

Melon Value Chain for Rural Development Program in Dry Zone, Myanmar 2017-2019 Funded by USAID



Innovation & Enhancing the Quality and Standard of Melon by Farmers in Myanmar

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Myanmar Fruit, Flower and Vegetable Producer and Exporter Association

No, 29, UMFCCI Office Tower, Minye Kyaw Swa Street, Lanmadaw Township, Yangon. Myanmar.

Tel: 95 1 218367, 09 43127656, Fax: 95 1 218367 Email: mffvpea.office@gmail.com

- **MFVP is established in 2006**
- Non-profit org, local NGO
- An affiliated organization of the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI)-----
- over 30,000 members (from 32 crop clusters)
- **Myanmar Melon Producer and Exporter Association (MMPEA) is under MFVP**
 - ❖ Established in 2006 and Started with only 7 Members
 - ❖ 2014----- 34 members
 - ❖ 2018----- over 3000 members



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Cultivation Area : 17228212 Hectres

Cultivation Crops :

- Cereals
- Oil Seeds
- Pulses
- Spices & Condiments
- Tobacco & Betel
- Beverage
- Vegetable & Fruits
- Fibre
- Miscellaneous

Myanmar Climate:

Summer	Rainy	Winter
36-40°c	27-30°c	20-25°c

Soil Condition :

Sandy soil, sub soil, clay loan, medium loan

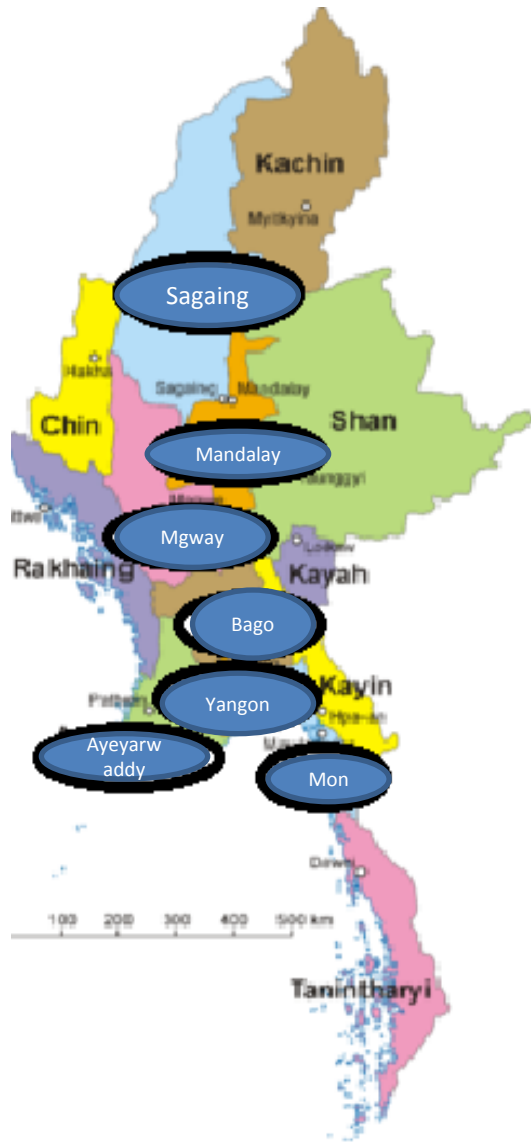
Local differences of cultivation regions:

Yangon, Ayeyarwaddy, Bago, Magway, Mandalay, Sagaing, Tanintharyi, Kachin, Shan (South, North & East), Kayah, Chin, Rakhine, Mon, Kayin

- Orange
- Apple
- Plum/Jujube
- Grape
- Pineapple
- Durian
- Rambutan
- Pomelo
- Avocado
- Watermelon
- Strawberry
- Mango
- Muskmelon
- Papaya
- Mangosteen
- Custard Apple
- Lime
- Sunkist Fruit
- Banana
- Jackfruit
- Grapefruit
- Dragon Fruit
- Guava
- Lemon
- Lychee
- Coconut
- Cashewnut
- Damson
- Tamarind
- Snake Fruit



