Supplementary Table 1 SWOT analysis of pineapple cultivation in Manipur

Statements/ Particulars	Response					
	Agree		Undecided		Disagree	
	f	%	f	%	f	%
Strength						
The farm is purely organic (uses little to no chemical fertilisers or pesticides).	412	91.56	27	6.00	11	2.44
Adopts inter-cropping for more income	308	68.44	97	21.56	45	10.00
Availability of Government subsidies, schemes, etc.	176	39.11	142	31.56	132	29.33
Access to high quality suckers	289	64.22	104	23.11	57	12.67
Adopts traditional, chemical free farming	427	94.89	16	3.56	7	1.56
Farm is self-sufficient (minimal expenditure)	374	83.11	53	11.78	23	5.11
Weakness						
Lack of vehicle to transport	391	86.89	38	8.44	21	4.67
Post harvest loss before selling	317	70.44	86	19.11	47	10.44
High establishment cost	236	52.44	151	33.56	63	14.00
Lack of marketing knowledge	358	79.56	64	14.22	28	6.22
Pineapple growing is the only source of income	187	41.56	119	26.44	144	32.00
High labour cost/labour unavailability	214	47.56	129	28.67	107	23.78
Opportunities						
Willing to sell produce for juice and canning unit (if available)	438	97.33	9	2.00	3	0.67
Opening farm for agro-tourism during harvesting season	141	31.33	167	37.11	142	31.56
Aware of rising demand for pineapples in markets	389	86.44	43	9.56	18	4.00
Would you use social media or apps (if available) to sell your produce directly to customers?	306	68.00	98	21.78	46	10.22
Aware of PM-Formalisation of Micro food processing Enterprises (PMFME) scheme for setting up juicing unit	118	26.22	134	29.78	198	44.00
Younger members of the family are interested in marketing of pineapple	337	74.89	82	18.22	31	6.89
Threats						
Price instability	419	93.11	24	5.33	7	1.56
Increase of sunburn (sunscald) during rising of temperature	276	61.33	128	28.44	46	10.22
Village merchants/Traders/Middlemen dictating price	398	88.44	34	7.56	18	4.00
Frequent regional bandh/blockade (unable to reach market)	409	90.89	29	6.44	12	2.67
Rising cost of transportation	386	85.78	47	10.44	17	3.78
Stray animals	174	38.67	139	30.89	137	30.44

f, Number of responses.