



ASTA 2007 Annual Meeting & 100th Anniversary Celebration

The Spice Council

Mr. Sarada De Silva
Chairman

Sri Lanka the Island of *Ceylon Spices*

April 16 – 19, 2007

Ritz-Carlton Laguna Niguel
Dana Point, California



The Spice Council

□ Our Vision:

For Sri Lanka to be within the top five branded and value added spices & allied products marketers in the world.



The Spice Council

□ Our Mission:

- To facilitate and implement Competitive Strategies to achieve the Industry Vision by 2010.
- To act as the Apex Body to meet the aspirations of stakeholders by unifying their efforts to realize the Industry Vision.
- To be highly innovative and customer value driven.
- To promote the Global Market Position of Sri Lanka and contribute to National Economic Growth.



The Spice Council

Objectives

- ❑ Increase the value of exports by increasing production and productivity.
- ❑ Increase the export volume of value added products to 50% of total exports.
- ❑ Create an enabling environment for all stakeholders to benefit by improving quality to meet international standards.



The Spice Council

Objectives

- ❑ Promote the brand “*Ceylon Spices*”.
- ❑ Increase production and productivity of growers, processors.
- ❑ Improve the quality, consistency, and quantity of supply chain.



“Ceylon Spices”

- Spice imports to U.S. which are of interest to Sri Lanka.
 - Cinnamon / Cassia
 - Pepper
 - Nutmeg and Mace
 - Cloves
- Imports of these items into U.S. have been relatively stagnant or declining in the last 5 years.



“Ceylon Spices”

- The inherent properties and qualities of Sri Lanka’s spices are some of the best in the world.
- Sri Lanka produces *Cinnamomum zeylanicum* or “True Cinnamon”, most of which is being used in other consuming countries.



Opportunities for “*Ceylon Spices*”

- ❑ Direct sales to major importing countries such as the United States
- ❑ Value-added spices and allied products
- ❑ Organic products
- ❑ Fair Trade Certification and Sustainable Agriculture



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Thank you!

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