



KNOWLEDGE  
TRANSFER

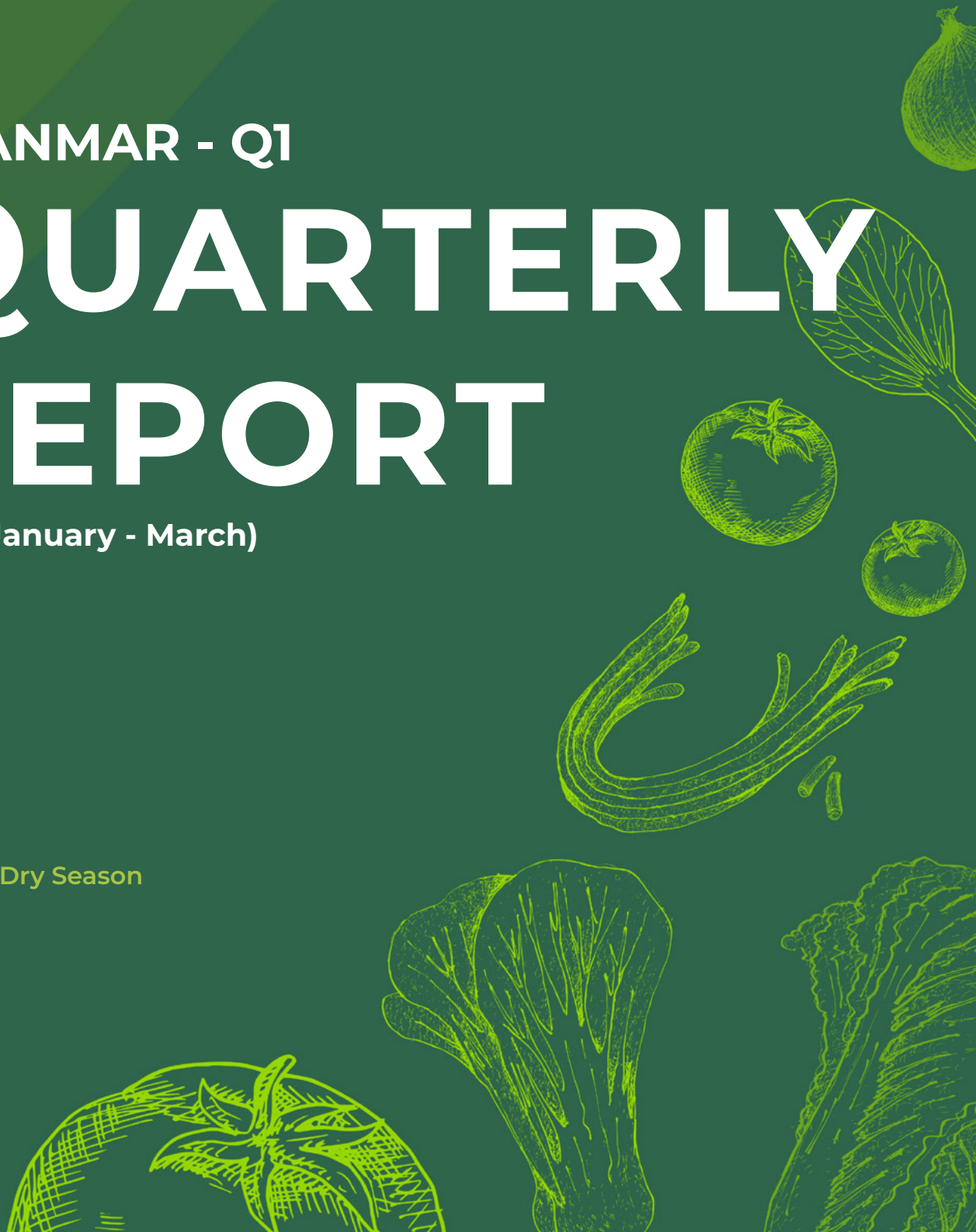
MYANMAR - Q1

# QUARTERLY REPORT

2023 (January - March)



Dry Season





## Section 1

# NEWS & HIGHLIGHTS



## KNOWLEDGE TRANSFER

In this quarter, we requested training on vegetable nutrition from our partner LIFT, and the LIFT-funded LEARN program team from Save the Children provided 2 days of nutrition training to our staff via Zoom. We also conducted monthly update meetings with field staff.