Myanmar Melon Producer and Exporter Association (MMPEA)



Melon clusters in 7 regions



Main Market

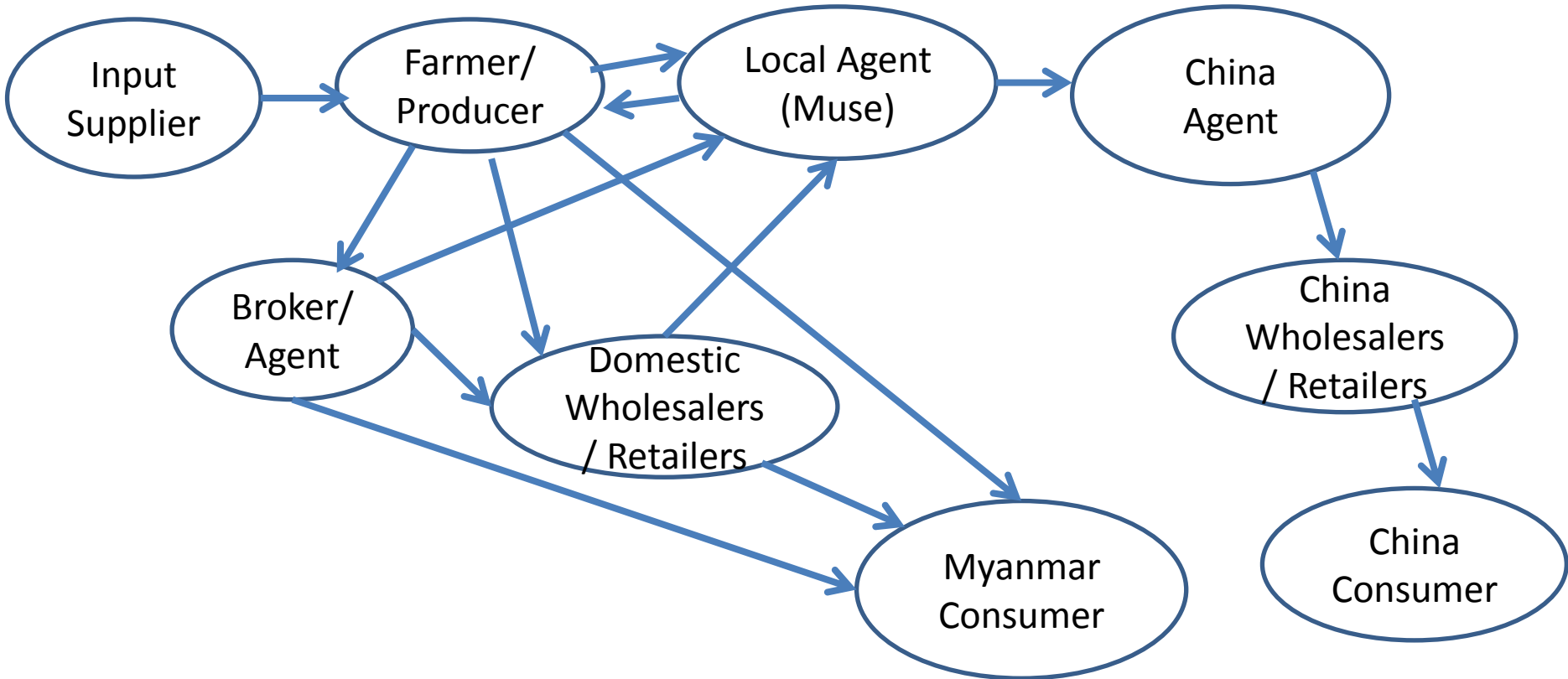
- Border Trade---- Muse (at the gate of Northern China, Yunan Province)

