



EAST-WEST SEED
FOUNDATION

KNOWLEDGE
TRANSFER

MYANMAR - Q2

QUARTERLY REPORT

2023 (April - June)



Rainy Season



Section 1

NEWS & HIGHLIGHTS



KNOWLEDGE TRANSFER

EWS-KT Myanmar is implementing the Transforming the Lives of Smallholder Vegetable Farmers in Rakhine project in partnership with LIFT. The rest of the activities are being run with solely EWS-KT funding. Remote auditing of the LIFT project was conducted at the end of the quarter.

In this period, 2 staff members were reallocated to new areas of Shan state where a potential project will be implemented.

A Quick Impact Survey was conducted in 5 different areas.

We prepared a protocol for the translation of questionnaires and the selection of sample sizes, locations, etc., for carrying out the women farmers study in Myanmar.



DIGITAL & OTHER

The total number of viewers of our Facebook group reached 191,812, with 9,455 reactions. The number of Facebook group members was over 29,500 at the end of the quarter, with more than 4,200 new members during the quarter.

Our Digital Coordinator resigned during the quarter, leaving a gap in coverage for digital-related activities, but a new Digital Coordinator will be hired early in the third quarter.



DEMONSTRATION PLOTS

Cyclone Mocha hit Rakhine state with brutal force on 14 May, bringing winds of up to 250 kilometers per hour, heavy rains, storm surges, flash floods, and landslides. Many demo plots were destroyed due to the cyclone. There were 245 demo plots set up at that time, and 56 of them were destroyed by the cyclone. About 2 weeks after the cyclone, the key farmers cleaned up their farms and restarted their vegetable farming. We continued to encourage the setting up of home gardens for nutritional benefits.



HIGHLIGHT IMAGES



East-West Seed Myanmar donated 2,000 packages of seeds to farmers in the project areas of Rakhine who were affected by Cyclone Mocha, as an emergency response to secure nutrition for the families. Each package included seeds for cucumber, yard long bean, coriander, mustard, hot pepper, pak choy, kangkong, bitter gourd, etc.



After the cyclone affected Rakhine, East-West Seed provided emergency assistance to farmers in the form of seed packages. The EWS-KT team packed the seeds and delivered them to the farmers to enable them to start growing vegetables as soon as possible. The farmers were not able to invest in their vegetable farming operations, so EWS-KT decided to cover all the farmers' demo costs, and our partner LIFT provided the other farm inputs for the farmers affected by the cyclone.



The Digital Coordinator for EWS-KT Myanmar provided a digital training to women's groups in two different areas, as requested by Cordaid as synergistic coordination under the LIFT program. The Digital Coordinator taught the women how to use digital tools and explained how to use the VeggieTap app to access agricultural knowledge on a digital platform.



EWS-KT QR code stickers were provided to all the agro-input dealer shops in the EWS-KT implementation areas so that farmers who come to the dealer shops will be able to scan the QR code to access EWS-KT knowledge sites and applications like GrowHow, YouTube, and VeggieTap.



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	85	Akari 111	66	0.08
		Fola	16	0.06
		Other	2	0.08
		Ande	1	0.07
Cucumber	82	Shwe Ya Di 777	25	0.09
		Yae Wa Di 395	19	0.11
		Daewy	14	0.09
		Lucky 380 F1	12	0.06
		Summer 487	6	0.10
		HyperC F1	5	0.18
		Other	1	0.10
Hot Pepper	55	Triple Hot	26	0.09
		Tongla F1	19	0.10
		Demon F1	7	0.10
		Other	3	0.20
Bitter Gourd	39	Palee F1	31	0.11
		Dattha	6	0.10
		Other	2	0.10
Mung Bean (Shwe Toe)	19	Shwe Toe	19	0.47
Tomato	14	Platinum F1	9	0.07
		Other	5	0.07
Okra	13	Kay Thari 123	11	0.11
		Kati	2	0.10
Ridge Gourd	9	Marga	5	0.09
		Naga F1	4	0.09
Sweet Corn	9	Other	5	0.06
		Sugar King F1	4	0.10
Eggplant	7	Kermit F1	3	0.08
		Other	3	0.08
		Runako	1	0.05
Bottle Gourd	5	Anmol F1	4	0.18
		Lina F1	1	0.10
Snake Gourd	5	Polo F1	4	0.08
		Other	1	0.10
Watermelon	4	Padamya 824	3	0.10
		Other	1	0.10
Kangkong	3	Liao 9	2	0.04
		Other	1	0.10
Cauliflower	2	Poornima F1	2	0.09
Coriander	2	Ramses	2	0.10
Pumpkin	2	Arjuna F1	1	0.10
		Pyit Taing Htaung	1	0.05
Onion	1	Shwe Fala 406	1	0.09
Total	356		356	

