Nuwara Eliya region of the following crops — mangetout (snowpeas), sugar snap peas, fine and round beans.

Key workshop speakers will include David Brandon (AgEnt's International Specialist in high value export vegetables) and a line-up of other prominent exporters and Ministry of Agriculture representatives with AgEnt advisor and market research experts.

The workshop will major on the "planning/ growing/ harvesting/ handling/ cooling/ packing/ shipping/ export marketing opportunities" of the high value vegetables now being trialled.

The Department of Agriculture's Horticulture Development and Research Division will also display a range of recently developed dehydrated fruits and vegetables, together with "ready to serve soups"

# Daily News

The English Daily with the largest circulation in Sri Lanka

WEDNESDAY MARCH 30, 1994

## Heat stress in poultry main cause of soaring egg prices

Egg prices are soaring again, but this time it is not just due to seasonal demand. Inquiries reveal that the hens are not laying as they used to, and that egg production has dropped by around 40 percent.

The cause? Heat stress in poultry! And it is likely to get worse with the hot month of April just around the corner.

American poultry expert Clive Drew who was in Sri Lanka during October/November last year to advise poultry breeders on methods of increasing meat and egg production under the auspices of AgEnt, the US aid - sponsored private sector agro-enterprise developer, had much to say on the subject of heat stress when he addressed a seminar for poultry breeders in Colombo during his visit.

He said that heat stress could cause not only low egg production, but also inhibit the growth of broilers. Breeders were even cautioned to expect a high mortality rate among birds during times of excessive heat.

Egg prices in Colombo and the suburbs presently range between three and four rupees per egg, with the average price being Rs.3.50 at present. Officials at the Central Poultry Research Station at Karandagolla also say that heat stress is the primary cause of the drop in production, while attributing the coming festive season as a secondary cause, with a third cause being the increase in price of a kilogram of feed concentrate from Rs. 12.75 to Rs.13.50.

It all means that there will be fewer Easter eggs this year.



**POTENTIAL "HILL COUNTRY" HIGH  
VALUE EXPORT CROPS PRODUCTION  
TRIALLING AND  
TEST MARKETING WORKSHOP  
GRAND HOTEL**

**Nuwara Eliya, 9.30 a.m. : 4.00 p.m.  
Wednesday 30th March 1994**

**BACKGROUND**

AgEnt is a dynamic USAID funded private sector agro-enterprise initiative assisting many clients with viable business/marketing plans to expand existing operations or start-up new ventures targetted at both domestic and export markets.

In addition to the above advice/assistance program offered to clients at an individual level, AgEnt currently has in hand a large number of pro-active potential export crops trialling/test marketing programmes throughout the country.

As AgEnt has now commenced crop trialling a number of high value export vegetable crops in the Nuwara Eliya region, this workshop represents the ideal opportunity for AgEnt to explain to growers/plantation companies/exporters the level of advice/assistance which the project can offer the private agro-enterprise sector if the inhand crops trialling/export test marketing program proves successful.

**THE WORKSHOP WILL BE LED BY A LEADING INTERNATIONAL  
SPECIALIST IN HIGH VALUE EXPORT VEGETABLES**

The key workshop speaker will be David Brandon who has spent 39 years in crop production, with the last 16 years devoted in the main to the "planning/growing/harvesting/handling/cooling/packing/shipping/marketing" of fruit and vegetables targetted at selected European markets.

David Brandon will be supported by a line-up of other key speakers from the Sri Lankan exporter, horticulture research and development etc. sectors.

**WORKSHOP REGISTRATION**

Identities wishing to attend this important export production trialling/test marketing development workshop should notify in writing -

**Dayani Kapuwatte**

**AgEnt Project**

**5th Floor, Deutsche Bank**

**86 Galle Road, Colombo 3**

**Fax: 446428 Tel: 446447, 446420**

by not later than Wednesday 23rd March 1994, and if they are a farmer/grower to indicate in their letter the size of their existing production unit and range of vegetables presently grown. If registration numbers exceed the seating capacity for this workshop, AgEnt will arrange to run this selfsame workshop again at a later date. Refreshments and a light luncheon snack will be provided throughout the day.

# Daily News

The English Daily with the largest circulation in Sri Lanka

TUESDAY MARCH 08, 1994

## AgEnt's strategy package for aromatic crops

AgEnt, the USAID funded private sector agro-enterprise development initiative, has set out to assist the Lankan aromatics sector identify and capitalise on new marketing opportunities.

At an 'Aromatic Crops Domestic - Export Production and Marketing Workshop' held at the Hotel Lanka Oberoi yesterday, AgEnt's Managing Director Richard Hurelbrink was delighted at the interest shown

by present and potential entrepreneurs who had turned out to learn how AgEnt could help them.

The workshop sought to establish the ideal strategy-package needed to help the aromatics sector expand, particularly in exports.

Key speakers were Tom Davies, an aromatic crops agronomist from the United Kingdom, who outlined opportunities for Sri Lanka, Intecnos Associates' senior partner Dr. R.O.B. Wijesekera,

whose subject was improved technology for processing aromatic crops; and his colleague C.N. Ratnatunga, who considered the design and fabrication of equipment for the aromatic plant industry; and Sri Lanka Export

(Contd on page 16)

## AgEnt's strategy package (Contd from page 1

Development Board Assistant Director P.N.S. Wijeratna, who outlined strategies for spices, essential oils and medicinal herbs in Sri Lanka's decade of exports.

At yesterday's workshop, closely guarded trade secrets were brought to the surface and typical western marketing trends and opportunities outlined. Cultural practices, post-harvest handling, hygiene, continuity of sup-

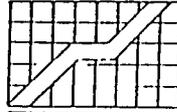
ply and competitive pricing, were outlined for successful growth and marketing.

Another aspect was how essential oil extraction processes could be modified to suit specific Lankan crops.

Most essential oils from Sri Lanka have in recent years been exported to the USA, France and the UK. As a united market area, the European Community represents Lanka's largest outlet.

BEST AVAILABLE DOCUMENT

26



**AgEnt**

## **AROMATIC CROPS DOMESTIC/EXPORT PRODUCTION AND MARKETING WORKSHOP**

**Lanka Oberoi Hotel — 12.00 noon —  
4.30 p.m. — Monday 7th March 1994**

AgEnt is a dynamic USAID funded private agro-enterprise initiative successfully assisting many clients with viable business/marketing plans to expand existing operations or start up new ventures targeted at both domestic and export markets.

Against this brief background, AgEnt is now seeking to identify how the project can assist in a similar successful manner the aromatics sector (spices, oleoresins, essential oils, herbs etc) to —

1. Pinpoint new domestic/export opportunities.
2. Illustrate how a number of products could expand Sri Lanka's products and marketing base.
3. Typify how improved post harvest and extraction technologies can lead to increased efficiencies and profitability.

A number of leading international specialists will make presentations at the workshop, which represents a key opportunity for the Sri Lankan aromatics sector to express their views as to how best the industry should develop a successful/sustained future expansion program.

The outcome of the workshop will enable AgEnt to determine how the project (with its considerable integrated assistance resource) can help the aromatics industry and individual clients to achieve their future expansion objectives.

Identities wishing to attend this important development workshop must notify in writing.

**Dayani Kapuwatte**

**AgEnt Project**

**5th Floor, Deutsche Bank,  
86, Galle Road, Colombo 3.**

**Fax: 446428 Tel: 446447, 446420**

by not later than Friday 4th March 1994

## SRI LANKA

### PREPARATIONS FOR THE 21ST CENTURY

Jonathan K.L. Mee



The island nation of Sri Lanka has long been a venue for ornamental fish exports. Beginning with the export of freshwater tropicals to Europe by steamship in the early part of this century and continuing today with the considerably more rapid and reliable method of commercial air cargo, Sri Lanka has always been a player on the world ornamental aquatics scene.

The first exports, and, indeed, most ornamental fish exports originating in Sri Lanka until relatively recently, have been collected from wild populations; freshwater, brackish water, and marine. Beginning in the early 1980's, this began to change as skilled Sri Lankan fish breeders entered into commercial production of ornamental aquatics.

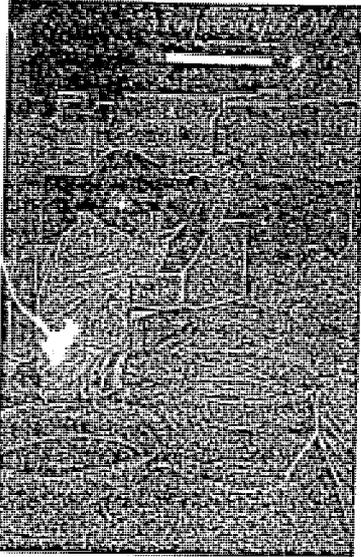
Many countries, Sri Lanka included, do not require detailed customs declarations for ornamental aquatics exports. The origin, or even whether the aquatics in question are freshwater or marine, is not required information. Thus, it is often very difficult to determine an accurate breakdown of ornamental aquatics exports.

Recent interviews with most of the ornamental aquatics exporters in Sri Lanka do, however, allow for an estimate of these breakdowns. It would appear that about 50-60% of the recent ornamental aquatics exports from the island are marine in origin, 10-20% represent wild caught freshwater fishes, and the remainder are commercially bred species. Most of the last group are neo-tropical species. These rough estimates relate to the contents of individual box shipments and, thus, correlate to quantity, and not necessarily value.

