



EAST-WEST SEED
FOUNDATION

KNOWLEDGE
TRANSFER

MYANMAR - Q3

QUARTERLY REPORT

2023 (July - September)



Rainy Season



Section 1

NEWS & HIGHLIGHTS



KNOWLEDGE TRANSFER

EWS-KT started to implement a new project in Shan state, “Fostering Resilience Through Vegetables” (Foster Veg), in partnership with HEKS/EPER. The ongoing project partnership with LIFT, “Transforming the Lives of Smallholder Vegetable Farmers in Rakhine,” could potentially be extended for 6 months with a no-cost extension. The theory of change, measurement plan, work plan, and baseline questionnaire were developed for Foster Veg, and the budget and work plan were revised for the project extension of LIFT.

A Digital Coordinator was recruited during this quarter, and one new woman staff member was recruited for the Foster Veg project. In addition, 13 students were recruited to become certified as community trainers as part of the Foster Veg project, and they started their 3-month training.

A women farmers survey, part of EWS-KT’s larger women farmers study, was conducted during this quarter.



DIGITAL & OTHER

After the Digital Coordinator was recruited, the Facebook group was reactivated. The Digital Coordinator provided digital training to the staff and regularly checks the Facebook posts and tracks the outreach. The total number of viewers of our Facebook group reached 418,031, with 10,433 reactions. The number of Facebook group members was 46,098 at the end of the quarter, with 16,561 new members during the quarter.



DEMONSTRATION PLOTS

There was heavy rain and flooding in most of the EWS-KT implementation areas during this season. Some of the demo farms were flooded and damaged. There were 234 demonstration plots set up; 2 were terminated due to flooding and 86 were harvested.

900 seed packages donated by East-West Seed were packed and distributed to the farmers in Rakhine to enable them to grow vegetables for nutritional purposes through home gardening.

Training on making biofertilizers was conducted in Rakhine to reduce the use of chemical fertilizers in vegetable farming.

A new study farm was started during this quarter with the 13 students participating in the Foster Veg project.



HIGHLIGHT IMAGES



EWS-KT encourages farmers to use biofertilizers in vegetable farming in order to reduce the use of chemical fertilizers and trains them to make their own compost. Technical staff organized this biofertilizer training for farmers in Rakhine.



The project funded by LIFT provides agricultural inputs to enable the farmers to set up their own home gardens. At least 30% of the farmers who were provided with technical and in-kind support belong to minority groups.



The EWS-KT Technical Support Hub provided a training of trainers (ToT) for the staff in Rakhine. 6 staff members are junior staff and have less experience training farmers. Through the capacity-building training, they learned more technical knowledge to disseminate to the farmers and increased their confidence to train the farmers.



The student training program under the new Foster Veg project started during the reporting period. The 13 students will be participating in intensive training, both practical and theoretical, for 3 months. They are then expected to train their communities using what they have learned.



DEMONSTRATION PLOTS

Distribution of Crops

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

Vegetable Crop	No. of Demos	Crop Variety	No. of Demos per Variety	Average Land Size (acre)
Yard Long Bean	51	Akari 111	43	0.08
		Fola	6	0.05
		Other	2	0.07
Cucumber	48	Shwe Ya Di 777	22	0.08
		Daewy	12	0.09
		Lucky 380F1	6	0.06
		HyperC F1	3	0.08
		Summer 487	2	0.10
		Yae Wa Di 395	2	0.04
		Other	1	0.10
Bitter Gourd	34	Palee F1	32	0.09
		Dattha	1	0.10
		Other	1	0.05
Hot Pepper	31	Tongla F1	19	0.13
		Triple Hot	12	0.09
Tomato	14	Other	12	0.09
		Platinum F1	2	0.13
Pumpkin	8	Arjuna F1	2	0.10
		Din Gar Gyi	1	0.10
		Pyit Taing Htaung	5	0.11
Eggplant	7	Other	7	0.08
Okra	7	Kati	1	0.10
		Kay Thari 123	4	0.07
		Other	2	0.07
Sweet Corn	7	Other	3	0.04
		Sugar King F1	4	0.17
Bottle Gourd	5	Anmol F1	4	0.07
		Lina F1	1	0.10
Chinese Cabbage	4	Silver Crown F1	4	0.10
Kangkong	4	Other	4	0.06
Cauliflower	2	Poornima F1	2	0.10
Coriander	2	Ramses	2	0.10
Sweet Pepper	2	Kaveri F1	2	0.08
Radish	2	Other	2	0.07
Ridge Gourd	2	Marga	1	0.10
		Naga F1	1	0.10
Snake Gourd	1	Polo F1	1	0.10
Lettuce	1	Rapido	1	0.10
Cabbage	1	Other	1	0.10
Carrot	1	Chike	1	0.10
Total	234		234	

Table 1 Notes

During this reporting period, 21 different crops with 40 different varieties were grown in the demo farms.



