

Myanmar Agriculture  
Network 2016-2017  
Supported by Grow Asia



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Myanmar

Myanmar Agriculture Network

The Myanmar Agriculture Network (MAN) was established in 2013 under the leadership of the Ministry of Agriculture, Livestock and Irrigation along with local and global businesses and other stakeholders. The Network serves as a multi-stakeholder platform to accelerate partnership opportunities and investment in food security. It works to ensure environmentally sustainable and inclusive agricultural growth in Myanmar.

Over the past year, MAN has been establishing and scaling crop-focused value chain projects and supporting capacity building through Working Groups focused on cross-cutting issues.

“Myanmar has a unique opportunity to rapidly develop its agriculture sector. To realize this opportunity in a way that is sustainable and empowers smallholder farmers, multi-stakeholder partnerships will be essential. By working with the Myanmar Agriculture Network, we look forward to engaging partners at all stages of the supply chain, collaborate with government, and build the capacity of Myanmar's smallholder farmers through multi-stakeholder value chain projects.”

U Thadde Hein,  
Chairman and Group CEO,  
Myanma Awba Group

Population	Percentage of population below the poverty line	Percentage of population in agricultural employment	Agricultural contribution to national GDP
52.2 million	25.6%	38%	27.8%
Agricultural land	Rural population	Mobile penetration	
126,450 km²	66%	41.53 million	

MAN Governance and Structure

MAN Board	Company Co-chairs <ul style="list-style-type: none"><li>– Awba</li><li>– Heineken</li></ul>	Advisory Council <ul style="list-style-type: none"><li>– Awba</li><li>– Heineken</li><li>– Yoma Strategic Holdings</li><li>– Livelihoods and Food Security Trust Fund (LIFT)</li><li>– United States Agency for International Development (USAID)</li></ul>	Core Committee <ul style="list-style-type: none"><li>Advisory Council plus working Group Leads</li></ul>	Coordinator <ul style="list-style-type: none"><li>Hired full-time coordinator</li></ul>
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## Coffee

### Activities

The Working Group aims to improve the quality of coffee beans and increase coffee productivity in Myanmar. The more successful coffee projects in the country are small scale and focus on high quality Arabica.

The group is looking to develop the production of Robusta in Myanmar. To do this, they are training growers in best agricultural practices and are running trials to identify the most suitable coffee

varieties. Farmers are being trained in grafting and pruning, rejuvenation, harvest and post-harvest management, and coffee quality and cup tasting.

The Myanmar coffee industry shows huge potential and an opportunity for smallholders to access national and international markets. Through the Coffee Working Group, the Myanmar Agriculture Network is working to make this opportunity a reality.



580 farmers reached, of which  
**128 were women**

Legend 1 X 10

## Horticulture

### Activities

Vegetable demand is growing and has the potential to offer smallholder growers a high return on investment. However, effective vegetable production requires strong infrastructure, the right inputs and agronomy training for farmers. With its varying climatic areas, Myanmar offers great opportunity for horticultural production. The Horticulture Working Group is focused on unlocking this potential through the introduction of irrigation, farmer training, development of storage and processing facilities and other enabling programs.

The Horticulture Working Group is identifying value chain projects working with the Vegetable Sector Accelerating Task Force (VSAT). To develop the domestic vegetables market, VSAT has undertaken studies on wholesale market development, conducted a consumer preference survey and drafted a vegetables white paper. The group is working with the government and is engaging existing projects to put the opportunities identified by their research into action.

### Impact

The VSAT partners are currently working with the 'Making Vegetable Markets Work' project, led by **Mercy Corps** and funded by multi-donor **Livelihood and Food Security Trust Fund (LIFT)**. The group is working to identify pathways to scale, and to date has achieved:

**12,221**

farmers visited demo plots and/or received training

**10,602**

farmers reached by trainers

**18** trainers trained

**225**

demo plots established

**979**

farmers purchased new technology to improve farm productivity

**20**

field staff on project



## Rice

### Activities

Myanmar was once the largest rice exporter in the world, proving that the country is fertile land for rice growing. The main issues that the Rice Working Group is combating include poor seed quality, bad agronomy practices, overuse of chemicals, no mechanization and no crop rotation.

Heineken is currently working with LIFT and Mercy Corps to engage smallholder farmers and millers in Laputta and develop their capacity. Heineken is also providing a guaranteed sale of product at an above-market rate.



# The goal

is to reach 3,000 farmers in total and  
increase yields by up to 25

## Agri-Finance and Mobile Services

### Activities

This cross-cutting Working Group is supporting the development of mobile services for farmers with a focus on micro-financing, which is seeing rapid penetration of mobile technologies.

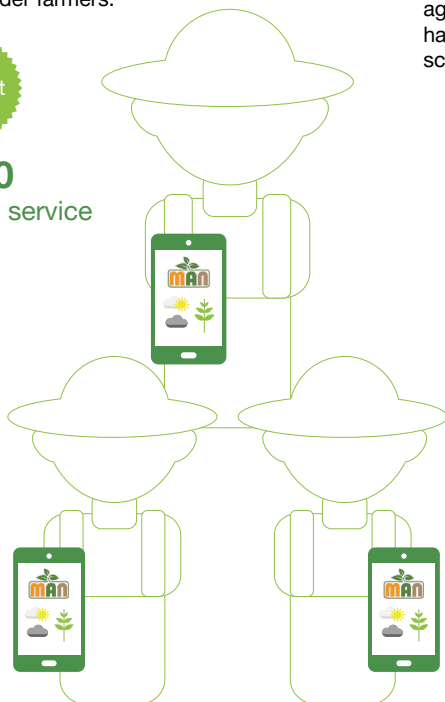
In Myanmar, this presents an opportunity for MAN to expand its reach of services to smallholder farmers.