The above figures show that reliance by the Sri Lanka ornamental aquatics industry on wild-caught species is decreasing as the quality and quantity of cultured species grows. This trend is a promising and healthy component for any exporting country, particularly a developing nation like Sri Lanka.

Supporting Ornamental Fish Farmers With the above considerations in mind, a development project aimed at Sri Lankan private sector businesses has targeted the ornamental aquatics sector for assistance. The Agro-Enterprise Project (AgEnt for short), is involved with a wide variety of business sectors which have direct or indirect ties to agro-related sectors.

In the case of the ornamental aquatics sector, the AgEnt project first commissioned a pro-active overview of the ornamental aquatics sector in the USA as a prerequisite to assistance. The



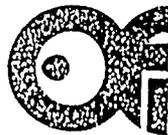
While some Sri Lankan exporters still practise low-tech export packing under harsh lighting, as shown here, many more are modifying their strategy to minimise shipping and transit stress.

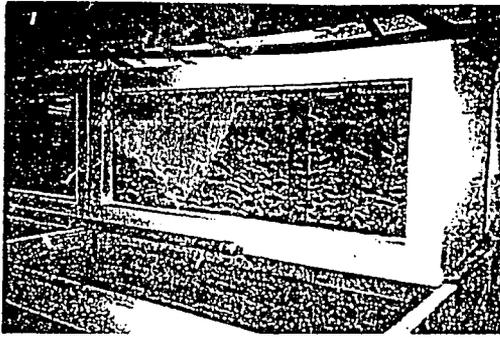
Photo: JONATHAN K.L. MEE

second phase was an in-depth overview of the strengths, weaknesses, opportunities, and threats to the sector in Sri Lanka. Based upon the results of this study, a decision was made to begin limited support of the sector components involved in the production of ornamental freshwater aquatics.

One of the first areas of weakness which needed attention was avian

OFI JOURNAL  
OFFICIAL PUBLICATION OF ORNAMENTAL FISH INTERNATIONAL  
Issue No. 6  
February 1994





More and more Sri Lankan exporters are converting their holding facilities into recirculating systems with modern biological and mechanical filtration.

Photo:  
JONATHAN K.L. MEE

predation. Preliminary estimates seem to indicate that avian predators, from Kingfishers to Night Herons, can take up to 50% of the harvest of a grow-out pond during the six- to twelve-week grow-out cycle. That 50% is the difference between profit and loss for the average fish farmer.

The AgEnt project identified this problem and worked with individual ornamental fish farmers to import ultra-violet-stabilised anti-predator netting. Initial harvests from protected ponds show dramatically improved harvests, with increases as high as 70% in some situations.

A second area of assistance relates to the cultured fishes themselves. Sri Lanka has long had difficulty in obtaining quality broodstock, particularly as neighbouring countries have their own difficulties with inbreeding and disease. The AgEnt project has therefore been working with individual fish farmers to determine which species match their expertise and water conditions. Based on these factors, improved broodstock of existing and 'new-to-Sri-Lanka' species are being imported.

The Sri Lanka government looks favourably upon ornamental fish farmers and a recent amendment to the Sri Lanka National Flora and Fauna Act allows for the importation of exotics for commercial production purposes.

Pioneer Ornamental Aquatics Projects Development assistance is also being used to support pioneer projects in the ornamental aquatics sector. One of these, which is in its initial stages, is the pioneer culture of a limited number of tropical marine species. While the viability of such enterprises has thus far been limited, it is hoped that the low-cost labour available in Sri Lanka may help the successful development of such a project.

Another supported development project is the pioneer culture of threat-

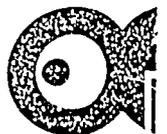
ened or endangered freshwater fishes of Sri Lanka. Sri Lanka has a number of such species, most of which also fall into the ornamental category. Fortunately, most of these species are cyprinid fishes which have a high likelihood of successful commercial reproduction. The AgEnt project is supporting a number of ornamental fish farmers in this endeavour.

One species that has been recently cultured is the Bandula Barb, *Puntius (Barbus) bandula*. This colourful barb is not yet recognised as endangered or threatened. However, this is due to the fact that it was only described to science in 1991. In reality, it is perhaps the most endangered fish of Sri Lanka, only inhabiting about 500 metres of a single stream. This fish at first proved difficult to spawn, but persistence in trying various types of water conditions paid off and the first exports of this species began in the fall of 1993 on a very limited basis.

The expansion of this initial breeding effort, and the addition of other species of concern, will occur in 1994. Several skilled fish breeders are prepared to begin this project.

The overall goal of the assistance to the ornamental aquatics sector is to increase the quality, quantity, and diversity of ornamental aquatics exports, while decreasing the need for wild-caught species. It is hoped that readers who are involved in buying Sri Lankan aquatics will begin to see the tangible results of this strategy in the months and years ahead.

Jonathan K.L. Mee is working as a consultant for the Sri Lankan AgEnt Project. He has previously worked for the Sultanate of Oman National Aquarium, Steinhart Aquarium in San Francisco, the Oregon Coast Aquarium, and the Halfford Marine Science Center Aquarium.



Independent, Waverly, Iowa, February 8, 1994

Independent, Waverly, Iowa, February 8, 1994

# Hawkeye Steel lands major contract

In August one of Sri Lanka's leading poultry processors and feedstock dealers—MAXIE HOUSE—visited the Brower Processing Company in Houghton (Iowa) to-

1. Assess first hand the level of poultry equipment and processing technology which the company could offer this prominent Sri Lankan broiler processor with a large network of outgrowers.
2. Negotiate and conclude the sale of an equipment/new technology poultry processing package won against fierce competition from a number of leading European poultry processing equipment suppliers.
3. The Sri Lankan MAXIE HOUSE evaluation/processing team comprised-
  - > Mr. Maxie Perera (Managing Director) and Mr. Joseph Fernando (Technical Consultant to Maxie House)
  - > Anthony Dalglish, Marketing/Agro-Processing Advisor from Project AgEnt, a major USAID (United States Agency for International Development) private sector agro-enterprises project in Sri Lanka

Brower's efforts to win this important order in the fast expanding Sri Lankan poultry processing sector included-

1. Arranging a tour for the MAXIE HOUSE team of the

mini poultry processing plant which Brower recently installed at the University of Maryland's poultry science department

2. A visit to an Iowa poultry processor to see a typical poultry processing plant in operation.
3. Produce an equipment/technology package modified to the client's specific needs.

USAID'S Project AgEnt Marketing/Agro-Processing Advisor—Anthony Dalglish—stated that he was particularly impressed with the "professionalism and speed with which Brower Processing's Keith Perron set out to satisfy this client's needs and win this important US export order at the end of the day".

Dalglish believes that Brower Processing could find a number of other skin poultry sector export marketing opportunities in Sri Lanka.

Brower Processing will also send a 2 man technical processing equipment/technology package installation team to Sri Lanka once it has arrived in Sri Lanka in a few months time.

Not only should MAXIE HOUSE be able to double their broiler production in Sri Lanka with this new equipment/technology package, but poultry processing hygiene standards in this country will see a market improvement, linked to the availability of a more competitively priced consumer product.

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PAGE 1



AGENCY FOR  
INTERNATIONAL  
DEVELOPMENT

February 2, 1994

Colin N. Sorhus  
Office of International Research and Development  
Snell Hall 4th Floor  
Corvallis, Oregon 97331-1641

Dear Colin,

Congratulations on a successful series of seminars. In my opinion the executive briefings on the USAID Sri Lanka Agri-Enterprise (Agent) project co-sponsored by WCO in Sacramento, January 26, and in Portland, January 28, were well attended. A total of 88 participated in the events, 35 in Sacramento and 53 in Portland, including manufacturers of production and processing equipment, technical assistance experts and market development specialists. Both events were organized by WCO and OSU in cooperation with USDOC District Offices, California and Oregon state departments of agriculture and local trade promotion associations.

The presentation by Mr. Anthony Dalgleish, project manager of Agent was well received. Some who had expressed skepticism on the size of the market and companies in Sri Lanka were pleasantly surprised at the potential and will further investigate business opportunities in Sri Lanka as a result of the information presented at the WCO events. Approximately 20 firms held one-on-one meetings with Mr. Dalgleish after the general presentation. Comments from the firms to WCO staff were very favorable and complimentary of the program format. Press coverage included The Daily Journal of Commerce, the Capitol Press, an agri-business weekly from Salem, OR and a statewide radio broadcast interview on the Oregon Public Broadcasting System.

You have mentioned the possibility of doing another round of matchmaker conferences in 6 months, or so. As long as we ensure there is no duplication of efforts i.e. double billing, and the events can be placed on the calendar in plenty of time, we are always glad to help.

Sincerely,

James A. Schill

BEST AVAILABLE DOCUMENT

# Official touts Sri Lanka business opportunities

By MELODY MILLS  
Daily Journal of Commerce

Despite the current tensions in Sri Lanka, the tiny island off the southeastern tip of India is becoming a hot market that could benefit Oregon industries adventurous enough to take advantage.