Table 1 Notes

The demo farms are mostly in the project areas in Rakhine funded by LIFT, followed by project areas in Kayin state funded solely by EWS-KT. Most of the farmers in these areas prefer to grow crops such as cucumber, yard long bean, hot pepper, and bitter gourd. There were 7 different varieties of cucumber grown by the key farmers. The average plot size was around 0.1 acre, but the mung bean demos averaged around 0.5 acre.



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	
LIFT	Kyauk Taw	0.10	61	15	22	59%
	Minbya	0.19	24	19	12	
	Mrauk U	0.13	16	14	8	
	Poonagyun	0.06	9	3	7	
	Sittwe	0.09	0	21	7	
EWS-KT	Hpa An	0.09	28	25	0	-
	Hlaing Bwe	0.21	2	1	0	
	Taungngu	0.09	1	0	0	
	Poppa Thiri	0.07	5	2	0	
	Tat Kon	0.08	5	0	0	
	Zayar Thiri	0.05	5	0	0	
	Pindaya	0.30	4	0	0	
	Ywar Ngan	0.20	3	0	0	
	Hopong	0.04	3	0	0	
	Minbu	0.10	13	5	0	
	Salin	0.08	10	6	0	
Total			189	111	56	

Table 2 Notes

About 60% of the LIFT project has been implemented in Rakhine state. Activities in Magway, Naypyidaw, Kayin, and Shan states are implemented under EWS-KT funding. The high number of terminated demos was due to damage from Cyclone Mocha. Of the 356 demo plots, 245 were set up during the second quarter, and the remaining 111 demos were set up in the first quarter and completed during the second quarter.



Section 2 DEMONSTRATION PLOTS

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 III)	19	1,220	310,152	790,337	480,185	0.68	1 - 1.12	1,079
Cucumber (Yae Wa Di 395)	14	1,203	540,446	1,092,122	551,677	1.25	2 - 3	1,079
Yard Long Bean (Fola)	7	1,262	453,590	1,607,343	1,153,752	1.16	1 - 1.12	1,079
Cucumber (Lucky 380 F1)	5	1,290	462,327	1,298,600	836,273	1.45	2 - 3	1,079
Bitter Gourd (Dattha)	4	235	423,600	2,105,925	1,682,325	11.73	3 - 5	324 - 360
Bitter Gourd (Palee F1)	4	305	321,558	1,080,897	759,339	4.01	3 - 5	324 - 360
Cucumber (Summer 487)	4	1,590	206,350	631,488	425,138	0.47	2 - 3	1,079
Cucumber (Shwe Ya Di 777)	3	1,020	275,900	794,057	518,157	0.84	2 - 3	1,079
Hot Pepper (Triple Hot)	3	971	340,728	1,042,944	702,217	0.43	0.25 - 0.5	1,079
Ridge Gourd (Marga)	3	322	308,567	604,050	295,483	2.73	8 - 9	180
Sweet Corn (Sugar King F1)	3	1,767	169,433	351,750	182,317	0.38	0.3 - 0.4	1,799
Watermelon (Padamya 824)	3	290	240,167	496,667	256,500	-	4 - 5	294
Cucumber (Daewy)	2	1,350	198,250	572,800	374,550	1.03	2 - 3	1,079
Yard Long Bean (Other)	2	1,100	341,250	741,950	400,700	0.67	1 - 1.12	1,079
Cauliflower (Poornima F1)	1	1,143	196,429	398,000	201,571	-	0.8 - 1.2	1,079
Onion (Shwe Fala 406)	1	20,833	105,444	522,222	416,778	0.02	0.03 - 0.05	10,792
Pumpkin (Arjuna F1)	1	240	189,000	1,598,500	1,409,500	-	15 - 20	98
Ridge Gourd (Naga F1)	1	240	220,100	420,000	199,900	1.60	8 - 9	180
Snake Gourd (Polo F1)	1	210	193,000	424,000	231,000	1.62	8 - 9	180
Watermelon (Other)	1	285	188,900	570,000	381,100	-	4 - 5	294
Yard Long Bean (Ande)	1	1,114	195,714	432,500	236,786	0.47	1 - 1.12	1,079

Table 3 Notes

According to the results, bitter gourd was the most profitable crop, followed by pumpkin. In general, cucumber, yard long bean, bitter gourd, and hot pepper were also very profitable.



