



Showcase project

P4: Pulses, People, Planet and Profit

A project jointly implemented by ICCO, Network Activities Group (NAG), and East-West Seed (EWS).

P4 project summary

The P4 project is jointly implemented by ICCO, Network Activities Group (NAG), and East-West Seed (EWS) to increase the incomes of 10,000 smallholder mung bean farmers in four townships in the Yangon and Magway Regions – 20% of whom are landless female farm laborers. The mung bean value chain was selected for its potential to lift farmers and laborers out of poverty.

To achieve the targeted outcomes, the project employed a “making markets work for the poor” approach by combining interventions on market research, value chain development, and Public-Private Partnership development. Specifically, the project worked to:

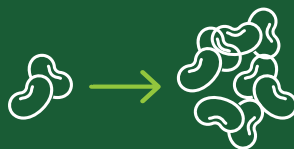
- Improve the enabling environment for the mung bean value chain in Myanmar by proposing policy and regulatory reforms.
- Increase the volume of mung bean purchased by premium market buyers from farmer groups, by enhancing access to support services on Good Agricultural Practices (GAP), Climate Smart Agriculture (CSA) and Collective Marketing (CM);
- Increase mung bean farmers’ productivity and quality of produce by enhancing access to support services and good quality mung bean seeds.

Impact of Multi-Stakeholder Collaboration

In 2018, 265 mung bean farmers were awarded GAP certificates through the project – the first-ever mung bean certificate in Myanmar. Through this certification – in combination with the increased access to support services around Collective Marketing – farmers can receive premium prices for their mung beans. To date, a total of 531 farmers have received GAP certificates. Some of the other interventions run during the project period (September 2017 – February 2020), included:



Training **16,673** households on GAP, CSA and CM (while achieving a women participation rate of **38%**)



The establishment of **378 acres** of seed multiplication farms in the Magway and Yangon Regions.

As a result:



Farmer incomes per acre **increased by 28%** compared to the 2017 baseline



Yields per acre **increased by 16%**



Wage returns for seasonal laborers were **32% higher** compared to 2018