"Sri Lanka is not without a few problems, and there is a war going on in the eastern part of the state," noted Tony Dalgleish, marketing specialist for the U.S. Agency for International Development's Agro-Enterprise project.

But there are opportunities in the agribusiness sector, and a project overseen by Oregon State University is charged with maximizing those opportunities, he said.

Dalgleish was in Portland Friday to discuss the AgEnt project, overseen by OSU to support agribusiness development in Sri Lanka. Dalgleish spoke about the project and opportunities for Oregon companies in Sri Lanka during a luncheon at the World Trade Center.

Funded by a \$11 million OSU contract from USAID, the AgEnt program is developing production, processing, business management and financing aspects of agribusinesses in Sri Lanka, Dalgleish said.

However, he was quick to add the AgEnt project does not support businesses that would put U.S. export companies out of business. "We can do a great number of things to put money behind Sri Lankan companies without competing against U.S. export companies," he said.

AgEnt has targeted a five-year time line to create 13,000 sustainable jobs and promote \$50 million in sales and \$20 million in investments by working with Sri Lanka's private sector, Dalgleish said.

With OSU as the contractor supported by a consortium of U.S. businesses and consultants serving as advisers, the project links Sri Lankan agricultural producers with American companies that can provide equipment and supplies, fee-based consultancies and training in a range of sectors including food processing, livestock and irrigation technology.

Specific opportunities for Oregon food processors lie in fruit drying, poultry, mushrooms, oil extraction, strawberries and nuts, Dalgleish said.

Other opportunities exist in processing

equipment and production technologies, market research, trade missions and joint-venture partnerships, he said.

With Japan, the Middle East and Europe just hours away by airplane, the Sri Lanka's location makes it a favorable place to do business, Dalgleish added.

However, ignorance about Sri Lanka keeps many U.S. companies from taking part in the opportunities there. A common misperception is the island's strife is discouraging banks from investing in joint-venture partnerships, he said.

OSU is one of the largest recipients of USAID development contracts of all land grant colleges and universities. The university's Office of International Research and Development has worked in more than 75 countries around the world.

BEST AVAILABLE DOCUMENT

5/6

# Daily News

The English Daily with the largest circulation in Sri Lanka

Published: 3-1-1918

THURSDAY JANUARY 13, 1994

PRICE Rupees 7.00

## US update for big five poultry firms

Five Sri Lanka poultry businesses have been invited to attend the 46th Atlanta International Poultry Exposition in Georgia, USA, from January 19-21.

They will participate in the three-day course in poultry technology organised by the University of Georgia, designed to update breeders and processors in the latest methods.

Pussella Farm, Crystal Springs (Pvt) Limited, Maxie House, Ravi Farm Complex, and M. I. M. Naleem Hajjar and Co. Ltd will send representatives to evaluate the latest developments in poultry production, quality control, disease management, processing and marketing.

This is AgEnt's 'kick off' in its 1994 sector-by-sector and client support activities, combined with a bid for increased United States joint venture investment in Lankan agro-enterprise.

AgEnt, USAID's major private sector agro-enterprise advice and assistance service, is a dynamic five-year initiative which has now completed its first year of operation in Sri Lanka.

Richard Hurelbrink, AgEnt's chief of party, told the *Daily News* that in 1993 the project got off to a highly successful start, awarding well over 100 'shared investment grants' covering equipment/technology acquisition, export marketing development and training sectors. It is now working with clients in over 12 different agro-enterprise sectors, and the project will expand its services in many new areas in 1994.

# The Island

Thursday 13th January, 1994 Registered in Sri Lanka as a Newspaper Vol. 14 No. 11 PRICERS. 7.00

## Bringing U.S. Agro- enterprises to Lanka

Agent, which is dynamic five year USAID private agro-enterprise sector initiative has now completed its first year of operation.

Richard Hurelbrink, AgEnt's Chief of Party, stated that in 1993 the project got off to a highly successful start, awarding well over 100 "shared investment grants" covering the agro enterprise new equipment/technology acquisition, export market-

ing development and training sectors. AgEnt is presently working with clients in over 12 different agro-enterprise sectors and the project will expand its advice/assistance services into many new areas in 1994.

AgEnt "kicks off" its 1994 sector by sector and clients support activities; linked to the determination to attract increased United States joint investment, etc. into the Sri Lankan private agro-enterprise sector, with the following program - 46th Atlanta International Poultry Exposition

Co-ordinated by AgEnt's international marketing/agro-processing advisor - Anthony Dalglish - the project is assisting on a "shared investment grants" basis, representatives from the following agro-enterprises to attend above event -

- Pussela Farm
- Crystal Springs (Pvt) Ltd
- Maxie House
- M I M Naleem Hajjar & Co Ltd
- Ravi Farm complex

to evaluate the latest poultry sector developments covering production/quality control/disease management/processing/marketing etc, as Sri Lanka's present per capita consumption of broiler meat is still very low, and the potential firmly exists to significantly increase the number of small broiler farmers at an outgrower level

A number of Sri Lankan representatives visiting the exposition will also:

- a. Participate in the "1994 Georgia 3 day short course in Poul-

try Technology organised by The University of Georgia, designed to update industry breeders/processors on the latest poultry practices and innovations.

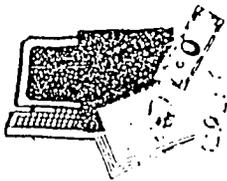
b. Travel after the event throughout the United States to hold discussions with potential suppliers of poultry processing equipment, disease management/laboratory technology, grand parent stock, etc.

Anthony Dalglish, AgEnt's international marketing/agro-processing advisor, will also travel after Atlanta to Portland (Oregon) and Sacramento (California) to make presentations to United States businessmen (organised by Oregon State University and the USAID outreach program) to:

a. Profile the dynamics of the Sri Lankan agro-enterprise sector, in terms of potential joint venture investment and marketing opportunities, including the identification of new processing equipment/technologies which can offer Sri Lankan companies either increased production efficiency or a distinct "marketing edge".

b. How AgEnt can assist as the mid point facilitator to bring interested Sri Lankan and United States agro-enterprise identities together to explore mutual investment and marketing possibilities.

Hurelbrink, believes that a number of United States agro-enterprise processors and marketers could well be interested in the opportunities which the project has identified in this area.



### ECONOMY AND BUSINESS

Business Editor: Eriq Dewanarayana

BEST AVAILABLE DOCUMENT



**EXPERIENCED WOMAN  
BUSINESS / MARKETING  
DEVELOPMENT CONSULTANT  
REQUIRED TO ASSIST AgEnt TO HELP  
DEVELOP VIABLE  
WOMEN AGRO-ENTERPRISES**

USAID's AgEnt private sector Agro-Enterprises Project recently conducted a market research study to determine the needs and opportunities of existing and potential Women agro-enterprises, followed by a major Womens Domestic / Export Marketing Workshop at the Lanka Oberoi to illustrate the many marketing opportunities which could exist for those identities who have the determination to make it happen.

AgEnt now plans to place a firm level of advice and "shared grants assistance" behind the Womens agro-enterprise sector, linked to the appointment of an experienced Woman Business / Marketing Development Consultant (initially on a one year contract basis) to play the lead role in AgEnt's dynamic program to assist this important sector.

The skills / experience we are ideally seeking in the ideal Consultant will include -

1. A sound and successful business track record
2. Excellent communication skills
3. A high level of drive and motivation
4. Has worked closely with womens groups and the like
5. Is prepared to travel out of Colombo to advise and work alongside clients, participate in Seminars etc.

Identities interested in applying for this highly challenging position (which will offer an attractive remuneration package) should first send a full curriculum vitae, with supporting letter explaining how their skills / experience relate to 1 - 5 requirements above to

**Richard Hurelbrink**  
Chief of Party  
AgEnt Project  
5th Floor, 86, Galle Road,  
Colombo 3.

Please mark the outside of your envelope containing your CV etc  
"Confidential" Closing date for applications 15th January 1994

## **Far Eastern** **AGRICULTURE**

An American poultry scientist, Clive Drew, has predicted a bright future for the Sri Lanka poultry industry - an area where very little or no state or private sector investment has been provided to promote the industry.

Speaking at a Sri Lanka Poultry Assessment seminar, Mr. Drew said that too much emphasis has been placed on dairy development and the private sector in particular should now pay attention to the poultry industry.

According to him, Sri Lanka's poultry industry can double its size in the next five years and earn Rs 1.8 billion (US\$37m) given proper integration and a major role for the private sector.

Statistics compiled by Drew indicated that the country now has some 65,000 poultry farmers, producing 870m eggs and 20m kg of poultrymeat per annum.

Sri Lanka already has access to all the world's major broiler strains, but slaughtering is done at a light weight, so cost of production is high. This could be overcome by paying more attention to value-added jointed chicken, where prices are much higher on a per kilo basis. Good integration of the broiler industry will not only bring income but lead to expansion in the feedmill industry, hatcheries farms, slaughter plants and value-added processing.

# The Island

Friday 3rd December, 1993 Registered in Sri Lanka as a Newspaper Vol 13 No. 285 PRICE Rs. 7.00

## Sri Lanka must gain international recognition

Dhilara Seneviratne

**T**he market overseas for Sri Lankan ethnic food is very weak. Although the best cinnamon in the world is produced in Sri Lanka it is always India which is associated with it. The leader of ethnic food is India and unfortunately Sri Lanka has still not touched it.

