**An Investigation of Constraints Associated With**

**The Turmeric Supply – Chain in Sri Lanka and**

**Strategies to Overcome**

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Turmeric is an important commercial crop contributing to the preparation of meals, contribution to the income if the country, empowerment and the employment of rural people. Therefore, uplifting efficiency of the turmeric supply chain by identifying the constraints was an important factor in sampled area. This study was undertaken to map turmeric supply chain actors and identifying their roles, analyzing the gross profit margin, determining the purchase patterns, identifying the constraints of the all partners and providing suggestion to overcome. This study was based on the data collected from 100 farmers, 63 intermediaries and 200 consumers. The drafted supply chain was revealed that the major supply chain actors were farmers, input suppliers, village collectors, wholesalers, island wide spice collectors, retailers and spice manufacturers. The activities; producing, collecting, sorting, grinding, packing, and marketing were identified. Department of Export Agriculture, service associations and Export Development Board were the chain supporters. The gross profit margin was calculated as 66% and it was totally carried out from the intermediaries of the supply chain. The results of the regression analysis indicated the quantity of purchase was significantly affected by the factors, number of family members, price, income level, market distance, and frequency and value addition. The results of descriptive statistics showed that the major constraints affected for the framers, retailers, collectors and wholesalers were respectively seed cost 64%, price fluctuation 77 %, product inconsistency 77% and price setting 72%. Even traditional farmers located in research area, there were constraints starting from input supply to selling the turmeric. As the recommended strategies build the interaction between farmers and traders was most favorable strategy. Appropriate suggestions such as provide loan facilities, technological implementations and export market were identified to rectify the turmeric supply chain related issues.

**Key words**: *Constraints, Intermediaries, Multiple regression, Supply chain, Turmeric*