

STDF PROJECT GRANT APPLICATION FORM

THE REPUBLIC OF THE UNION OF MYANMAR

IMPROVING FOOD SAFETY AND COMPLIANCE WITH SPS
MEASURES TO INCREASE EXPORT REVENUES IN THE
OILSEEDS VALUE CHAIN

*REQUESTED BY THE MINISTRY OF COMMERCE OF THE REPUBLIC OF THE UNION OF
MYANMAR, JULY 2014*

Version: 23 March 2015

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1. PROJECT BRIEF

Title	Improving food safety and compliance with SPS measures to increase export revenues in the oilseeds value chain
Beneficiary country	The Republic of the Union of Myanmar
Objective/short description	This project aims at increasing export revenues through compliance with food safety and SPS measures along the oilseeds sector value chain in Myanmar
Project duration	3 years
Project start date	March 2015
Project budget	STDF contribution: USD 825,071 In-kind estimated contributions by the country (10%): USD 76,670 ITC estimated contribution: USD 75,917
Requesting organization	The Department of Trade Promotion of the Ministry of Commerce (MOC)
Partnering organizations of the Republic of the Union of Myanmar	<p>The Department of Food and Drug Administration (FDA) of the Ministry of Health (MOH) <i>Focal point person for the project:</i> Dr. Tun Zaw, Director (Food Safety) Email: tunzawdr@gmail.com</p> <p>The Myanmar Scientific and Technological Research Department (MSTRD) of the Ministry of Science and Technology (MOST) <i>Focal Point person for the project:</i> Mr. Win Khaing Moe, Director General Email: winkmoe@gmail.com Dr. Zar Ni Aung, Director, Standards Department Email: standards.mstrd@gmail.com Dr War War Moe, Principal Scientist, Standards Department Email: wwmoejan4@gmail.com</p> <p>The Ministry of Agriculture and Irrigation (MOAI) <i>Focal point person for the project:</i> Mr. Tin Aung Win, Director, Plant Protection Division Email: ppmas.moai@mptmail.net.mm Ms. Khin Lay Zan , Staff Officer Email: ppmas.moai@mptmail.net.mm</p> <p>Myanmar Pules and Beans and Sesame Seeds Merchants Association (MPBSSMA) <i>Focal point person for the project:</i> Mr. Soe Win Maung, Consultant Email: soewmg@gmail.com</p>
Proposed implementing agency	International Trade Centre (ITC)
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2. BACKGROUND AND RATIONALE

2.1. CONTEXT AND SITUATION ANALYSIS

The Republic of the Union of Myanmar is the largest country in mainland Southeast Asia in terms of geographical area, and is rich in arable land and natural resources. Its total population is estimated at 60 million. GDP has been increasing strongly from 5.5% in 2011 to 6.5% in 2013.

Being the second poorest country in Asia, Myanmar is classified as a Least Developed Country (LDC), ranked 149 out of 186 countries in the Human Development Index (HDI) in 2013. It is estimated that one in four persons live in poverty, mainly in rural areas.

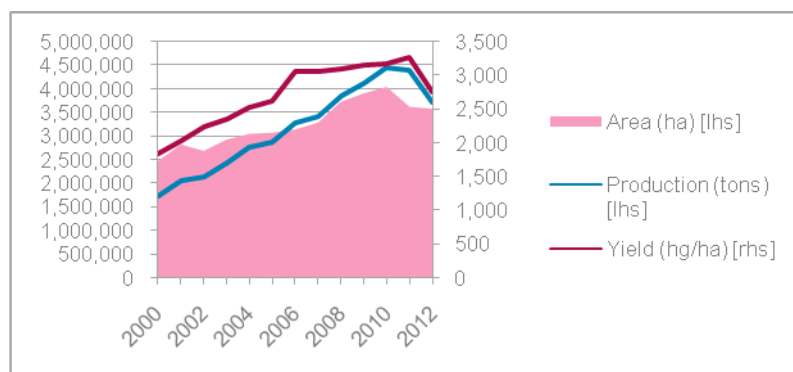
Agriculture represents 43% of the country's GDP and constitutes a large part of employment (54%) and exports (17%) after minerals and oils. 57% of the population depend on farming, directly or indirectly, to earn money. 39.8 million of the 60 million total population are adults, of which 30% rely on farming as their main source of income.

Oilseed cultivation accounts for the most significant portion of agricultural activity in Myanmar today after cereals and pulses. Myanmar is one of the world's largest producers of oilseeds. Approximately 3.57 million hectares of land were sown with oilseeds respectively in 2012, representing 28% of total agricultural land. The most important oilseed crops are sesame, groundnut, mustard and sunflower seeds.

The vast majority of oilseeds are grown during the monsoon and cool seasons in the country's lowland and dry zone region, including the Mandalay, Sagaing, and Magway regions. An estimated 82% of production occurs in these areas, where sesame and groundnut are the dominant crops. According to the United Nations Development Programme (UNDP), the present population in the Dry Zone is estimated at 18 million people, representing 30% of the country's total population. The major economic activities in the Dry Zone are subsistence farming and small agricultural crops such as paddy, sesame and groundnut.