This was stated by Anthony Dalgleish, Marketing/Agro processing advisor for 'Ag Ent' and U.S. aid project.

Ag Ent (Agro Enterprise Development Project) which assists the Sri Lankan private sector to develop commercially viable agro enterprises. \$14 million project designed for five years.

Mr. Dalgleish was addressing a workshop which focused on women's empowerment. The workshop was held at the National Centre for Women's Enterprise Development. It was a part of the 'Ag Ent' project which is a part of the 'Ag Ent' project which is a part of the 'Ag Ent' project.

deal with their clients. They were also advised on how they should avoid risk when introducing new technology.

Ornamental fish export, floriculture, poultry and ayurveda were some of the fields that were discussed at this workshop.

Mr. Dalgleish also explained the advantages of exporting vanilla beans which has a high demand

in the world market. He said a kilo of vanilla beans could earn 75 U.S. dollars.

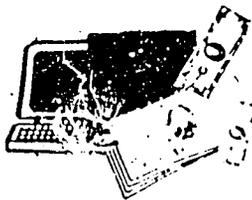
Since we were unable to compete with multinational companies like Unilevers it was best for us to concentrate on packaged ethnic food he said.

Recalling an incident, he said, out of 400 brands of tea which he had inspected at over 26 super markets only one brand had the

label "Ceylon" on it.

This he said was a very unfortunate situation. Sri Lanka must gain new international trade was concerned, and should not be under the shade of India.

The Ambassador for U.S. Terresita Schaffer was the chief guest. She promised that a number of 350 projects will be created with the assistance of Agro Enterprise.



### ECONOMY AND BUSINESS

Business Editor: Eriq Dewanarayana

BEST AVAILABLE DOCUMENT

# The Island

Wednesday 24th November, 1993 Registered in Sri Lanka as a Newspaper Vol. 13 No. 278 PRICE Rs. 7.00



## ECONOMY AND BUSINESS

Business Editor: Eriq Dewanarayana

### A dynamic company wins export orders

**T**he Hiran Cordials Co., of Moratuwa, a small privately owned foods manufacturer and distributor, has recently secured its first export orders valued in excess of Rs. 350,000 for their "all natural" tropical dried fruits range, supported by a substantial number of export enquiries following overseas promotional trips in recent months.

The company, which is jointly owned by Mr. & Mrs. Henricus and Helen Fernando, strongly believed a few years back that Sri Lanka's abundance of quality tropical fruits could represent an outstanding dried fruits export marketing opportunity.

Mrs. Fernando, who heads the company's research and development department, was specifically responsible for developing the company's quality dried fruits range via small scale/low risk batch production, to en-

sure that the company's products could firstly beat competitors from Thailand at a quality/price performance level, as this country is widely recognized as the No. 1 producer/exporter of many tropical dried fruits. The company then sent its samples and pricing to overseas buyers in target export markets to establish "whether they truly had a quality, price competitive product range".

As a result of highly favourable overseas buyer responses, USAID's private sector Agent agro-enterprise project assisted the company to identify and purchase via a "shared technology investment grant", an ultra modern overseas fruit dryer capable of producing a volume, uniform quality export product.

Agent's international marketing/

agro-processing advisor — Anthony Dagleish — has also assisted the company at a marketing/promotional advice level, and to travel overseas to study competitive fruit drying technology and make sales at the recent major German Anuga World Food Fair.

Richard Hurelbrink, Agent's Chief of Party, stated that the Hiran Cordials Co's dynamic husband and wife busi-

ness partnership, illustrates that even a small Sri Lankan company can "make it happen" in the highly competitive international export arena, by adopting from the outset a professional and determined export marketing development approach.

USAID's Agent project is working alongside many other Sri Lankan private sector agro-enterprises in a similar manner to help them to develop and successfully launch export products.

# Daily News

The English Daily with the largest circulation in Sri Lanka

WEDNESDAY OCTOBER 20, 1993

## Poultry - country's best bet for GNP and 'human' growth

By Daryll de Silva

Sri Lanka's poultry industry can double its size in the next five years and earn Rs 1.8 billion given proper integration and the private sector playing a major role said American poultry specialist Clive Drew.

He disclosed this at a Sri Lanka Poultry Sector Assessment seminar, organised by USAID-sponsored Agent's agro-enterprise support and assistance strategy program in Colombo.

He predicted that this market growth would not only generate more employment and income, but about 1667 more poultry farms, higher inputs from the feed industry, 154,000 additional parent birds and a slaughter rate of 75,000 birds per day.

Half the country's 17.4 million population (estimated) is dependent on agriculture, but agriculture only contributes 22 percent to the overall gross domestic product (GDP), he said. "That means you have a large number of poor farmers out there in the villages."

Drew acknowledged that with a per capita gross national product (GNP) of US \$ 400 (which is the third lowest in Asia) Sri Lanka's wages are very low and the poultry industry faces economic and religious constraints. He points out that 40 percent of the population is affected by government poverty and additional

protein from consumption of poultry meat could raise the country's nutritional rating.

Drew points out that although the government has spent millions on the dairy industry, livestock contribution to the GDP is still only 1.25 percent. He therefore sees poultry as a tremendous growth industry in Sri Lanka.

Statistics compiled by Drew reveal that the country now has some 65,000 poultry farmers, producing 870,000 million eggs and 20 million kilograms of poultry meat per annum.

"It might be said that given its limited purchasing power, Sri Lanka is therefore self-sufficient in poultry, but given a 17.4 million population, per capita consumption is just over a kilo, which is very low by world standards.

"There has been too much emphasis on dairy development and the private sector in particular should now pay more attention to the poultry industry," said Drew.

He observed that broiler prices are very much in line with the price of beef and pork, with price variations due to the supply-demand factor affected by fish. Protein intake from broilers is still very low, and the potential for production of this industry is therefore very encouraging.

Drew said he had already been to all the world's

major strains. The genetic material here is as good as anywhere, but there is this fixation in the mind of the producer that a bird should be kept within the reach of a hundred-rupee note, so slaughtering is done at a light weight and cost of production is therefore high." This, says Drew, can be overcome by paying more attention to value added, jointed chicken, where prices are much higher on a per kilo basis.

The country's ten commercial processors are now going in for automation, one of them installing a 2000-birds-per-hour plant. "The technology is quite ad-

vanced here and I am very impressed. But there is room for better hygiene and refrigeration," said Drew.

He points out that the industry offers an income in the short gestation period of six weeks, and a production value that is very high and intensive, while not being affected by weather.

"Broilers are therefore a growth area, on a very viable footing at present. Good integration of the industry will therefore not only bring income, but lead to expansion in the feedmill industry, the hatcheries, farms, slaughter plants, and value-added processing," said Drew.

BEST AVAILABLE DOCUMENT



**A**gEnt, USAID's major private sector agro-enterprise initiative designed to stimulate the successful development of private sector agro-enterprises and export markets in Sri Lanka, has just brought in two international specialists to help the project determine how best we can offer assistance to the two sectors below.

## **AYURVEDIC MEDICINES.**

**IS THERE A MAJOR SRI LANKAN EXPORT  
MARKETING OPPORTUNITY, IF SO,  
HOW CAN AgEnt ASSIST POTENTIAL  
EXPORTERS?**

AgEnt has already conducted a Phase 1, selected export markets overview. We are now interested in talking to Ayurvedic manufacturers, growers etc to establish whether the project can help them develop export markets utilising a number of marketing strategy approaches; and supported by AgEnt advice/assistance packages on behalf of identities who meet the necessary criteria.

For further information contact -

Anton Wijeratne  
Gamini Kumarage  
Anthony Dalglish

## **POULTRY SECTOR.**

**HOW CAN AgEnt HELP THE INDUSTRY,  
PROCESSORS AND OUTGROWERS TO  
DYNAMICALLY/PROFITABLY GROW ?**

AgEnt is already making a significant contribution to this fast growing sector through a number of "shared investment grants" designed to upgrade and/or introduce new technology. AgEnt now intends to widen its advice/assistance service across the entire production/processing/marketing sectors, and would welcome enquiries from identities interested in exploring how the project may be able to assist their particular sector.

For further information contact -

Neville Gnanapragasam  
Phill Mowbray

Fifth Floor, Deutsche Bank Building  
86, Galle Road, Colombo 3, Sri Lanka.  
Tel: 94-1-446447, 446420  
Fax: 94-1-446428

CSU4874/A

# Daily News

The English Daily with the largest circulation in Sri Lanka

THURSDAY SEPTEMBER 23, 1993

## AgEnt fillip for upturn in agriculture

By Daryl de Silva

American Ambassador Teresita Schaffer yesterday expressed confidence that AgEnt, the USAID sponsored private sector agro-enterprise advice and assistance service, would unleash power to Sri Lanka's farmers and turn the trend of a low growth in the agricultural sector.

She said the AgEnt project to stimulate the successful development of agro-products, enterprises and export markets for Sri Lanka combines all the features for the country's development.

"The project is practical; it is free of some of the traditional mythology about what was useful and what was not; and is providing a real service. It exemplifies what the United States would like to see for Sri Lanka's agricultural development," she said.

