



© Hanh Nguyen, FAO

# 3ADI+ Pineapple Value Chain in Suriname



## I. BACKGROUND

The pineapple value chain is a priority sector for the Government of Suriname to drive the diversification of the economy, which has been largely dependent on the extractive industry. The recent decreasing global demand for aluminum and sharp declines in the market prices for oil and gold have put pressure on the Government to rethink its economic model. To this purpose, agriculture and agribusiness have been identified as key development areas, with pineapple being one of the commodities of focus. In collaboration with relevant ministries in Suriname, 3ADI+ team has engaged with actors at all stages of the value chain to analyse the strengths and weaknesses of the pineapple sector. Based on the diagnostic findings, a 2030 vision for an upgraded value chain was proposed and has gathered widespread buy-in.

## II. VALUE CHAIN DIAGNOSTIC FINDINGS

The diagnostic outlined structural problems that hinders the development of a nascent pineapple industry, notably: (1) modest collaboration among value chain stakeholders; (2) lack of investments in modern production and processing models that hinders the provision of high-quality and stable supplies; (3) limited support services; and (4) limited technical skills and knowledge to develop viable business plans and connect with international buyers.

Yet more importantly, the analysis noted that despite these obstacles, the pineapple value chain presents enormous potential and considerable opportunities to fulfill an increasing demand for sustainable pineapple products in international niche markets and contribute to economic diversification. Suriname has abundant agricultural land, suitable ecological conditions and diverse local pineapple varieties, cultivated primarily by the indigenous population living in the interior. Furthermore, pineapple production has been traditionally and sustainably practiced by these communities, which has become deeply rooted in their culture. Thus, attracting investment will help Suriname to unlock these well-endowed conditions and render organic pineapple farming much more productive and profitable. In addition, this will help generate value added and employment opportunities at downstream stages of the chain.

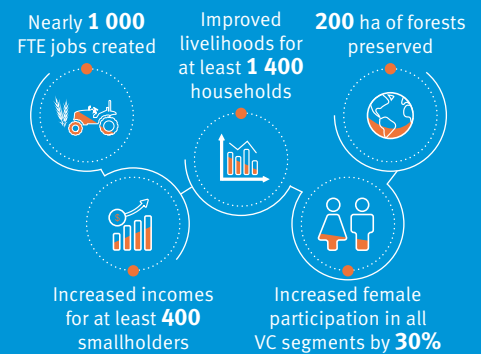
## WORKING TOWARDS



## WHAT IS 3ADI+

The Accelerator for Agriculture and Agro-industry Development and Innovation Plus (3ADI+) is a global development programme led by UNIDO and FAO. It aims to accelerate the sustainable transformation of food value chains and food systems, by mobilizing SDG-aligned investments and de-risking them through a variety of financial instruments and technical assistance.

## IMPACT INDICATORS / TARGETS



## DURATION



## BUDGET



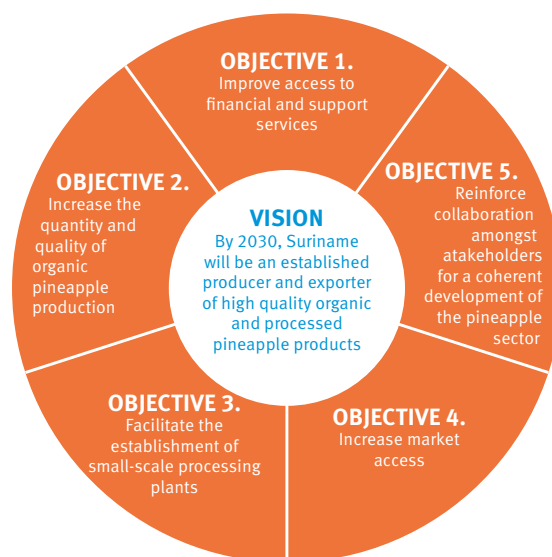
## PARTNERS

Relevant ministries in Suriname, other UN partners and the private sector

### III. VISION AND UPGRADING STRATEGY

3ADI+ in Suriname aims to facilitate the country's transformation from a marginal pineapple producer characterized by traditional growing practices, little value-addition and no exports, to an established producer and exporter of high quality organic and processed pineapple products. Applying an inclusive and sustainable value chain approach, the work will enable pineapple value chain actors to increase their productivity and competitiveness and benefit from improved access to markets by focusing on creating rural-urban, regional, and international commercial networks to generate self-sustaining growth. 3ADI+ applies a value chain approach that will result in five interrelated outcomes: (1) improve access to financial and support services; (2) increase the quantity and quality of organic pineapple production; (3) facilitate the establishment of small-scale processing plants; (4) increase market access; and (5) reinforce collaboration amongst stakeholders for a coherent development of the pineapple sector.

To realize the vision by 2030, 3ADI+ will set up a support structure based on three outputs (a loan guarantee fund, a pineapple cooperative development company, and an innovation hub). This structure will provide pathways to all key resources that the value chain actors need, including finance, technical knowledge, market linkages, etc. Second, mainly led by the Hub, modern organic production practices, allowing for year-round organic pineapple production on permanent plots of land (moving away from the shifting cultivation and seasonal production) will be adopted based on validated business models and outgrower contracts with embedded services. Third, building on the constant supply of raw materials, validated business models for processing, and trained and supported entrepreneurs, value addition through processing will follow. Fourth, new market channels will be built by means of strengthening compliance with organic and other sustainability standards, developing market promotion materials, and establishing buyer links. Fifth, a competitive and inclusive network of value chain actors will be built and continue to evolve as the result of the introduction of a digital traceability platform, the strengthening and establishment of farmer cooperatives and a multi-stakeholder platform, and gender mainstreaming and conflict resolution.



### KEY HIGHLIGHTS

#### Green value chain



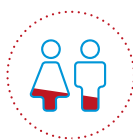
Reduced pressure on primary and secondary forests due to a shift towards permanent organic farming systems (replacing slash and burn farming)

#### Digitalization



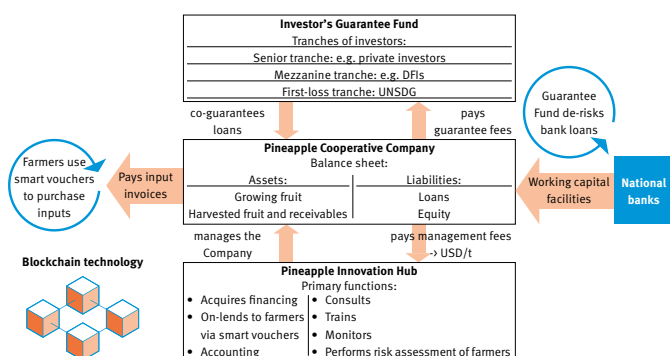
The Pineapple Innovation Hub uses a digital platform to enhance traceability and build trust as well as to facilitate the exchange of information between value chain actors and stakeholders

#### Indigenous Communities & Gender Inclusion



Indigenous communities in the main pineapple-growing areas will benefit directly as farmers, entrepreneurs and workers both on farms and in processing firms. Gender mainstreaming throughout the intervention ensures that women are equal beneficiaries at all stages of the value chain

**Figure 1.** Expected financial mechanism for investments into pineapple value chain



### CONTACT

#### UNIDO

**Ali Badarneh**  
Chief, Sustainable Food Systems Division  
Department of Agri-Business  
a.badarneh@unido.org

#### FAO

**David Neven**  
Sustainable Food Value Chain Development Team Leader, Food Systems and Food Safety Division  
David.Neven@fao.org

[www.unido.org/3ADIplus](http://www.unido.org/3ADIplus)