## DEMONSTRATION PLOTS

A total of 142 demo farms were set up during this quarter, and some home gardening plots were started in Rakhine state by core group farmers. A business plan template for key farmers was developed and shared with EWS-KT staff. Technical Field Officers (TFOs) will coach their key farmers to make business plans before setting up the demo plots.



## DIGITAL & OTHER

Total reach for the EWS-KT Myanmar Facebook group was 129,049 this quarter, with 12,546 indicators of engagement. The number of group members was 25,330, and 3,900 new members joined during the quarter. The Digital Coordinator organized a digital training for the field staff during this quarter, and the TFOs gained more knowledge on using Google Meet, Zoom, and social media.



## HIGHLIGHT IMAGES



The staff in Rakhine organized the core group farmers and provided training for them under the LIFT project. The core group farmers not only received farm training but also received some agro-inputs for home gardening.



Home gardening is a new activity this year for EWS-KT Myanmar staff, under the LIFT project. Core group farmers are selected to set up home gardening plots, as they have worked closely with the key farmers and have more knowledge about farming than other trained farmers.



## HIGHLIGHT IMAGES



Digital platforms are vital resources to explore and learn from. With funding by LIFT, the VeggieTap app, which runs on the Skilled platform, was launched and shared with key farmers and trained farmers so they can learn farming techniques and reinforce their training.



During the training session, staff take a few minutes to explain the use of the digital tools to the participants. Farmers not only are expected to learn the techniques from the training but are also encouraged to use digital platforms in order to access knowledge from different sources. Staff members also provide information on vegetable nutrition during the training.



# DEMONSTRATION PLOTS

## Distribution of Crops

Table 1: Demonstration plots managed by key farmers in this quarter.

Sr. No.	Vegetable Crop	No. of Demos	Crop Variety	No. of Demos per Variety	Avg. Land Size (acre)
1	Cucumber	37	Daewy	3	0.10
			HyperC F1	1	0.04
			Lucky 380F1	5	0.05
			Shwe Ya Di 777	12	0.08
			Summer 487	4	0.10
			Yae Wa Di 395	12	0.06
2	Yard Long Bean	33	Akari 111	24	0.12
			Ande	1	0.07
			Fola	5	0.05
			Other	2	0.08
			Tip	1	0.10
3	Hot Pepper	26	Demon F1	3	0.10
			Other	1	0.10
			Padaythar	1	0.10
			Tongla F1	16	0.10
			Triple Hot	5	0.10
4	Bitter Gourd	19	Dattha	4	0.10
			Other	1	0.01
			Palee F1	14	0.07
5	Okra	10	Basanti	1	0.07
			Kati	3	0.06
			Kay Thari 123	6	0.07
6	Sweet Corn	4	Sugar King F1	4	0.10
7	Eggplant	3	Kermit F1	1	0.03
			Other	2	0.10
8	Kangkong	2	Liao 9	2	0.04
9	Ridge Gourd	2	Marga	2	0.10
10	Snake Gourd	2	Other	1	0.10
			Polo F1	1	0.10
11	Watermelon	2	Other	1	0.10
			Padamya 824	1	0.10
12	Cauliflower	1	Poornima F1	1	0.07
13	Tomato	1	Other	1	0.10
	<b>Total</b>	<b>142</b>		<b>142</b>	

### Table 1 Notes

A total of 142 demo plots were set up during this quarter. Most of the demo plots were cucumber, followed by yard long bean and hot pepper. There were 13 different crops and 33 varieties among the crops.