Section 2 DEMONSTRATION PLOTS

Demos Associated with Projects

Table 2: Details of major projects during this quarter.

Project Name	Project Area	Average Land Size (acre)	No. of Demos			Project Targets
			Ongoing	Completed	Terminated	
Foster Veg	Aung Ban	0.08	3	0	0	8%
	Hopong	0.05	6	5	0	
	Kalaw	0.10	6	0	0	
	Pindaya	0.11	14	2	0	
LIFT	Kyauk Taw	0.12	15	20	0	82%
	Minbu	0.10	0	8	0	
	Minbya	0.10	24	11	0	
	Mrauk U	0.08	32	11	1	
	Sittwe	0.10	13	0	1	
	Poonagyun	0.06	11	0	0	
EWS-KT	Poppa Thiri	0.08	5	0	0	-
	Salin	0.09	0	8	0	
	Hpa An	0.08	4	20	0	
	Taungngu	0.06	13	1	0	
Total			146	86	2	

Table 2 Notes

The Foster Veg project in Shan state has just started, with 8% of the total project target reached. The LIFT project is nearing completion, and 82% of the project has been implemented.

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 (MMK)	Returns (MMK)	Profits (MMK)	Productivity per Plant (kg)	EWS Reference	
							Productivity per Plant (kg)	Plant Population
Yard Long Bean (Akari 111)	21	1,145	427,110	938,891	511,782	1.22	1 - 1.12	1,079
Bitter Gourd (Palee F1)	9	250	251,927	654,230	402,303	3.79	3 - 5	324 - 360
Yard Long Bean (Fola)	6	1,230	467,498	1,707,450	1,239,951	2.07	1 - 1.12	1,079
Cucumber (Shwe Ya Di 777)	6	1,090	397,245	787,896	390,651	2.00	2 - 3	1,079
Cucumber (Lucky 380 F1)	5	1,230	273,353	1,049,807	776,454	1.87	2 - 3	1,079
Hot Pepper (Triple Hot)	4	877	194,849	527,592	332,743	0.63	0.25 - 0.5	1,079
Cucumber (HyperC F1)	3	1,269	318,117	982,376	664,258	1.34	2 - 3	1,079
Okra (Kay Thari 123)	1	805	542,090	1,308,459	766,368	3.05	1.5 - 2	720
Tomato (Other)	1	1,046	223,280	632,526	409,246	2.10	2.25 - 3	1,079

Table 3 Notes

86 demo farms were completed during this quarter; this table shows the 9 most profitable crops.



Section 2
IMAGES OF DEMO PLOTS



Bitter gourd demo farm in Mrauk U.



Bitter gourd demo farm in Kyauk Taw.



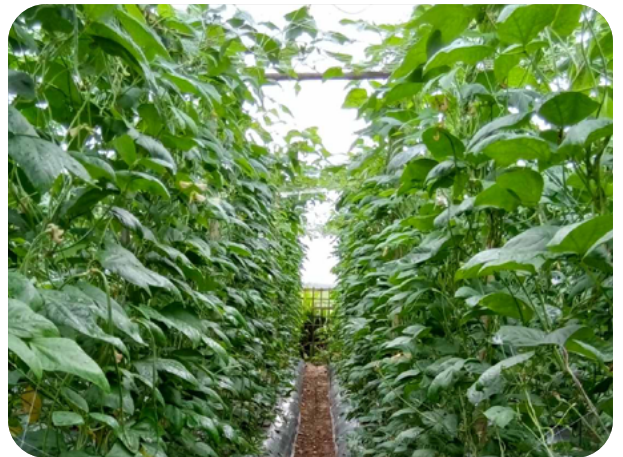
Cucumber demo in Taungngu.



Yard long bean demo in Taungngu.



Bottle gourd demo in Ponnagyune.



Yard long bean demo in Kyauk Taw.



