

MYANMAR
3030
v i s i o n

\$30 Billion by 2030



The 3030 Roadmap

- **Primary Production for Food Security and Food Industry**
 - *reliable supply chain for downstream value added processing*
 - *attracts investment in food industry & rural non-farm employment*
- **“Food Safety & Sustainability Compliance” – National Brand**
 - *Regional leader in Food Safety and Sustainability Compliance (“FSSC”)*
 - *Low or no-residues*
 - *“traceability” and independence – GlobalG.A.P., FSSC22000, FairTrade USa*
- **Shift from rice-centric to compliant higher value crop mix**
- **Rural Commercialization = balanced socio-economic development**
 - *Develop and integrate smallholders & rural communities into value chains*
 - *FDI in rural agri & food sector ensures better distribution of wealth*

Food Safety, Sustainability, Social Compliance = Responsible Sourcing

CONSUMER

Fruit and veggies 'still contaminated'

POST REPORTERS

Residue has been detected in over half of the fruits and vegetables inspected by a food safety advocacy group in its latest survey, including those packaged in supermarkets and products awarded with the "Q mark" for quality.

The group says it also found traces of prohibited dangerous substances in 16 types of fruits and vegetables, analysed via a multi-residue pesticide screening from Aug 23 to 29.

Of 158 samples, 56% of the produce was found to have unsafe levels of chemicals, said Prokchol Ousap, coordinator of the Thai-Pesticide Alert Network (Thai-Pan).

Contaminated goods were found in popular wholesale markets in Pathum Thani, Nakhon Pathom and Ratchaburi and in supermarkets, according to the network.

Ms Prokchol said 70.2% of the produce from supermarkets was contaminated.

Chinese kale topped the contaminated veggies with 10 out of 11 samples containing residues. Red chillies (9 of 12) came second, followed by cowpeas

and basil (8 of 12), morning glory (7 of 12), small eggplant (6 of 11), cucumber (5 of 11), tomato (3 of 11), cabbage (2 of 11) and Chinese cabbage (2 of 12), according to test results.

In terms of fruit, Sai Namphueng oranges were the most worrisome as traces of chemicals were found in all eight samples. They were followed by dragon fruit (7 of 8), guava (6 of 7), papaya (3 of 6), watermelon (3 of 7) and cantaloupe (1 of 7).

Q mark goods showed a higher prevalence of contamination, 61.5%, than they did during the group's March survey, 57%. The March results led to tension between Thai-Pan and agricultural officials.

The group also said small amounts of residue were found in 2 of 10 samples marked as "organic" by the National Bureau of Agricultural Commodity and Food Standards.

Officials should reform the bureau's certification process and "immediately stop its effort to push ahead with organic farm standards" until problems are solved, said Kingkorn Narintarakul Na Ayudhya, of Food4change.

California's 2012 Crop Production: **US\$32bn**



Table grapes
\$4.5bn



Floriculture
\$1.0bn



Chili Pepper
\$100mn



Tomatoes
\$1.2bn



Garlic **\$220mn**



Onions
\$205mn



Lettuce
\$1.5bn



Broccoli
\$650mn



Carrots
\$500mn

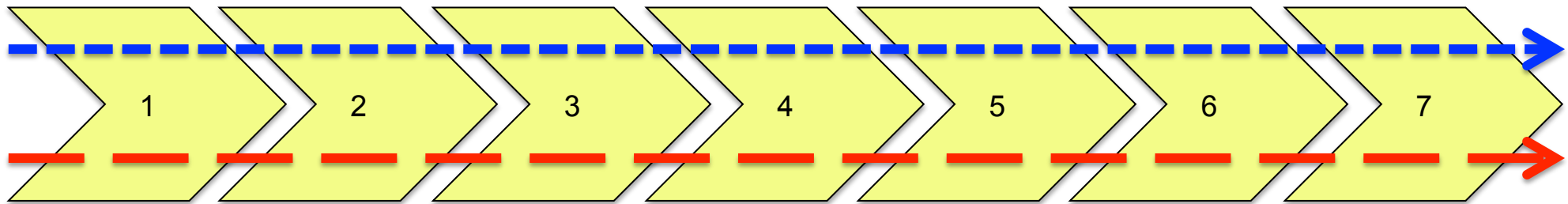
Myanmar: *More Potential than California & Thailand*

- **More & better agronomic zones**
 - temperate, arid/semi-arid, tropical
 - Shan, Sagaing, Mandalay, Magwe, Bago, Mon, Tanintharyi
- **More resources in Myanmar**
 - agri land, labor, water, soils
- **Thailand 2013 Agri Sector = US\$34bn**
 - **Crop output = \$21.2bn**
 - Fisheries/Marine = \$5.4bn
 - Agro-processing = \$4.2bn
 - Animal Products = \$3.2bn



PRIME-SPE's Spectrum of Agricultural Production

process & training modules



1. Water Resource Management & Irrigation
2. Soil Management & Land Preparation
3. Planting material and sowing
4. Crop Nutrition
5. Crop Protection
6. Harvesting
7. Post-harvest management

GAP – Food Safety....runs through all

GAP – Sustainability & Social Compliance

PRIME Farms – SPE

developing & integrating smallholders into value chains



PRIME-SPE Ayetharyar

Demonstration, Training, & Research Farm (“DTRF”)





Thank You

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