## Section 2 DEMONSTRATION PLOTS

### Demos Associated with Projects

Table 2: Details of major projects during this quarter. Plots <0.02 acres are considered home gardens. Plots >0.02 acres are considered semi-commercial.

Project Name	Project Area	Average Land Size (Acre)	No. of Demos			Project Targets
			Ongoing	Completed	Terminated	
EWS-KT	Hlaing Bwe	0.03	0	1	0	-
	Hpa An	0.06	25	0	0	
	Pindaya	0.05	3	0	0	
	Minbu	0.08	9	0	0	
	Pakokku	0.10	1	0	0	
	Salin	0.06	3	2	0	
	Poppa Thiri	0.07	2	0	0	
LIFT	Minbya	0.10	9	2	0	47%
	Mrauk U	0.14	24	0	0	
	Poonagyun	0.05	3	0	0	
	Sittwe	0.08	11	1	1	
	Kyauk Taw	0.09	45	0	0	
<b>Total</b>			<b>135</b>	<b>6</b>	<b>1</b>	

### Table 2 Notes

There was one partner project during this period: Transforming the Lives of Smallholder Vegetable Farmers for Income, Nutrition and Market Access in Rakhine, funded by LIFT. The rest of the activities in 7 townships were funded under the EWS-KT Myanmar budget. There were 46 demo plots under EWS-KT and 96 demo plots under the LIFT project. 47% of the LIFT project demos were implemented during this quarter. 1 demo plot was terminated because it was destroyed by animals.

### Demo Profits and Productivity

Table 3: Average demo costs and profits. All results are calculated per 0.1 acre.

Crop (Variety)	No. of Demos	No. of Plants	Costs (Kyat )	Returns (Kyat )	Profits (Kyat )	Productivity per Plant (kg)	EWS Reference	
							Productivity per Plant (kg)	Plant Population
Yard Long Bean	1	1,333	213,333	1,155,000	941,667	0.70	1 - 1.12	1,079
Fola								

### Table 3 Notes

There were only 6 completed demonstration plots this quarter: 4 yard long bean, 1 cucumber, and 1 cauliflower. The rest of the demo plots are still ongoing and are not yet at the harvest stage. Yard long bean was a more profitable crop on average than the other crops; the results in this table reflect only 1 variety of yard long bean from 1 demo plot. Because of the low number of records, the results presented here should be viewed with caution.



Section 2  
IMAGES OF DEMO PLOTS



Hot pepper demo in Hpa An.



Bitter gourd demo in Mrauk U township.



Bitter gourd demo in Kyauk Taw township.



Cucumber demo in Kyauk Taw township.



Cucumber demo in Mrauk U township.



Onion demo in Sittwe township.



### Section 3

# FARMER TRAINING

EWS-KT Myanmar provided capacity training for the field staff regarding digital knowledge and the nutritional value of vegetables. Going forward, the technical staff will include the topics of nutrition and digital tools in the training curriculum for farmers. This quarter, 152 training sessions and Field Days were conducted by the technical staff: 3,210 farmers were trained (37% youth and 54% women), with women showing a higher level of involvement than men.

## Training Sessions

Table 4: Number of farmers trained by region in this quarter.

Project	Demonstration Location (District)		No. of Trainings	Total Farmers	Male	Female	Youth %
	District	Village Tract					
EWS-KT	Minbu	Pin Lel Thet	5	79	53	26	37%
	Poppa Thiri	Thit Yar Kone	1	7	5	2	
	Zayar Thiri	Kyoe Pin Seik	2	43	24	19	
	Pindaya	Shwe Pa Toe	2	42	16	26	
	Hpa An	Bar Kup	7	101	49	52	
	Tat Kon	Yway Su	2	35	27	8	
	Pinlaung	Bant Pyin	2	56	18	38	
	Nga Pe	Kyaung Kone	1	15	12	3	
	Salin	Pauk Lay Pin	4	118	58	60	
LIFT	Mrauk U	Chaung Thit	32	481	193	288	
	Kyauk Taw	Pauk Taw	22	617	235	382	
	Poonagyun	Pet Khwet Seik	5	183	74	109	
	Sittwe	Thin Ga Net	19	428	166	262	
	Minbya	Zan Pa Lay	15	251	111	140	
<b>TOTAL</b>			<b>119</b>	<b>2,456</b>	<b>1,041</b>	<b>1,415</b>	