The group is currently testing models for financing smallholder farmers, exploring opportunities to provide loans, piloting micro-insurance projects and developing mobile solutions.

Awba Group has developed an application which provides farmers with advice on weather and agronomy and mobile money services. It currently has around 3,000 users. A mobile crop insurance scheme is also being developed.

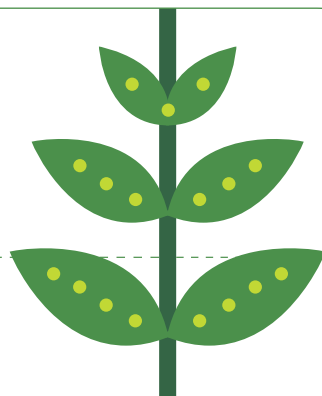


**3,000**  
mobile service  
users



**60,000**

electronic coupons for  
seedlings delivered to farmers





## Seed Sector



## Activities

There is a lack of good quality seed in Myanmar. The Seed Sector Working Group is forming a national-level Seed Association, involving local and international companies, which will support the government in developing certified and registered seeds that can be made available to farmers at scale.

Members have been working directly with the government to develop a roadmap which will

bring higher quality seeds into the country. After undertaking their own research, the group met with the government in Nay Pyi Taw and held a workshop to set out the seeds roadmap and harmonize plans with the public sector agenda. Myanmar's government recently passed the Plant Variety Protection Law and amended the country's seed law, both of which will support the development of the seed sector.



## Highlight Project Rice



### Overview

Rice is a key crop for South East Asia and is grown by many farmers across the region. A unique project from MAN's Rice Working Group, led by Heineken, is seeing farmers growing rice not for food but for beer. Working in partnership with Mercy Corps, LIFT and local NGO Radanar Aya, Heineken is buying rice from farmers in Paungde Township from West Bago Region for their brewery near Yangon.

By taking a value chain approach to the project, the group has addressed the different challenges that smallholder rice farmers face.

Local NGO Radanar Aya, is supporting farmers to get better access to seeds and quality agrochemicals. They provide extension services

to smallholders including training on the safe use of pesticides and fertilizers. This training has enabled smallholders to improve the quality of their rice and increase their yields by around 25%. LIFT is funding the project to enable Radanar Aya to provide these services to farmers.

Value can also be lost outside of the farm and it is often the processing and milling stages which see the quality of rice drop. Heineken is meeting with local millers on a regular basis to help upgrade their standards. By strengthening the value chain, Heineken can secure a supply of rice that meets their global standards.





Due to lack of storage, smallholders are often forced to sell immediately after harvest at a much lower price. Heineken is supporting farmers to overcome this issue by paying the equivalent of the previous year's price three months after harvest.

The value chain approach has provided multiple benefits for the smallholders involved, led to better processes and a guaranteed supply for the offtaker. The Rice Working Group continues to explore opportunities to expand existing projects and create new ones.



## Partners

### Coffee

- **Nestlé Myanmar**
- **YOMA Strategic Holdings**
- Ministry of Agriculture, Livestock and Irrigation
- Livelihoods and Food Security Trust Fund (LIFT)
- Myanmar Coffee Association
- Winrock International
- Mercy Corps
- United States Agency for International Development (USAID)

### Horticulture

- **Mercy Corps**
- **Vegetable Sector Accelerating Task Force (VSAT)**
- **YOMA Strategic Holdings**
- JJ Pun
- Swisscontact
- Embassy of the Netherlands
- East-West Seed
- YOMA Bank
- Lima Grain

### Rice

- **APBABC-Heineken**
- Bhuler Group
- CPCL New Holland
- ICCO Cooperation
- Myanmar Agribusiness Public Corporation (MAPCO)
- Mercy Corps
- Awba
- Myanmar Rice Federation
- Olam
- Livelihoods and Food Security Trust Fund (LIFT)

### Agri-Finance and Mobile Services

- **Awba**
- Impact Terra
- Myanmar Agribusiness Public Corporation (MAPCO)
- Livelihoods and Food Security Trust Fund (LIFT)
- YOMA Bank
- Myanmar Agricultural and Development Bank (MADB)
- Myanmar Microfinance Association (MMFA)
- Mercy Corps
- Proximity Design

### Seed Sector

- **YOMA Strategic Holdings**
- Agro Bio Products
- The Asia & Pacific Seed Association (APSA)
- Aventine
- Bayer Crop Science
- CP Yangon
- East-West Seed
- ICCO-Cooperation
- Seed Asia
- Seeds Energy Agro Group







## Myanmar Agriculture Network 2016-2017

Key strategic focuses for  
the year ahead:

### Focus 1

Continuing to increase  
capacity of the MAN  
Secretariat

### Focus 2

Improving government  
engagement with MAN  
and Working Group  
activities

### Focus 3

Supporting project  
implementation and  
scaling

### Focus 4

Expanding the network

### Engage

<http://www.growasia.org/myanmar>

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