She was addressing an assorted gathering of persons who were brought together by AgEnt at the BMICH to be appraised of "Project AgEnt" and its progress and achievements since it was set up ten months ago. In the audience were provincial directors of the Agricultural Development Authority, heads of financial institutions and government departments, private sector clients of AgEnt, Provincial Council leaders, USAID officials, and Minister of Agricultural Development and Research R. M. Dharmadasa Banda.

AgEnt's chief of party in Sri Lanka Richard Hurelbrink said the project has a target of creating 13,000 new jobs in the next five years.

"It is not a give-away project. There must be shared investment by our clients. We try to identify opportunities and try to introduce new production techniques. We are not here to make their decisions or do their work, but to provide clients with 'hands-on' assistance," he said.

Hurelbrink made the point that although "Project AgEnt" was appropriate for Sri Lanka's private sector, it was influenced by the public sector and dealt with the high priority of using an increasing number of Sri Lankan companies and farmers.

Tony Dalghesh, AgEnt's marketing and agro-processing advisor said the project was presently working with

the funding 40 private sector identities "who are outstanding clients to work with. We show them how to get out to the export market place and sell their products. We hold their hands and stay with them to make sure they get there, using technology that is appropriate to Sri Lanka."

USAID's acting director Terrence Liercke described the project as "sharing risks, not just giving grants. It is a foundation for Sri Lanka to solidify its emerging international role, with human capital as its greatest resource. By targeting 350 new agro-business ventures and 13,000 new jobs for the next five years, it will uplift living standards, and we are counting on success," he said.

Minister Dharmadasa Banda said: "If you can find the market, our farmers will do the job. There are 677 experts in the Department of Agriculture to help them. The 13,000 to be employed need training, and I have just got the government's permission to start six new schools which will provide two-year diploma courses in agriculture."



# Lady Boss

## AgEnt seeks WOMEN ENTREPRENEURS in agro-based enterprises.

USAID's major private sector agro-enterprise advice and assistance project AgEnt, wishes to identify enterprising Sri Lankan women who are either currently engaged in or wish to embark on domestic or export based ventures.

AgEnt offers a complete advice and assistance package to women entrepreneurs who meet the appropriate criteria to start up potentially viable new ventures, improve and expand their businesses locally or overseas.

AgEnt's range of services cover the complete agro-enterprise sector including Production, Processing, Distribution, Marketing, Exporting, Finance, Training and Joint-Venture Development.

Those who wish to explore how AgEnt may be able to assist them should mail the coupon within 14 days to:

**Gayatri Abeydeera**  
Business Centre Manager  
Project AgEnt  
5th Floor Deutsche Bank Building  
86, Galle Road,  
Colombo 3

Agro-enterprise sectors where AgEnt can assist WOMEN ENTREPRENEURS include:

- \* Processed Foods
- \* Ornamental Fish
- \* Floriculture
- \* Fisheries
- \* Poultry
- \* Dairy Products
- \* Fruits & Vegetables
- \* Coir Products etc.

**A DYNAMIC DEVELOPMENT PROGRAMME FOR WOMEN ENTREPRENEURS IN THE AGRO ENTERPRISE SECTOR**

Please rush details of how AgEnt can assist me!

Name: .....

Company: .....

Address: .....

Telephone: .....

Product Range: .....



AgEnt is funded by the United States Agency for International Development (USAID) in Sri Lanka.

USAID/333/4

# Daily News

The English Daily with the largest circulation in Sri Lanka

MONDAY SEPTEMBER 13, 1993

LEAD PAGE, SECTION 2

## AgEnt boost for processed fruits and vegetables

USAID's major AgEnt private sector agro-enterprise project has joined forces with the Perennial Crops Development Project to focus on domestic and export marketing prospects for companies and entrepreneurs interested in investing in the processed fruits and vegetables arena.

At a recent seminar cum workshop held in Kandy, particular emphasis was placed on domestic marketing opportunities in jams, chutneys, and pickles, where the findings of Survey Research Lanka, commissioned by AgEnt to survey the 'Market for chutneys, pickles and jams in the Greater Colombo Area' were presented.

Designed to assist companies and entrepreneurs interested in entering these product sectors to better understand the issues and marketing dynamics they should be aware of, AgEnt will also release shortly a number of pro-active market research studies in other major agro-enterprise sectors as a service to its clients.

Richard Hurelbrink, AgEnt's chief of party, expressed delight at being able to underpin the efforts of the Perennial Crops Development Project (PCDP) to develop the processed fruits and vegetables sector.

The PCDP, under the direction of Dr. U. P. de S. Waidyanatha, can assist companies with loan funding to purchase the needed production plant for entry into this sector.

The Kandy seminar, developed and presented by AgEnt's international marketing/agro-processing advisor Anthony Dalgleish, and domestic marketing/agro-processing advisor Anton Wijeratne, was based on 'true to life' and 'hands on' marketing experience and case histories.

It identified that the companies most likely to succeed are those who develop and implement a sound marketing plan, produce a quality product with a competitive marketing edge, can creatively sell and promote their product, launch these products on a market by market basis, and have the staying power

to go that 'extra mile.'

It also helped to illustrate how Sri Lanka can improve the country's image and packaging technology limitations into marketing strengths.

AgEnt has also made ten shared-contribution grants to assist companies and entrepreneurs to visit the Indian Food Convention (IFCON) and Technology Exhibition in Mysore, and to introduce new processing technology with a marketing edge.

According to Richard Hurelbrink, AgEnt will shortly present similar domestic and export marketing programs to a number of other agro-enterprise sectors.

# The Island

Monday 13th September, 1993

BUSINESS PAGES

## Helping launch processed fruit and vegetable products

USAID's major AgEnt private sector agro-enterprise project recently joined forces with the perennial crops development project to present a successful domestic and export marketing seminar in Kandy, targeted at companies and entrepreneurs interested in investing into the processed fruits and vegetables arena.

Whilst the seminar cum workshop majored on selected export marketing prospects, Sri Lankan domestic marketing opportunities in the jams, chutneys and pickles sectors were also explored.

Dr. U. P. de Waidyanatha, Director of the Perennial Crops Development Project, which can assist companies with loan funding to purchase the necessary production plant to enable them to enter the processed fruits and vegetables sector, approached AgEnt to present this marketing seminar to illustrate to companies and entrepreneurs the research, development and marketing strategies which they could well consider adopting if they wish to achieve success at both a domestic and export marketing level.

The seminar was developed and presented by AgEnt's International marketing/Agro-processing Advisor Anthony Dalgleish and Domestic marketing/Agro-processing Advisor Anton Wijeratne, and based on "true to life" marketing case histories and "hands-on" marketing experience.

The seminar clearly identified that companies and entrepreneurs who are prepared to adopt and implement the following key marketing tenets —

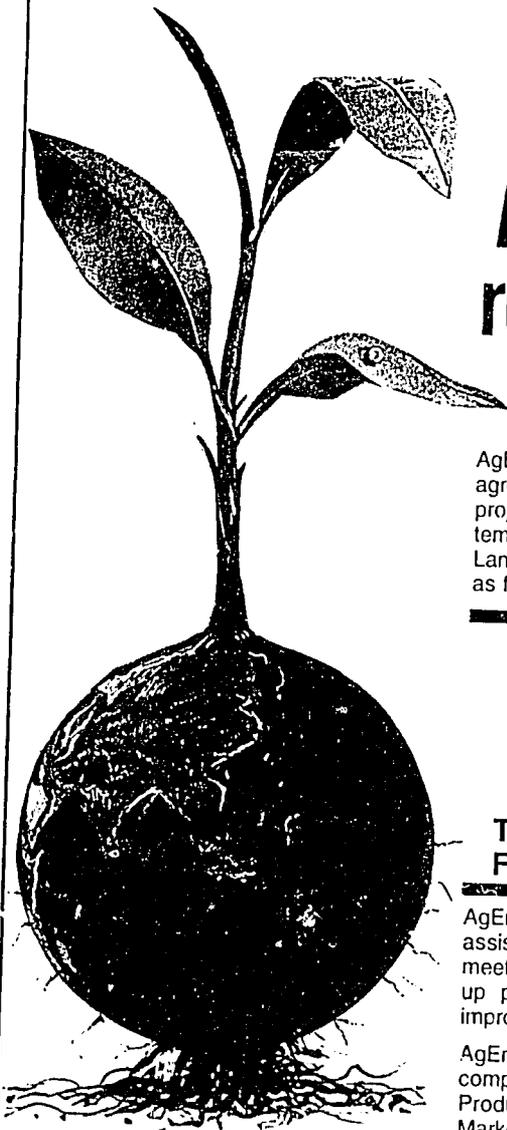
- Develop and implement a sound marketing plan
- Produce a quality product with a competitive marketing edge
- Can creatively sell and promote their product
- Launch their product on a market by market basis
- Have the staying power to go that "extra mile"

— are the most likely to succeed. The agEnt marketing/agro-processing seminar presentation team also illustrated how Sri Lanka can turn a number of the country's image and packaging technology limitations into marketing strengths.

AgEnt also released at the seminar Part 1 findings of a specially commissioned survey of the "Market for Chutney, Pickles and Jams in the Greater Colombo Area" recently conducted on their behalf by Survey Research Lanka, designed to assist companies and entrepreneurs interested in entering these product sectors better understand the issues and marketing dynamics which they should be aware. AgEnt will shortly release a number of other pro-active market research studies as a service to clients in other major agro-enterprise sectors.

