

PROMOTING UNDERUTILIZED FRUIT AND VEGETABLE MARKET IN SRI LANKA AS A NEW AGRIBUSINESS VENTURE: A LITERATURE REVIEW

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Underutilized crops possess many nutritional, medicinal and botanical values. The problem is most of the underutilized crops are grown in local and wild areas and remain unknown to the people. Furthermore, popularizing the growing and selling of underutilized fruit and vegetable varieties among Sri Lankan farmers can be a good solution to enhance farm income. This research was conducted to identify the limitations and potentials of the underutilized crops. Though there is prior research on underutilized crops, the field is fragmented. Hence this literature review aims to synthesize the existing knowledge of the importance, potential, and limitations of the underutilized fruit and vegetable market in Sri Lanka. Twenty articles were selected for the study using the PRISMA method. Many of the researchers found that there are many advantages of popularizing and growing underutilized fruits and vegetables among consumers, such as poverty alleviation, as a solution for hidden hunger, as a source of micro/ macro nutrients, and as a source of additional farm income. Though there are some limitations to promoting underutilized fruit crops, some research articles revealed that there are potentials to promote the underutilized crops. Furthermore, some of the researchers had discussed the topic of value addition and demand for underutilized crops in their research articles. Hence this research identifies the potentials and limitations of the underutilized crops. Further research should be conducted in the future to popularize the underutilized crops among Sri Lankans.

Keywords: Agribusiness venture, Crop market, PRISMA, Promotion, Underutilized crops