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Value Chain Analysis of Pineapple (*Ananas Comosus*) Production and Marketing from Agroforestry System, Southern Ethiopia

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Abstract

This study was conducted in Aleta Chuko district of Sidama Zone, Southern Ethiopia. Southern Ethiopia is known with a favourable environment for pineapple, coffee and many other horticultural crop productions. However, the practice has been facing several productions and marketing constraints. The main aim of the present study was, therefore, identifying the value chain actors and their roles, mapping the value chain of pineapple production and marketing, and examining the determinants of market supply. Using a purposive sampling technique, 105 households were selected from three representative peasant associations for an in-depth survey. Both primary and secondary data was collected using a combination of Participatory Rural Appraisal tools (semi-structured interviews, key informant interviews, group discussion and direct observation). Descriptive statistics and econometric analysis using Ordinary Least Square (OLS) were used to analyse the collected data. The result revealed that both primary and secondary actors were involved in pineapple production and marketing. The percentage of market margin for the producer, assembler, whole seller, retailer and processor actors were 9.41, 11.86, 18.33, 26.96 and 33.43 %, respectively. Producer (34.20 %), assembler (3.30 %), whole seller (17.39 %), retailer (26.78 %) and processor (18.33 %) were sharing a percentage of profit margins in pineapple production. The result of the OLS regression analysis model indicated that the market supply of pineapple was affected by wealthy status and duration of storage ($p < 0.05$) and price ($p < 0.01$), positively. Enhancing the local actors' capacity through training, providing price and market information, credit and other processing facilities and institutional support could result in increased production and a steady supply of the pineapple products.

Keywords: Actors, pineapple producers, profit margin, value chain