

Towards a Myanmar Food Safety & Responsible Sourcing Initiative
Nay Pyi Taw, Myanmar 8~9 November 2016

Upgrading smallholder farmers food safety standards to meet multinational company's demand



**APB ALLIANCE BREWERY
COMPANY LIMITED**

PART OF THE  **HEINEKEN** COMPANY

Partnering



RADANAR AYAR

for the Rural People

PART OF THE  **HEINEKEN** COMPANY



**APB ALLIANCE BREWERY
COMPANY LIMITED**

Background



Background

One of my favorite parts of my job: working with Rice farmers, millers & ngo's to improve smallholder farmers income & value chain
#brewabetterfuture #localsourcing #cutestcouple in the middle



Standard desired



RAW MATERIAL STANDARD NON-GM RICE

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1. INTRODUCTION

White rice and broken rice are starch sources which can be milled into rice grits and used as adjunct in beer.

Non-GM rice complies with the European legislation requirements* that states that: foods consists of or is produced from GMOs in a proportion no higher than 0.9 per cent of the food ingredients considered individually or food consisting of a single ingredient, provided that this presence is adventitious or technically unavoidable and the GM variety concerned is approved by the EU or local legislation. More stringent National legislation prevails over European legislation. In countries where no legislation exists the EU legislation will be adopted.

* Regulation (EC) No. 1829/2003.

2. PRODUCT SPECIFICATION

The rice and rice products have to comply with the legislation in the country of beverage production. If such legislation is absent or less stringent than the requirements stated in chapter 2.1 then the rice and rice products have to comply with the requirements of chapter 2.1.

If the rice or rice products are to be used in beverages that are to be exported from the country of production, consideration should also be given to any specific requirements that may apply to the final product- e.g. permitted ingredient, allergens and labelling.



Raw Material Standard TRANSPORT OF RAW MATERIALS Terms of transportation

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Project



Project

Radanar Ayar Rural Development Association

Food Safety Project



Project

Basic Facts

Project Period:

- November 2015 to May 2017

Budget:

- USD 216,325

Covered Area:

- 25 Villages from
- 5 Village Tracts of
- Paungde Township

Beneficiary:

- 1,000 farming households

Project

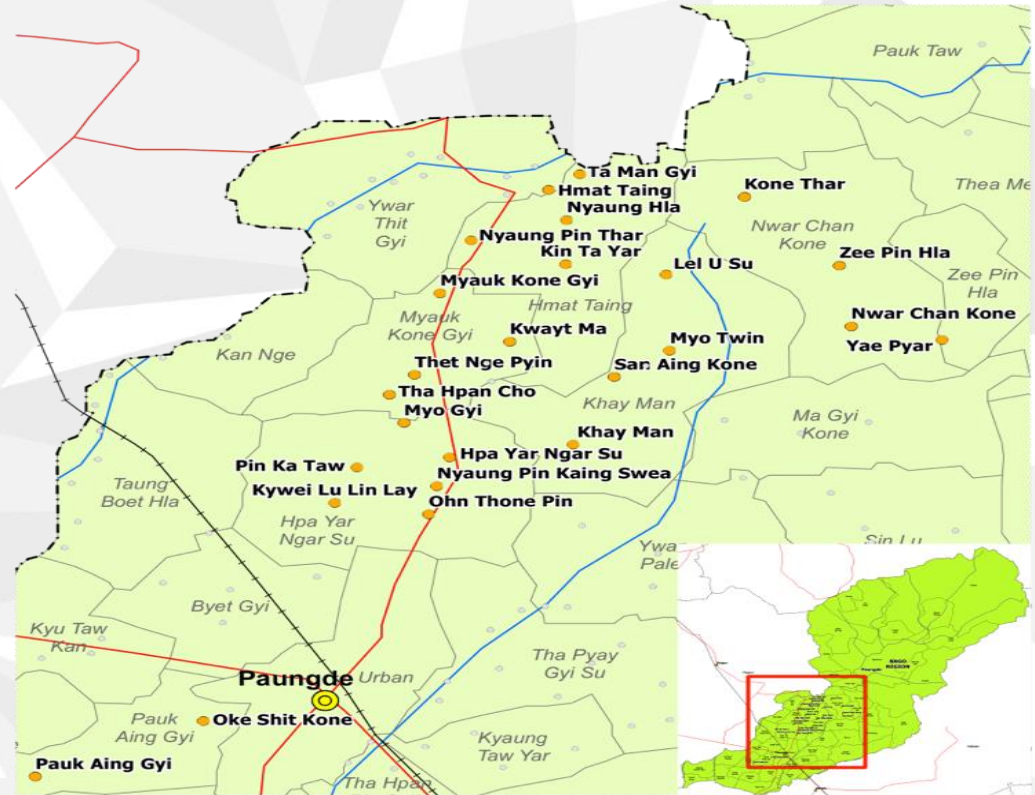
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Implementation together with :
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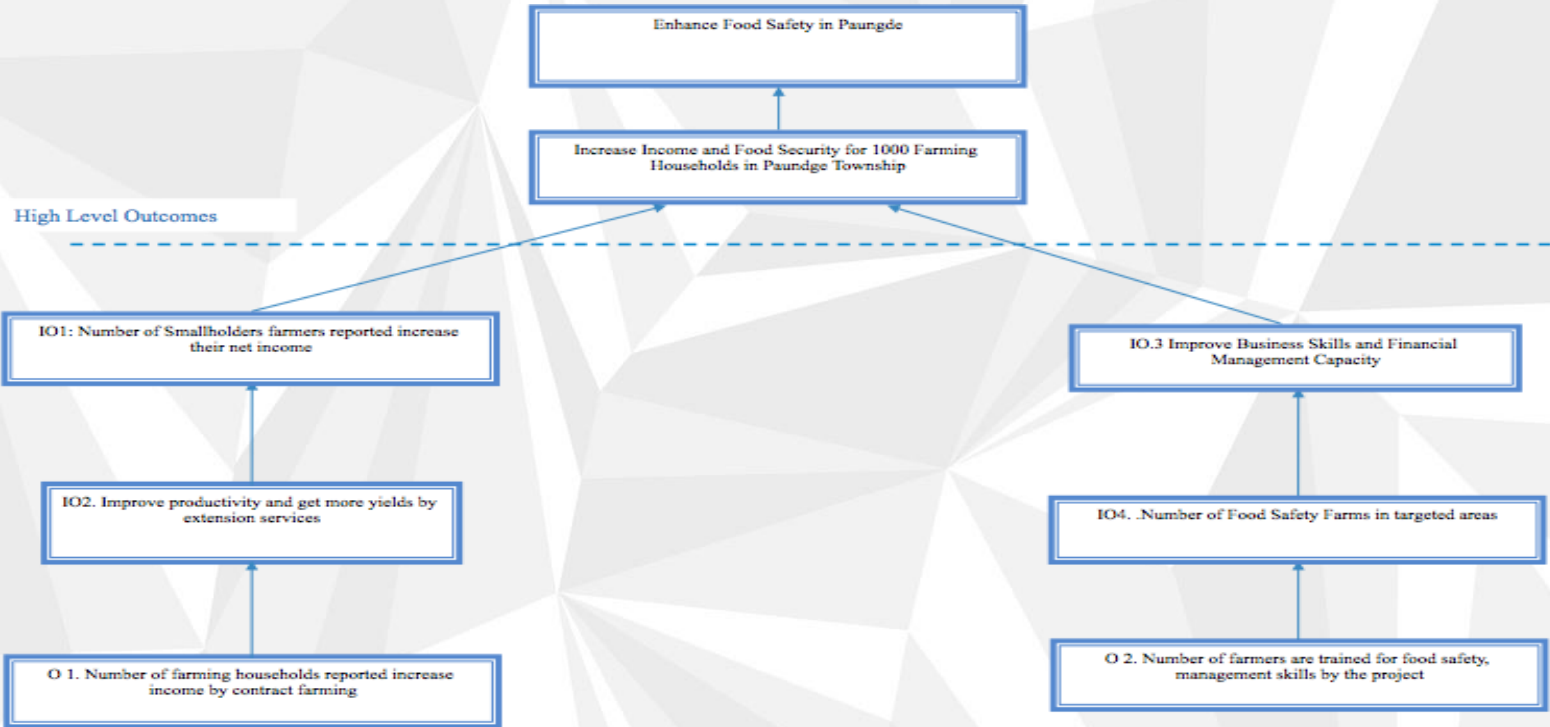
Project

Map of project area



Project

Theory of change



Project

Main expected outcomes

- ❖ to improve the practice of farmers on quality production defined by food safety standards
- ❖ to increase income of farmers through contract farming under safe-food market segment

Project

Project activities

Awareness raising on food safety practices will be delivered to farmers in the forms of ***Technical Trainings & On-farm Advisory services***.

Demonstration plots will be established for both chemical residue free rice production & green manure.

Technical adoption will be promoted by ***partnership approach*** (input credit & contract farming through private sector).

Project activities

Increasing income of farmers by means of:

- ***Contract farming*** – in partnership with private sector, farmers will be secured with market for their agricultural produce.
- ***Collective selling*** – will enhance collective bargaining of farmers on price of their products.
- ***Creating new market segment*** – food-safe market is already demanding chemical residue free rice.

Achievements

Community mobilization meetings: with village leader, elders, farmers and other interest persons at the village levels and DOA & GAD at township level

Demo plots: GAP demo plots have been established

Trainings for participating farmers:

- 1) Training on Best Management Practices
- 2) Trainings for food safety standards
- 3) Business Development Skill Building Trainings

Exchange visits: around demo plots & enable for sharing experiences among farmers

Project

Expected results

- 25 farmer pools will be established
- 1,200 farmers to get guarantee price through value-chain approaches
- 1,200 farmers will adopt quality production standards and practices
- 65% of the farmers participated in project are SHF
- 25 farming communities linked with private sector for new market segment
- Three research study reports will be produced for improvement of planning, marketing and policy engagements

Approaches and challenges/opportunities

Challenges

- Rice standard
- Traceability, monitoring
- Price policy negotiating still on process
- Running seasonal timing

Opportunities

- Capacity built-up in meeting required standard of MNC
- Better practices in agriculture, food safety
- Potential wider market and network
- Mutually beneficial price and business

Q & A

Any advice is welcome to **Brew A Better Future.**

Thank You Very Much.