## Other Value Chain Highlights

Onion was introduced in Rakhine state through demonstration farms, and it was a significant success. This was the first step toward producing the onion widely in Rakhine state.







## Section 3 FARMER TRAINING

### Field Days

Table 5-1: Field Day location and attendance.

Project Name	Demonstration Location		No. of Field Days	Total Farmers	Male	Female
	District	Village Tract				
LIFT	Minbya	Zan Pa Lay	3	49	25	24
	Mrauk U	Chaung Thit	10	216	137	79
	Kyauk Taw	Pauk Taw	8	211	111	100
	Sittwe	Thin Ga Net	10	222	125	97
EWS-KT	Hpa An	Bar Kup	2	56	37	19
<b>Total</b>			<b>33</b>	<b>754</b>	<b>435</b>	<b>319</b>

### Third-Party Trainings

Table 5-2: Trainings provided by a third party trained by EWS-KT field staff. Third-party trainers can range from key farmers to agro-input dealers to government officials.

Project	Location	Third-Party Trainer	Party Trained	Modules or Activity	Total People Trained	Male	Female
LIFT	Rakhine	Agro-Input Dealer Shop	Farmers	General vegetable training displayed on TV screen	397	260	137
<b>Total</b>					<b>397</b>	<b>260</b>	<b>137</b>



## Section 5

# DIGITAL MEDIA

## Digital Platform Members or Followers

Table 6: Number of members/followers at the end of each quarter.

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Country Facebook Group (Members)	25,330			

## Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions
78	129,049	1,182	11,364

## Digital Outreach

Table 8-1: Number of digital platform users, viewers, or views.

Digital Platform	Quarter 1	Quarter 2	Quarter 3	Quarter 4
EWS-KT YouTube (Views)	6,399			
EWS-KT GrowHow (Users)	531			
VeggieTap by EWS-KT (Downloads + Online Users)	1,217			

## Non-Digital Indirect Outreach

Table 8-2: Outreach through printed guides, radio, and other non-digital means.

Type of Outreach	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Guides Distribution (Sheets)	24,000			

### Top 3 Facebook Posts

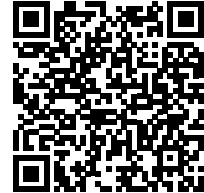
Facebook posts with the most engagement.



Successful onion production in Mrauk U township

**Reach**  
39,513  
**Comments**  
27  
**Shares**  
120  
**Likes**  
298

**Reactions**  
10



VIEW POST



Successful onion production in Kyauk Taw township

**Reach**  
13,419  
**Comments**  
28  
**Shares**  
29  
**Likes**  
221

**Reactions**  
12



VIEW POST



Land preparation and mulching raised beds

**Reach**  
12,557  
**Comments**  
42  
**Shares**  
17  
**Likes**  
299

**Reactions**  
3



VIEW POST



## Section 6

# Fresh Vegetable Market Prices

Table 9: This table shows vegetable price fluctuations during the quarter. The prices are collected once a month.

Crop	Market Fluctuation from January to March 2023 (Average Price per Viss, in MMK)		
	January	February	March
Tomato	2,500	2,000	1,200
Bitter Gourd	2,000	1,500	2,000
Yard Long Bean	1,500	1,200	1,200
Cucumber	2,300	1,500	1,000
Eggplant	-	1,200	-
Hot Pepper	2,500	2,500	2,500
Okra	-	1,000	2,000