



**Cinnamon Export Value Chain**

# Issues related quality and standards affecting performance of the cinnamon export value chain

## Marketing

- Inconsistent in supplying, in required volumes, produce with unique aromatic qualities
- Unable to reach European and North American markets due to comply with food safety standards
- Inconsistent supplies in required volumes

## Production and processing

- Poor or lack of application of GMP and GAP
- Lack of a tracerbility system in the supply chains

## Technology and training

- Poor or lack of R&D work in value addition, new technologies, and mechanization
- Lack of appropriate training programs for growers
- Lack of TOT for extension services