Richard Hurelbrink, AgEnt's Chief of Party, expressed delight at being able to underpin the efforts of the perennial Crops Development Project to develop the processed fruits and vegetables sector, and confirmed that AgEnt has recently made 10 shared contribution grants to assist companies and entrepreneurs visit the Indian IFCON Food Convention and Technology Exhibition in Mysore, and a number of other companies to introduce new processing technology with a marketing edge.

Hurelbrink also confirmed that AgEnt will be presenting similar domestic and export marketing programs to a number of other agro-enterprise sectors.



## AgEnt takes root in a new location.

AgEnt - USAID's major private sector agro-enterprise advice and assistance project - has now moved from their temporary office address at the Hotel Lanka Oberoi to their permanent office as follows -

**5TH FLOOR  
DEUTSCHE BANK  
BUILDING  
86, GALLE ROAD,  
COLOMBO 3.**

**TEL: 446 447, 446 420  
FAX: 446 428**

AgEnt can offer a complete advice and assistance package to clients, who meet the appropriate criteria, to start-up potentially viable new ventures, improve and expand their businesses.

AgEnt's range of services cover the complete field of Agro-Enterprise Production, Processing, Distribution, Marketing, Exporting, Finance, Training and joint venture development sectors.

AgEnt is already working with more than 25 Agro-Enterprises throughout the country (other than the Mahaweli) across a wide range of existing and new, innovative product sectors.



AgEnt is funded by the  
United States Agency for International  
Development (USAID) in Sri Lanka.

CSL/4471/A



**An invitation to top  
Sri Lankan Graphics,  
Packaging, Brochure  
& Stand Display Designers  
and Advertising Agencies**

**AgEnt WISHES TO IDENTIFY  
A ROSTER OF TOP SRI LANKAN DESIGNERS AND  
ADVERTISING AGENCIES TO ASSIST ITS MANY CLIENTS**

AgEnt-a major USAID private sector agro-enterprise advice and assistance project, requires from time to time top calibre commercial designers who can assist our clients in the following sectors-

- Design new labels for domestic and export processed food products
- Design export product information and sales brochures
- Design backdrop and feature displays for overseas trade fairs and events

AgEnt is already working with more than 25 agro-enterprise clients throughout the country (other than the Mahaweli) across a wide range of existing and new product sectors.

Identities interested in being considered for AgEnt's roster of experienced/calibre designers and advertising agents should in the first instance send a brief CV/credentials document, illustrations of their design work and hourly fee rates to-

**Richard Hurelbrink**  
Chief of Party  
Project AgEnt  
5th Floor  
**Deutsche Bank Building**  
86 Galle Road  
Colombo 3

Submissions should be received by not later than 5th August 1993.

AgEnt is funded by the United States Agency for International  
Development (USAID) in Sri Lanka.



CSC4770A

# Daily News

The English Daily with the largest circulation in Sri Lanka

VOL. 76 NO. 197

Established: 3-1-1918

WEDNESDAY AUGUST 18, 1993

## No more rotting onions with new storage device

By Pearl Thejanayagam

Richard Hurelbrin of AgEnt USAID private agro-enterprise service, yesterday presented the CWE with Rs 167,000 towards providing onion storage racks to ten onion farmers in the Dambulla area.

Whenever farmers get a bumper harvest it is always the CWE that buys their surplus stocks of onions and tomatoes, following a decision made by the Trade and Commerce Minister A.R. Mansoor.

"So, instead of rotting in the farmer's silo, the onions rotted away in CWE stores all over the island. Last year alone this onion glut caused a Rs 8 million loss to the CWE," said C.W.E. chairman F. A. Yuseen.

The rack was the brainchild of A.M.A. Silva, deputy general manager of CWE (Research and Development). "Five metric tons of onions can be stacked vertically on these new racks, in a 10x10 foot room. The post-harvest loss of 50 percent of onions can be reduced to 35 percent by such vertical stacking," he explained.

Allowing at least 35 percent loss, a farmer can still make Rs 15 on a kilo of onions using the new racks. So 5,000 kg of onions, can bring a profit of Rs 35,000. Usually, farmers store their onions horizontally, on the floor, in one layer. They can stack only one metric ton this way," he added.

Now the Agricultural Development Authority has decided to adopt this innovation for the benefit of at least 2,000 farmers in the Central Province, according to ADA marketing director Dr Harsha Weerasinghe. ADA will hold an exhibition and training program in

Dambulla soon, with funding from AgEnt through USAID.

Richard Hurelbrink said his agency was always ready to help the private sector farmer, whether in livestock or dairy farming, fruit or vegetable cultivation. "But it has to be on a cost-sharing basis of 50/50 between the client and the provider of funds".

He added, "One of our difficulties is that our budget allows us only the Colombo office. Therefore our team makes field trips to outstation farms to gauge their shortcomings."

ADA chairman Leslie Rupasinghe, AgEnt's marketing and agro-processing advisor, Anton Wijeratne, senior officials of the CWE and the Food and Commerce Ministry were also present.

# The Island

## Sunday Edition

The English Newspaper with the largest circulation in Sri Lanka  
Sunday 18th July, 1993 Registered in Sri Lanka as a newspaper Vol. 13 No. 29 Price Rs. 9.00

### Project to assist floriculture

USAID's major AgEnt private sector agro-enterprise project has confirmed to the Sri Lankan Floriculture Produce Exporter's Association and the EDB/Export Development Board, their Phase I industry and individual grower/exporter advice and assistance program designed to markedly increase floriculture exports over the next five years.

As at year ending December 1992, Sri Lanka exported US\$ 6.3 million of floriculture produce (an increase of 98 since 1989) into 44 countries, with just 6 countries (Netherlands, Germany, Japan, Singa-

pore, Denmark, Switzerland) accounting for 78% of dollar export volume; and the potential to substantially increase exports over the next five years is excellent.

AgEnt's two international technical assistance specialists in the marketing and production arena who will handle this important Phase I component of the project's advice and assistance program will arrive in Sri Lanka at the end of the week.

Both specialists will work closely alongside AgEnt's strong "on the ground" Sri Lankan

marketing/agro-processing (Anthony Dalglish and Anton Wijeratne) and production (Phil Mowbray and Neville Gnanaprasam) Advisory team over the 7 week period of the assignment, which will also include an in-depth export marketing opportunities assessment of selected European and Hong Kong markets. At a later juncture the Japanese and selected Middle East markets will be evaluated by AgEnt to determine how the floriculture sector can increase and maintain sustained, profitable exports into these relative near export markets.

# Daily News

The English Daily with the largest circulation in Sri Lanka

SATURDAY JULY 17, 1993

FRONT PAGE

## Flourishing floriculture: AgEnt's five-year export venture

By Daryll de Silva

AgEnt, USAID's major private sector agro-enterprise project, has undertaken phase one of its advice and assistance program to increase floriculture exports over the next five years.

This undertaking has been given to both the Export Development Board and the Sri Lanka Floriculture Produce Exporters' Association.

By December 1992, Sri Lanka had exported US \$6.3 million in floriculture produce (an increase of 98 per cent since 1989) to 44 countries. Six of these countries - the Netherlands, Germany, Japan, Singapore, Denmark and Switzerland accounted for 78 per cent of this sum. Export potential for the next five years is therefore excellent, says AgEnt.

Its two international technical assistance specialists, Nancy Laws (marketing) and Dick Lahey (production) who will handle phase one of the project are due to arrive in Sri Lanka today.

Both specialists will work closely with AgEnt's strong 'on the ground' team comprising Anthony Dalgleish and Anton Wijeratne (marketing/agro-processing) and Phil Mowbray and Neville Gnanaprasam (production) in a seven-week assignment. They will also make an in-depth assessment of marketing opportunities in Hong Kong and selected European Countries.

The Japanese and selected Middle East markets will be evaluated later to determine how the floriculture sector can tap these relatively closer export markets.

Contd on p16

## Flourishing floriculture

Contd from p1

Richard Hurelbrink, AgEnt's chief told the *Daily News* that the visiting specialists will analyse a complete SWOT (strengths/weaknesses/opportunities/threats) of Lanka's floriculture export industry, and work alongside growers and exporters to advise on production, post-harvest handling, marketing, packing and shipment.

They will also work out how local exporters can increase sales in existing markets and open up new markets; identify the growers/exporters who meet the requirements to obtain 'shared technology investment grants' from AgEnt; and present their findings and recommendations at an industry seminar in Colombo.

AgEnt at present is working with over 25 agro-enterprise clients throughout the country (other than in the Mahaweli area) on a wide range of product sectors.

The project, formerly housed at the Oberoi Hotel, has recently moved into its permanent office on the 5th floor of the Deutsche Bank building, 86, Galle Road, Colombo 3 (telephone 446447, 446420) where agro-entrepreneurs may make contact.

