



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

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Introduction

- Pineapple (*Ananas comosus*) is a tropical fruit cultivated in tropical and subtropical countries.
- It is the third most important tropical fruit in the world after banana and citrus.
- In Ethiopia mainly produced by smallholder farmers in the south and south-western parts.

Materials and Methods

- The study was conducted in Sidama National Regional State, Southern Ethiopia.
- Using a purposive random sampling technique, 105 households were included in the study.
- key informant interviews, semi-structured interview, group discussion and market surveys were used to collect data.

Results

- Two varieties of pineapple produced in the study area.



Figure 1: Pineapple varieties: Smooth Cayenne (a) and Sugarloaf (b)



Conclusion

- Pineapple is the main income sources for smallholder farmers.
- The perishable nature of pineapple is the major problem for farmers.
- Enhancing the local actors' capacity through training and providing market information.

Results

- Pineapple is the highest average annual income for farmers followed by Khat (*Catha edulis*), coffee (*Coffea arabica*) and livestock.

Table 1: Annual income (in Ethiopian Birr) of pineapple producers: 1\$= 36.38 birr).

Variable	Mean	Std.	Min.	Max.
Pineapple	18,064.76	17,038.06	1500	80,000
kaht	11,282.86	18,099.44	0	70,000
Coffee	1,013.45	1,459.94	0	5,600
livestock	471.05	1,619.25	0	7,500

- The market price varies with season and based on the quantity of pineapple produced and supplied to the market.

Table 2: Seasonal pricing of pineapple in Ethiopian Birr

Categories	Mean	Std.	Min	Max	season
High price	14.3	4.46	7.5	25	June-August
Medium price	8.7	1.95	4	12	January-March
Low price	5.4	1.33	2.5	8	September-December

- Both primary (farmers, brokers, traders, processors and consumers) and secondary actors (development agent, transporters and district agricultural office) were involved in pineapple production and marketing.
- Producer (34.20%), assembler (3.30%), whole seller (17.39%), retailer (26.78%) and processor (18.33%) were sharing percentage of profit margin in pineapple production.
- The market supply of pineapple was affected by wealthy status and duration of storage.

Table 3: Variables affecting pineapple market supply

	Coef	Std.Err.	t	P>t
Age	0.00	0.02	0.12	0.91
Education status	0.24	0.19	1.28	0.20
Household size	0.08	0.10	0.82	0.41
Land size	0.37	0.38	0.99	0.33
Wealthy status	0.93	0.42	2.22	0.03**
Duration of storage	0.34	0.16	2.06	0.04**

** Significant at 5% probability level