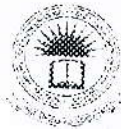


**STUDY ON PRODUCTION AND MARKETING OF
PINEAPPLES IN ATTANAGALLA DS DIVISION, GAMPAHA
DISTRICT**

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ABSTRACT

The study was carried out to determine production and marketing of pineapples in Attanagalla DS, Gampaha district. The study was based on primary data obtained from a sample survey in fourteen GN divisions DS. The simple random sampling method was used to select 100 farmers and data were collected through a pretested questionnaire. Also, secondary data were used from various sources. Data were analyzed using SPSS software and descriptive statistics, frequencies and linear regression were performed.

Farmers used own land and majority of farmers had used low land for pineapple cultivation. Most of them bought planting materials, fertilizer, pesticides, agrochemicals, from village shops, fertilizer shops, town shops and ASC. Labor was used for ploughing, harvesting, weeding, fertilizer application. Middleman, wholesaler, Village traders, out traders, export firms were the marketing channels.

Major share in total cost of production were labor cost, ploughing cost, planting material cost, fertilizer cost, agrochemical cost and pesticide application cost. Most of the farmers had taken loan as a source of investment. Factors of extent of cultivation and marketed quantity of pineapple had significant impacts on production of pineapples. Factors of extent of cultivation and total yield of pineapple had significant impacts on marketing of pineapples produced. Majority of farmers had not obtained crop insurance and all of farmers had contacts with AI. Severe pest and disease attack, no stable marketed price, high cost of agrochemicals, low harvest, not enough water, insufficient inputs, theft of pineapples were major problems faced by farmers.

Key words: pineapples, production, marketing, constraints, profits, Gampah

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