# Sunday Observer

Sri Lanka's English newspaper with the largest circulation

SUNDAY, JULY 11, 1993

## FINANCE AND ECONOMY

### UniLever's help small farmer to grow vanilla as an export crop

by E. Weerapperuma

Consumers who go for processed foods today look for natural ingredients and there is a strong interest and demand for natural vanilla, a flavouring ingredient in ice creams, cakes, preserves, chocolate and the like the world over. If vanilla is grown on a well-planned basis it would bring dividends to the small farmer who during the past three decades were reluctant to grow the crop as they no longer found the crop commercially viable. Vanilla a member of the "Orchidaceae" family was successfully grown on a limited and non commercial scale for many years in Sri Lanka but the interest in growing this crop declined since the 1960s with the increased supply of the

synthetic substitute vanilla which replaced the natural vanilla and was much cheaper. This resulted in a market drop in the land under vanilla cultivation.

In 1991 UniLever Ceylon, found there were excellent prospects for vanilla as a high value export crop. They found that the cultivation of the crop would benefit small farmers. They worked in close collaboration with the Minor Export Agricultural Department, the University of Peradeniya and the Agricultural Development Authority to establish this crop more extensively and on a scientific and commercial basis. UniLever Ceylon already has 50,000 plants under propagation in nurseries throughout the country

and had distributed many plants to farmer-co-operatives.

#### Forecasts

Forecasts of demand for vanilla and international prices indicate that with the support of nucleus estates, 8,000 to 10,000 small farmers could earn upto Rs.100,000 per acre by cultivating vanilla. UniLever PLC's major international fragrances and flavours company, Quest International in the UK has indicated their willingness to offer growers producing quality, dried vanilla bean, a very attractive farm gate price.

USAID's AgEnt, a major new initiative designed to assist the Sri Lankan private agro-enterprise sector

to develop and export new products with a high value potential, had also identified vanilla as a crop with exceptional export promise. Hence AgEnt has agreed to underpin UniLever's initiatives behind this crop through an on going program of technical support based on bringing in from overseas a proven vanilla growing/production specialist to assist the small grower with advice level and to develop Sri Lankan export quality standards and the vanilla brand mark.

Seminars to educate and provide information had been held in the past and recently a similar seminar was held at Mawanella where the Minister of Construction and Building Materials was present.

# Daily News

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WEDNESDAY, JUNE 30, 1993

## Diversification possibilities

**O**ur report yesterday on the commercial possibilities of vanilla must surely have set at least some of the new management contractors now running the state-owned estates thinking. They have a great deal of land and labour at their command and getting into new crops, even in a small way, is most desirable.

Time was when vanilla pods could be bought in some markets and there were homes with their own plants. Older readers may nostalgically remember a time when their mothers would throw in a pod into a custard cooking on the kitchen stove before the flavour came in bottles. The bottled substitute never gave quite the same result, just as much as the mass produced ice cream of today doesn't taste as good as what used to be churned with wooden paddles in cast iron moulds dunked in steel hooped tubs packed with ice and salt.

Our report said that the commercial growing of vanilla, which belongs to the orchid family, had faded after the 1960s when cheap synthetic vanillin replaced natural vanilla as a flavouring ingredient. But the tide the world-over has turned in favour of natural foods and flavours and the demand for natural vanilla is rising. This is why Unilever is promoting its cultivation here.

It is indeed welcome news that an established multinational company, with interests in the food business, together with governmental agencies and the Peradeniya University, is now actively engaged in promoting a new crop in Sri Lanka - or really re-activating a cultivation that once existed on a small scale. Levers have already set up nurseries and, according to our report, propagation on a significant scale has begun. Plants have now been distributed to farmer cooperatives.

The effort has the support of Agent, the ongoing USAID project designed to assist agricultural enterprise here. Technical support has been promised, including the services of a specialist to assist in developing Lankan export quality standards and a vanilla brand mark. All this is to the good. The projections say that Rs. 100,000 per acre is possible for 8 - 10,000 small growers. It may not work out that well, but a useful income for growers seems very much a possibility.

Ours is a country blessed with a climate conducive to agriculture. Our economy was long supported by the tea - rubber - coconut tripod with some of the so-called minor crops like spices contributing to export earnings. The need for crop diversification is self evident and the Mahaweli project, particularly, has provided many new opportunities. The outgrower concept has taken root and has provided worthwhile income to the country's farmers.

Among the outgrower crops that have been successful are tobacco, which is long established, and gherkins which are quite new. There are some who believe that tobacco growing is environmentally damaging and others who argue that the full potential of this crop has not been realized. The Ceylon Tobacco Company has done considerable eco-friendly work establishing woodlots in some areas to provide firewood for the curing barns and also to prevent soil erosion.

Oil palms have been grown commercially on at least one estate and foliage plant exports are fairly well established. Among the exotics now being grown here include asparagus, silverskin onions, baby corn, and cantaloupe melons. Carnations grown in Nuwara Eliya are reaching sophisticated markets in Europe and Japan. A flower and vegetable seed project has been on stream for some time near Welimada. The diversification possibilities are immense. The latest company report of Hayleys mentioned that the activities of one of its agri-business subsidiaries had created indirect employment opportunities for more than 15,000 people. Most of them are presumably engaged in growing gherkins, a crop that requires a lot of attention. Sri Lanka broke into this market in recent years and although the business is not as profitable as it was at the beginning, the diversification achieved is most welcome.

There is enough land in many of the large estates to diversify into new crops. Management expertise, infrastructure and labour are all available. Many of the plantation management companies are thinking on these lines and, hopefully, the possibilities would flourish into viable actualities. The resources of existing government agencies and the universities will be readily available for such enterprise. Private sector drive and initiative should get such projects moving faster than under the old order. So let's get cracking!

# Daily News

The English Daily with the largest circulation in Sri Lanka

FRONT PAGE

TUESDAY JUNE 29, 1993

## Rs. 100,000 an acre for SL vanilla farmers

Vanilla, of the family *Orchidaceae* was successfully grown on a limited and non-commercial scale for many years in Sri Lanka. Interest waned after the 60's, when the increased supply and lower price of the synthetic substitute Vanillin replaced natural vanilla as flavouring ingredient in ice-creams, cakes, conserves, chocolates etc. the world over.

Lanka's farmers no longer found the crop commercially viable and land under vanilla shrank to insignificance.

In recent times, there has been a strong demand among consumers for natural ingredients in processed foods, and this has resulted in a greater demand for natural vanilla.

Since 1991 Unilever Ceylon, realising the excellent prospects for vanilla as a high value export crop and its benefits to small scale farmers and the organized estate sector, has worked closely with the Minister of Agricultural Development, the University of Peradeniya and

Continued on page 16

## Rs. 100,000 an acre for vanilla

(Contd from P-1)

the Agricultural Development Authority, to re-establish this crop more extensively and on a scientific and commercial basis.

Forecasts of the demand for vanilla and international prices indicate that with the support of nucleus estates, 8,000 to 10,000 small scale farmers could earn upto Rs. 100,000 per acre by cultivating vanilla.

USAID's Agleint project, a major initiative designed to assist Lanka's private agro-Enterprise sector, also identified vanilla as a crop with exceptional export promise.

Agleint has agreed to underpin Unilever's vanilla enterprise through an ongoing programme of technical support. A specialist, is

due from abroad to advise and assist in developing Lanka's export quality standards and on a vanilla brand mark.

Unilever Ceylon already has 50,000 plants under propagation in nurseries throughout the country, and has distributed many plants to farmer co-operatives.

Several seminars have been conducted for farmers in mid-country districts. The last was held in Mawanella, under the patronage of Mr. Chandra Ranasingha MP Minister of Construction and Building Material.

Unilever PLC's major international fragrances and flavours company, Quest International in the U.K., is prepared to offer growers producing a quality, dried vanilla bean, a very attractive farmgate price.

BEST AVAILABLE DOCUMENT

PAGE SEVENTEEN

## Ornamental fish export sector must maintain its marketing edge!

Seventy five members of the country's ornamental fish sector, government and non government organisations were issued a challenge by Jonathan Mee, a visiting specialist in the ornamental fish sector. Mee has just finished a five week review of this important export sector in Sri Lanka for AgEnt, a major USAID private sector agro-enterprise project which commenced operations at the beginning of the year.

The challenge was offered at a recent findings presentation at the Lanka Oberoi. Whilst Mee confirmed that "He had seen some of the best ornamental export fish anywhere in the world in Sri Lanka", he challenged this important export revenue earning sector, with enormous untapped potential, to take the important environmental step necessary to ensure

that "our children and grandchildren still have this sector and unique resource in the years ahead". In this context, AgEnt is considering a formal survey of the effects of wild collection of marine species as a part of its assistance package to the industry.

Mee presented the first draft of his findings in a fifty page report which had over forty specific recommendations to ensure that "environmental issues are addressed and the overall quality of Sri Lanka's ornamental aquatics exports continue to improve". He stressed that quality improvement is crucial if the country is to maintain a firm, profitable place in the world market, and challenged the sector to never be satisfied with their product, but to continually seek to better their ornamental

fish quality.

AgEnt is now in the process of closely evaluating Mee's recommendations, which include -

- Predator barriers for fish breeders
- Disease detection
- Ongoing industry training seminars at varying levels
- Export markets promotional assistance
- Individual breeder and exporter "Shared technology grants" for those who meet AgEnt's award criteria

AgEnt is also part funding the travel costs for a number of breeders and exporters attending the major Singapore AQUARAMA trade fair at the end of June.