Section 3

FARMER TRAINING

Training Sessions

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

Project	Demonstration Location		No. of Trainings	Total Farmers	Male	Female	Youth %
	District	Village Tract					
Foster Veg	Aung Ban	Aung Ban	15	526	165	361	41%
	Hopong	Loi Aun	2	28	14	14	
	Kalaw Township	Myin Ma Hti	2	70	15	55	
	Pindaya	Shwe Pa Toe	1	28	15	13	
LIFT	Kyauk Taw	Zaydi Taung	3	100	84	16	
	Minbya	Sat Kyar	28	620	375	245	
	Mrauk U	Gone Kyun	10	219	100	119	
	Poonagyun	Kwan Taung	20	255	71	184	
	Sittwe	Zaw Pu Gyar	13	68	23	45	
EWS-KT	Hlaing Bwe	Ka Mauk Ka Hsu	14	277	111	166	
	Hpa An	Ohn Ta Pin	1	76	53	23	
	Poppa Thiri	Thit Yar Kone	4	113	57	56	
	Taungngu	Nat Ywar	1	30	20	10	
TOTAL			101	1,937	953	984	41%

Table 4 Notes

Of the 1,937 farmers who were trained during this quarter, 51% were women.

Field Days

Table 5-1: Field Day location and attendance.

Project Name	Demonstration Location		No. of Field Days	Total Farmers	Male	Female	Youth %
	District	Village Tract					
LIFT	Kyauk Taw	Zaydi Taung	9	307	112	195	35%
	Minbya	Sat Kyar	2	29	17	12	
	Mrauk U	Gone Kyun	2	46	35	11	
	Poonagyun	Kwan Taung	8	141	55	86	
	Sittwe	Zaw Pu Gyar	2	55	35	20	
EWS-KT	Hpa An	Ohn Ta Pin	1	8	4	4	
	Zayar Thiri	Kyoe Pin Seik	2	63	43	20	
Total			26	649	301	348	35%

Other Value Chain Highlights

Most of the Muslim community in Rakhine state stays in the villages and does not go to the city. They have less chance to access knowledge and less access to the market. Some of the community members speak only their own language and don't speak Rakhine or Myanmar. It is therefore difficult to communicate with them directly. Our Technical Field Officer visited them and communicated with their leaders to provide knowledge about agriculture and connect the community with local vegetable collectors. In this way, the leaders gained knowledge to share with their community.




Section 4

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
EWS-KT Main Facebook Page (Followers)	-	3,871	4,266	
Country Facebook Group (Members)	25,330	29,537	46,098	

Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions
65	418,031	812	10,433

Digital Outreach

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

Digital Platform	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Country Facebook Group (Viewers)	129,049	191,812	418,031	
EWS-KT YouTube (Views)	6,399	11,708	19,824	
EWS-KT GrowHow (Users)	531	296	375	
VeggieTap by EWS-KT (Downloads + Online Users)	1,217	191	113	

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 Distributed (Guides)	24,000	14,400	-	
Booklets Distributed (Booklets)	-	300	-	

Top 3 Facebook Posts

Facebook posts with the most engagement.



Mulching for vegetable crops

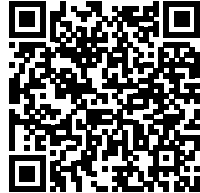
Reach
45,032

Comments
131

Shares
26

Likes
668

Reactions
676



VIEW POST



Technique for growing eggplant

Reach
16,167

Comments
61

Shares
14

Likes
566

Reactions
575



VIEW POST



A demo of an improved technique applied by a key farmer in Rakhine

Reach
14,439

Comments
20

Shares
6

Likes
380

Reactions
396



VIEW POST

Fresh Vegetable Market Prices

Table 9: Retail vegetable prices during the quarter. Market price data was collected by the field staff on a weekly basis, and the average price of each crop was calculated monthly.

Crop	Vegetable Price Fluctuation, January to September 2023 (average price per viss, in MMK) (1 viss = 1.6 kg)											
	January	February	March	April	May	June	July	August	September			
Tomato	2,500	2,000	1,200	1,800	1,900	1,900	1,100	1,600	1,200			
Bitter Gourd	2,000	1,500	2,000	1,500	1,400	1,400	1,900	2,000	2,000			
Yard Long Bean	1,500	1,200	1,200	1,800	2,000	1,800	2,300	2,000	2,300			
Cucumber	2,300	1,500	1,000	1,000	1,100	1,500	-	1,400	1,900			
Eggplant	-	1,200	-	1,600	1,800	1,600	2,600	2,100	2,300			
Hot Pepper	2,500	2,500	2,500	3,500	2,900	200	3,600	3,100	2,600			
Okra	-	1,000	2,000	1,300	1,900	1,300	1,900	1,200	2,100			
Ridge Gourd	-	-	-	1,500	1,200	1,000	1,700	1,700	-			