Other Export Market

- Malaysia
- Singapore



Melon Value Chain (Draft)





Water Melon Export Yearly

Year	Metric Tons	Value (Million USD)
2011-2012	248,626	39.143
2012-2013	309,013	47.050
2013-2014	469,258	60.209
2014-2015	526,082	67.513
2015-2016	570,828	60.760
2016-2017	660,016	65.874
2017-2018	740,000	



Musk Melon Export Yearly

Year	Metric Ton	Value (Million USD)
2011-2012	50,965	10.876
2012-2013	57,781	12.356
2013-2014	90,656	18.488
2014-2015	114,728	23.404
2015-2016	99,654	20.329
2016-2017	121,726	24.842
2017-2018	140,000	

Our Melon Farms

Land Preparation



Our Melon Farms



Covering the plastics on the seed beds.

Our Melon Farms

Seedlings



Our Melon Farms

Seedlings on the seed beds



Our Melon Farms

The plants are grown well



Our Melon Farms



The plants become grow up

Our Melon Farms



The plants become grow up with plenty of fruits.

Our Melon Farms



Fruits ready to transport
and sell to China



Our Melon Farms



Our Melon Lead Farmers at their farms



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**MMPEA members can participate and attend the valuable
trainings/Workshops**

e.g

- Nutrition Management and Integrated Pest Management Trainings
 - GAP Training
 - Food Safety Awareness Training----- etc
- ❖ Conducted Multiplier Trainings

ToT Training on Plant Nutrient Management, Integrated Pest management for Melon Production

Soil Management

- Soil sample testing
- Soil pH testing
- Macronutrients, Micronutrients and Trace Element
- Fertilizer Timing Application, etc



Pest Management

- Biological Control
- Natural Enemies
- How to conserve the natural enemies' population in the field and mass rearing practices?
- How to identify the pests/ diseases/ deficiency symptoms in the fields?

Multiplier Training on Plant Nutrient Management, Integrated Pest management for Melon Production by Melon Lead Farmers



Communication for Development Training



- **Communication for development training is very effective for us because the training delivered in regarding with How to communicate each other effectively by using social networks (facebook, viber, messenger etc.)**

Myanmar GAP Awareness Training



GAP requirement that was developed by Department of Agriculture under Ministry of Agriculture, Livestock and Irrigation and knowledge through GAP awareness training/workshop.

- How to grow the melons according to the GAP practices
- How to analyse the soil/water sample at the Land Use Department
- According to analysis result, the farmer will be certified as a GAP grower and he/she received the GAP certificate

Food Safety Awareness Training



- Food and Nutrition Security in melon production
- Nutrition Value of Water melon for health
- Linkage to potential markets of food security products

Myanmar Melon Industry



➤ Key Opportunities

➤ Challenges and How to deal with them?

Key Opportunities

- ❖ Year round crop
- ❖ Semi-perishable crop
- ❖ More participation of women empowerment in production process
- ❖ Potential various kinds of markets could be found: exports, domestic super markets and vendors
- ❖ Direct trading to main land China----- Needs AQSIQ
- ❖ Direct trading to other countries rather than China
----- Needs Global GAP
- ❖ Development on standards and grades for melons

Challenges and How to deal with them?

❑ Cost of production (Inputs and labor) are still high

- Try to implement “Collective Purchasing” of inputs to reduce production cost

❑ Relying on illegally seed supply from China

❑ Want to get Good quality & registered seeds

- Linking with Syngenta Seed Co

❑ Accidental losses in melon transportation

- Linking with IKBZ Transportation Insurance Program

Challenges and How to deal with them?

- ❑ **Access to finance is still limited for melon production**
- Coordination and Collaboration with Credit Institutions such as the Alliance
- Trying to link with A Bank and Responsible Business Fund (RBF)

- ❑ **Civil war and unrest situations in border areas hampering melon trade system**

Contact to us

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THANK YOU