Richard Hurelbrink, AgEnt's Chief of Party, stated that "He is delighted with the initial level of production and marketing advice the project has been able to offer Sri Lan-

ka's ornamental fish export industry as a result of Mee's visit."

Hurelbrink also confirmed that AgEnt is presently finalising similar assistance packages in support of a number of other major Sri Lankan agro-export potential sectors, together with various new export crop initiatives with a number of agro-enterprises and outgrowers.

# Daily News

The English Daily with the largest circulation in Sri Lanka

Established 3-1-1918

SATURDAY MAY 22, 1993

PRICE Rupees 6.00

FRONT PAGE

## Lanka's classy ornamental fish a catch in world market

By Daryll de Silva

Sri Lanka enjoys a sellers' market in the growing global trade in ornamental fish, invertebrates and aquatic plants, and exports command top prices for the island's unique range of species and drug-free, net-caught fish.

This is the view of Jonathan Mee, a visiting specialist in the ornamental fish sector. A marine biologist at Oregon State University's Hatfield Marine Science Centre, Mee is now in Sri Lanka on a market evaluating exercise.

He told the *Daily*

*News* that while there is a growing demand for freshwater and marine species, Sri Lanka stands apart from neighbouring exporters because its fish are caught using hand nets only, whereas other countries mainly use environmentally dangerous chemicals, like sodium

cyanide, to collect marine fish for export.

"You collectors use dexterity, not drugs, and buyers in Europe and North America in particular, are willing to pay premium prices for quality aquarium fish," said Mee.

AgEnt, a USAID private sector agro-en-

terprises project in Sri Lanka, got Mee down to evaluate the country's ornamental fish export sector, with an eye to minimising environmental hazards while capitalising opportunities for increased export sales.

According to Mee, **Contd on page 14**

## Lanka's ...

Contd from page 1

while marine aquarium keeping is a growing hobby around the world, it is still second to traditional freshwater aquariums and ponds. Lankan breeders raise numerous freshwater species for the domestic and export market, ranging from guppies to goldfish.

Seldom does a day go by without a shipment of live fish leaving Katunayake airport for European and American markets. Mee says he has learnt that while Sri Lanka has a number of unique species, its holding and shipping technology is far behind the times.

He says an improvement in these areas can lessen pressure on natural populations, at the same time enhancing export quality, which in turn increases export returns and market share.

Mee also believes that excellent, high-value

export potential exists for selected aquatic plant species, and AgEnt currently has a US market evaluation going on in this context.

Richard Hurelbrink, AgEnt's chief in Colombo, believes that Mee's visit to the country, linked to the on-going technical/marketing assistance and shared investment grants which AgEnt can offer exporters and breeders, should help to eliminate weaknesses and give added impetus to exports.

It should also enhance employment opportunities in selected regions of the country.

AgEnt is arranging for Mee to present his conclusions and recommendations to exporters, breeders, and relevant government support sectors, at an informal forum to be held at the Hotel Lanka Ceylon (where AgEnt has its temporary office) in early June.

# Daily News

The English Daily with the largest circulation in Sri Lanka

WEDNESDAY May 12, 1993

PRICE Rupees 6.00

FRONT PAGE

## Huge market for Lankan line in processed foods

By Daryll de Silva

An USAID-funded agro-enterprise has found a huge processed food market awaiting Lankan exporters.

AgEnt, a private sector advice and assistance service, to stimulate agro-products, enterprises and export markets for Sri Lanka, recently sent a four-member team to the Exporters' Food Fair in Bangkok, and has identified opportunities for fresh, frozen, canned, dehydrated, concentrated and reconstituted food products.

The team comprised Mr. B.E. Pereira of Junson Marketing (Pvt) Ltd, Mr. S. Wickramasekara of Forbes Agricultural Services (Pvt) Ltd., and Mr. and Mrs. H. Fernando of Hiran Cordials Company. They were accompanied by AgEnt's marketing and agro-processing advisors, Anton Wijeratne and Anthony Dalgleish.

The fair, the largest of its kind in the region, covered an enormous range of food sectors. The team explored the possibilities of a two-way Lankan-Thai processed food trade, including domestic and export joint ventures in investment, technology transfer and marketing.

Thailand is reported to have built an enviable reputation as one of the most imaginative and successful exporters of processed foods, such as microwave meals, ready-to-serve snacks,

oriental sauces, seasonings, health foods, fruits, fruit drinks, preserves and the like.

Lankan food manufacturers were also given the opportunity of studying at first hand, the latest developments in food packaging and marketing in agro-production sectors akin to Lanka's own.

The Lankan team also visited a number of Thai export companies processing canned fruits, vegetables, dehydrated fruit and poultry.

(Contd on page 10)

## Huge ... (Contd from page 1)

Mission members realised that Sri Lanka has considerable resources of untapped agriculture, horticulture, fisheries and aquaculture production. They report that for existing and intending food manufacturers to succeed in the highly competitive export arena, considerable new investments will have to be made.

These investment areas include the latest processing and packaging technology (including lightweight 'rip-top' aluminium cans, lightweight high impact glass bottles and jars, long-life sterile packaging etc), improved product formulae, correct brand and product positioning, development of processed food in line with ever changing import buyer and consumer dictates, international bar coding, and the upgrading of processing plants to meet the specific import country's standards of hygiene.

According to AgEnt, one of Thailand's strengths is its ability to utilise a skilled, low-cost labour force to add higher value to export food products - such as deboning chicken to produce Yak-

itori (barbeque sticks) for the Japanese market. The larger plants in this sector employ over 3000 line workers per day, and process more than 300,000 broiler chickens in one eight-hour shift.

AgEnt believes Sri Lanka could well offer a similar, highly skilled, low-cost labour input.

In 1977, Thailand's processed food industry netted only US \$ 17 million. Today, export earnings have increased to over US \$ 1.2 billion, with canned fruits, juices, baby corn, bamboo shoots, vegetable and dehydrated fruits doing particularly well.

Against this background, AgEnt's chief in Sri Lanka, Richard Hurelbrink believes that AgEnt's major five-year private sector agro-enterprise assistance project is particularly well placed to offer processed food export companies the necessary support to help them develop and launch a wide range of new added value products.

Entrepreneurs needing AgEnt free assistance may contact its temporary office at the Lanka Oberoi Hotel.

# Daily News

The English Daily with the largest circulation in Sri Lanka

Established: 3-1-1918

MONDAY FEBRUARY 08, 1993

PRICE Rupees 6.00

## Ag Ent, godfather to Lanka's private sector agro-business

By Darryl de Silva

A private agro-enterprises advice and assistance service, Ag Ent, will stimulate the development of Lankan agro-products and their export and play a dynamic role in this new private sector initiative which has been launched in the country.

The project is for a five-year term and funded by the United States Agency for International Development (USAID).

Ag Ent will draw on the resources of the state of Oregon and a consortium of leading US private sector and research/development enterprises in agro-industry, seeking to stimulate the successful development

of commercial farming, agro-processing and new agro-products for Sri Lanka's export markets.

"We are delighted with the tremendous private sector interest the project has clearly generated even before the doors were officially opened for business a few weeks back," Ag Ent's chief of party and agribusiness advisor in Sri Lanka, Richard Hurelbrink told the *Daily News*, adding that Ag Ent has received more than 25 requests for advice and assistance from a wide range of enterprises throughout the local agro-industry sector.

"Ag Ent's advice and assistance service is designed to be responsive to both client and market needs,

helping organisations and enterprises to start-up potentially viable new ventures and to improve and expand their businesses," Hurelbrink said.

Ag Ent's services are being offered to enterprises which meet a number of criteria, on a points-assessment basis, linked to the level of resource commitment from each applicant.

Ag Ent will operate through Sri Lanka, except the Mahaweli region. Its support and assistance program will include business and marketing strategy plans; introduction of improved product formulae and processing technologies; identification of new markets

(Contd on p 12)

### Ag Ent ... (Contd from p 1)

ets and buyers; market research; export opportunities assessment; sales, trade mission and trade fair participation; promotional material development; joint venture identification and development; introduction of new production technologies; post-harvest handling innovations; training programs, and special policy and feasibility studies.

Hurelbrink said Ag Ent will also establish an "Agro-production, Processing and Market Information Centre" to enable entrepreneurs and agro-enterprises access to up-to-the-minute data in each of the above subjects.

Ag Ent will also support and assist in the award of agro-enterprise development grants which it calls "Shared Investment Awards" to business and commercial farmers with the potential to become viable enterprises through the introduction and processing technologies designed to develop new products and markets. It will also offer advice on financing of agro-enterprises, including assisting clients to put together what he termed "bankable investment packages".

Hurelbrink also said that one of the hallmarks of Ag Ent's operational strategy will be maintaining strict confidentiality in its dealings with its clients.

The Ag Ent team which will work with Lankan private sector agro-enterprises and entrepreneurs has considerable international and locally proven experience in the highly competitive private sector covering the business, joint venture development, marketing, production and product launching, packaging, and financial disciplines.

Ag Ent is currently in the process of making a four-page brochure describing the services it offers to industry associations, enterprises and entrepreneurs.

It now operates from the Hotel Lanka Oberoi, but will shortly move to the top floor of the Deutsche Bank building in Colombo.