



MINISTRY OF AGRICULTURE, LIVESTOCK AND IRRIGATION DEPARTMENT OF AGRICULTURE



VALUE CHAIN ANALYSIS OF STRAWBERRY, DAMSON, GRAPE AND DRAGON FRUIT IN PYIN OOLWIN TOWNSHIP

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INTRODUCTION

Pyin Oo Lwin Township is located in the Mandalay region and it stands 3538 feet above the sea level. The weather in Pyin Oo Lwin is cool and pleasant. It falls under favorable agro-climatic zone and diversity of crops such as fresh vegetable , fruits, cereals and plantation crops are thriving in the region. Majority of households are agricultural households; farmers in vegetable and fruit sectors are small and medium while those in coffee plantations are large farmers. As Pyin Oo Lwin is a hot spot of agro-eco tourism, market of farm produce is targeted to tourists and domestic.

PROBLEM STATEMENT

Seasonally, farmers in cultivate vegetables- cabbage, kale, radish, carrot, peas for leaf, broccoli, cauliflower, mustard, flowers- roses, chrysanthemum , lily, aster, and kitchen crops and flowers as garlic, onion and strawberry as sequential cropping or intercropping. Some farmers grow dragon fruits, grape, damson, orange and avocado as an orchard. Differ from the cereal crops, vegetables and fruits are high-value crops providing higher net returns per acre.

PROBLEM STATEMENT

Though the usual trend of cash crop is highly profitable, farmers can interface high risk in price fluctuation, market and post harvest losses. Marketing margin of these crops from farm to market is very large due to many layers of collective traders and high transportation cost. Due to the limited facilities of storage and warehouse, farmers sell their farm produce after harvest. Among them, farmers who cultivate strawberry, grape, damson and dragon fruits altered their product as value added as dry fruits, jams, juice and wine.

PROBLEM STATEMENT

- However, farmers' access to knowledge on improved post harvest technology and practices and infrastructure remains low leading to significant challenges in post-production stages.
- Poor access to market information and linkages combined with high market competitiveness due to many growers , has resulted in excessive production of fresh fruits in peak at the same time , relatively increase the high risks of market failure.
- This can pose serious economic losses risks for small and medium farmers in the medium to long term due to limitations in marketing and basic value addition possibilities.

RESEARCH OBJECTIVES

Research Objectives are

- To analyze the value chain route of strawberry, damson, grapes and dragon fruits
- To develop competitiveness and resilient value chains of strawberry, damson, grapes and dragon fruits
- To study the tariff and non-tariff barriers in wine industry of damson, strawberry, grapes and dragon fruits

RESEARCH ACTIVITIES

A. Research Area, Time frame and Planned Schedule

Research Area





Pyin Oo Lwin Township

Time Frame

2021- January to Sept 2021

RESEARCH ACTIVITIES

Planned Schedule (2021)

Research Activities	Jan	Feb	March	April	May	Sept
Field Survey						
Data Entry						
Data Analysis						
Report Writing						

RESEARCH ACTIVITIES

B. Research Methodology

- (1) Sampling- stratified and purposive sampling
- (2) Analytical Tools- Qualitative and Quantitative
Analysis using SPSS and R-Package
- (3) Policy Analysis Matrix for Wine Industry

RESEARCH ACTIVITIES

C. Data Collection

- (1) Desk review for secondary data collection
- (2) Questionnaire survey with face-to- face interview
- (3) Number of respondents
 - (150- 200) farmers
 - (50- 70) traders/ middle man in fresh produce and value added products and wine industry

RESEARCH ACTIVITIES

D. Survey Team

No	Name	Position	Title
1	Dr. Seinn Seinn Mu	Staff Officer, LUD	Leader
2	U Aung Soe Oo	Township Officer	Co-leader
3	Daw May Thet Hlaing	Staff Officer, PPD	Member
4	Daw War War Swe	Deputy Supervisor	Member
5	Daw May Phoo Aung	Assistant Supervisor	Member
6	Daw Chaw Ei Nyien	Deputy Assistant Supervisor	Member
7	U Pyae Phyto Hein	Deputy Assistant Supervisor	Member
8	U Yin Min Aung	Apprentice	Member
9	Daw Thinzar Chan Myae Aung	Apprentice	Member

EXPECTED OUTCOMES

- Findings on production, processing and marketing factors will help in identifying challenges and limitations to overcome/ narrow down to have a strong potential for increasing farmer incomes.
- Findings from market actors, immediate markets and value chain through large wholesalers, processors, retailers and consumers will support in identifying the supportive intervention to strengthen value chains of fresh produce and value added and farmer engagement in markets for higher returns.
- Findings from policy analysis matrix of wine industry will bring significant improvements in reducing or negotiating the tariff and non-tariff barriers in the production and profitability for small and medium farmers.

ESTIMATED RESEARCH FUND

Items	Unit	Qty	Unit Price	Number of days	Total Cost
Gasoline for survey	gallon	75	3000	For 30 days	225000
Lunch for survey team	box	For 9 persons	2000	For 30 days	540000
					765000



- THANK YOU SO MUCH