Section 2
IMAGES OF DEMO PLOTS



Bitter melon demo in Minbya township.



Hot pepper demo in Minbya township.



Bitter melon demo in Kyauk Taw.



Yard long bean demo in Kyauk Taw.



Hot pepper demo in Mrauk U.



Cucumber demo in Mrauk U.



Section 3

FARMER TRAINING

In the second week of May, Cyclone Mocha hit Myanmar's Rakhine state where the main activities of the LIFT project were being implemented. Most of the activities were delayed, including demonstration farms, training, and Field Days. We prioritized delivering seed packages and farm inputs as an emergency response.

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					
LIFT	Sittwe	Aung Daing	3	107	69	38	40%
	Poonagyun	Pa Day Thar	2	87	21	66	
	Kyauk Taw	Pauk Taw	7	235	84	151	
	Mrauk U	Pi Pin Yin	7	197	99	98	
	Minbya	Tha Toe	5	68	33	35	
EWS-KT	Tat Kon	Yway Su	1	25	9	16	
	Zayar Thiri	Kyoe Pin Seik	2	49	21	28	
	Poppa Thiri	Thit Yar Kone	2	24	14	10	
	Minbu	Ywar Tharyar	5	65	21	44	
	Magway	Kan Thar Gyi	1	24	2	22	
	Salin	Myaung Kauk	5	88	64	24	
	Pwint Phyu	Min Myay	1	13	13	0	
	Natmauk	Tha Yet Chin	1	13	9	4	
	Hpa An	Bar Kup	7	113	73	40	
	Taungngu	Doe Thaung	2	52	21	31	
	Taungdwingyi	Pan Thwin Lay	2	45	28	17	
	Ywar Ngan	Myin Kya Doe	7	76	34	42	
	Hopong	Sa Ngaw	1	33	25	8	
	TOTAL			61	1,314	640	

Table 4 Notes

Due to the cyclone's effect in the LIFT project areas, training and Field Day activities were postponed for almost 2 months. There were no training and Field Day events held in the project areas this quarter after the cyclone hit. Of the farmers who participated in trainings, 40% were youth and 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	Pauk Taw	3	97	18	79	44%
	Mrauk U	Pi Pin Yin	3	37	11	14	
	Sittwe	Aung Daing	2	25	18	19	
EWS-KT	Hpa An	Bar Kup	3	55	28	27	
Total			11	214	75	139	44%

Other Value Chain Highlights

Our technical field staff support farmers in building their capacity for business planning, helping them to understand the market situation and the estimated cost and income of their business. As an added benefit of this training, farmers who can make a proper business plan can apply for an agricultural loan from microfinance institutions.





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
Country Facebook Group (Members)	25,330	29,537		

Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions
178	191,812	1,009	9,455

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		
EWS-KT YouTube (Views)	6,399	11,708		
EWS-KT GrowHow (Users)	531	296		
VeggieTap by EWS-KT (Downloads + Online Users)	1,217	191		

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.



Method of making a proper raised bed

Reach
 9,609
Comments
 15
Shares
 11
Likes
 297

Reactions
 231



VIEW POST



Right method, right seed, high yield

Reach
 9,549
Comments
 15
Shares
 8
Likes
 247

Reactions
 252



VIEW POST



If you follow good techniques, you will have success as a result

Reach
 8,040
Comments
 15
Shares
 2
Likes
 276

Reactions
 284



VIEW POST

Fresh Vegetable Market Prices

Table 9: Retail vegetable prices during the quarter. This data was collected about once a week and then averaged for each month.

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						
Tomato	2,500	2,000	1,200	1,800	1,900	1,900						
Bitter Gourd	2,000	1,500	2,000	1,500	1,400	1,400						
Yard Long Bean	1,500	1,200	1,200	1,800	2,000	1,800						
Cucumber	2,300	1,500	1,000	1,000	1,100	1,500						
Eggplant	-	1,200	-	1,600	1,800	1,600						
Hot Pepper	2,500	2,500	2,500	3,500	2,900	200						
Okra	-	1,000	2,000	1,300	1,900	1,300						
Ridge Gourd	-	-	-	1,500	1,200	1,000						