

# Partner fact sheet

## PASANKA



### About Pasanka



Pasanka Pvt Limited is an organic food processor-exporter based in Beliatta. Pasanka has three main product lines: virgin coconut oil (VCO), processed spices and processed fruits. The business was established by a qualified food technologist and has a strong focus on quality standards. This has been instrumental in securing its main quality certifications: EU and US organic certifications, ISO 22000-2005 and the VCO processing licence from the Coconut Development Authority of Sri Lanka. The business sources from a wide network of farmers in the Southern Province, as well as pockets of farmers in the Central and Uva Province.



### Market Constraints

Sri Lanka is home to a small but emerging herbs and spices market, targeting exports. In addition to the well-documented high costs of organic certification, farmers experience high post-harvest losses due to a lack of information on growing, maintaining and harvesting organic herbs and spices. In addition, market links between farmers, processors and exporters are fragmented. Information is largely distributed through government extension networks, with a few private players deploying information to their farmer networks. But it is limited - resulting in inefficient practices, low yields and, on average, 15-20% post-harvest losses. Small-scale/backyard farming is practised widely by rural women but without access to good inputs, information or markets.

### Intervention

- Working with private sector-led information models
- Introducing an all-female backyard spice farming model
- Improving existing quality assurance system
- Improving production capacity

MDF is working with Pasanka to improve its farmer information function, widen its supplier network and ramp up processing capacity.

With MDF's support, Pasanka set up a network of female backyard farmers to grow and supply spices including ginger, turmeric and lemongrass. MDF also supported Pasanka to hire an extension officer who works closely with farmers, providing advice on inputs, maintenance and harvesting. It is a valuable income opportunity for the women. The Extension Officer deploys key information through Pasanka's sales network to Pasanka's farmers located away from Beliatta.

MDF supported the business to improve its processing capacity with new equipment and enhance its quality-control mechanism through hiring a qualified Quality Controller.