In 2011, Myanmar was the largest producer of sesame seeds, the third largest producer of mustard seeds, the fifth largest producer of groundnuts, and the fifteenth largest producer of sunflower seeds. Total sub-sector production grew by 115% between 2000 and 2012, reaching 3.7 million tons. This can be attributed to both a 50% increase in yield to 2.7 hg/ha as well as a 44% increase in land dedicated to oilseeds (3.6 million hectares in 2012).

Table 1. Trends in Myanmar oilseed production, 2000-2012



Source: FAOSTAT

Sesame seeds are one of the Myanmar subsector's most important products. As they are reportedly native to Myanmar, local farmers have access to a plethora of variety. Sesame is the oilseed that is

planted over the largest area of land in Myanmar, or about 1,570,000 hectares. Production reached 900,000 tons in 2011 and 898,000 tons in 2012.

Groundnut is the second most sown oilseed crop in Myanmar, having been cultivated in roughly 880,000 ha in 2012. As the yield per hectare of groundnut is greater than that of sesame, the total production for 2012 was an impressive 1,370,000 tons. The attractive yield that can be obtained from this product makes it the most important seed for edible oil production in Myanmar. It is estimated that 33% of edible oils produced in Myanmar originate from groundnuts.

The third most planted oilseed crop is sunflower, having been harvested from 540,000 ha of land. Farmers, however, indicate that areas dedicated to sunflowers have decreased significantly. As such, sunflower output is slightly above that of other minor oilseed crops and its contribution to indigenous oil production is estimated at less than 10%.

It is estimated that actual edible oil production in 2012 was approximately 300,000 tons and, based on average crushing capacities, the Food and Agricultural organization (FAO) calculates that the total milling capacity for edible oilseed crops is 1.7 million tons. Only 20 % of the 3,600 registered oil mills in Myanmar are operational. These include small, medium and large-scale millers. The greatest concentrations of mills can be found in the central and south central regions of the country.

Of the 898,000 tons of oilseeds produced in Myanmar in 2012, 43,994 tons were exported at a value of US\$54 million, representing 1.4% of world exports. Oilseeds exports are reliant upon a few key markets including Japan, China and Chinese Taipei. Over 91% of total oilseeds exports are destined for these three markets. The most important product in the subsector is sesame seeds, which accounts for roughly 94% of Myanmar's oilseeds exports. China and Japan are the two largest sesame importers, receiving 40% of global imports. It is important to note that Myanmar's exports of oilseeds declined by 14% per annum between 2008 and 2012. This is mainly due to a significant decrease in exports to China. Imports by Chinese Taipei, Japan and Singapore meanwhile have experienced healthy growth.

Table 2. Myanmar's oilseeds exports (2012)

1207 - Oilseeds									
Importers	Trade indicators							Total import growth in value of partner countries 2008–2012 (% p.a.)	Tariff (estimated) faced by Myanmar (%)
	Exported value 2012 (US\$ thousands)	Share in Myanmar's exports (%)	Exported quantity 2012	Exported growth in value 2008–2012 (% p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)			
Total	54194	100	43994	-14		100	4		
1 Japan	25137	46.4	12833	9	2	8.4	-6	0	
2 China	14720	27.2	20074	-34	1	18.9	27	0	
3 Chinese Taipei	9454	17.4	7855	13	20	1.3	6	9.1	
4 Thailand	2884	5.3	1734	-7	33	0.5	22		
5 Singapore	1087	2	772	29	47	0.3	4	0	
6 Republic of Korea	535	1	303	12	4	6.2	5	893.7	
7 Malaysia	180	0.3	136	32	25	1	20	0	
8 India	158	0.3	210		13	1.8	-3	11.4	
9 Indonesia	36	0.1	76		38	0.4	4	0	
10 Australia	3	0	1		31	0.6	3	0	

Source: ITC calculations based on UN Comtrade statistics

The main actors along the sector value chain are farmers, storage facilities, collectors, processors and exporters.

The first step in the oilseed value chain is that of production. Inputs at this stage include land, water, seeds, labour, research and development, farm equipment, fertilizers and pesticides. Farmers prepare their land for sowing, plant the fields, weed and maintain the fields during cultivation, and harvest their product. The land will be tended post-harvest and the crops will be stored until they are distributed along the value chain.

The collection process involves a variety of participants, first of which are the primary village collectors. These collectors obtain oilseeds directly from the farmers in situ and the farmers are usually paid following the delivery and sale of the crops to the collectors' clients. The collectors handle all marketing procedures and costs and will at times provide farmers with credit. The primary collector will sell to millers/processors directly or else to other agents. They are generally paid between 5% and 7% of the oilseed value for their services.

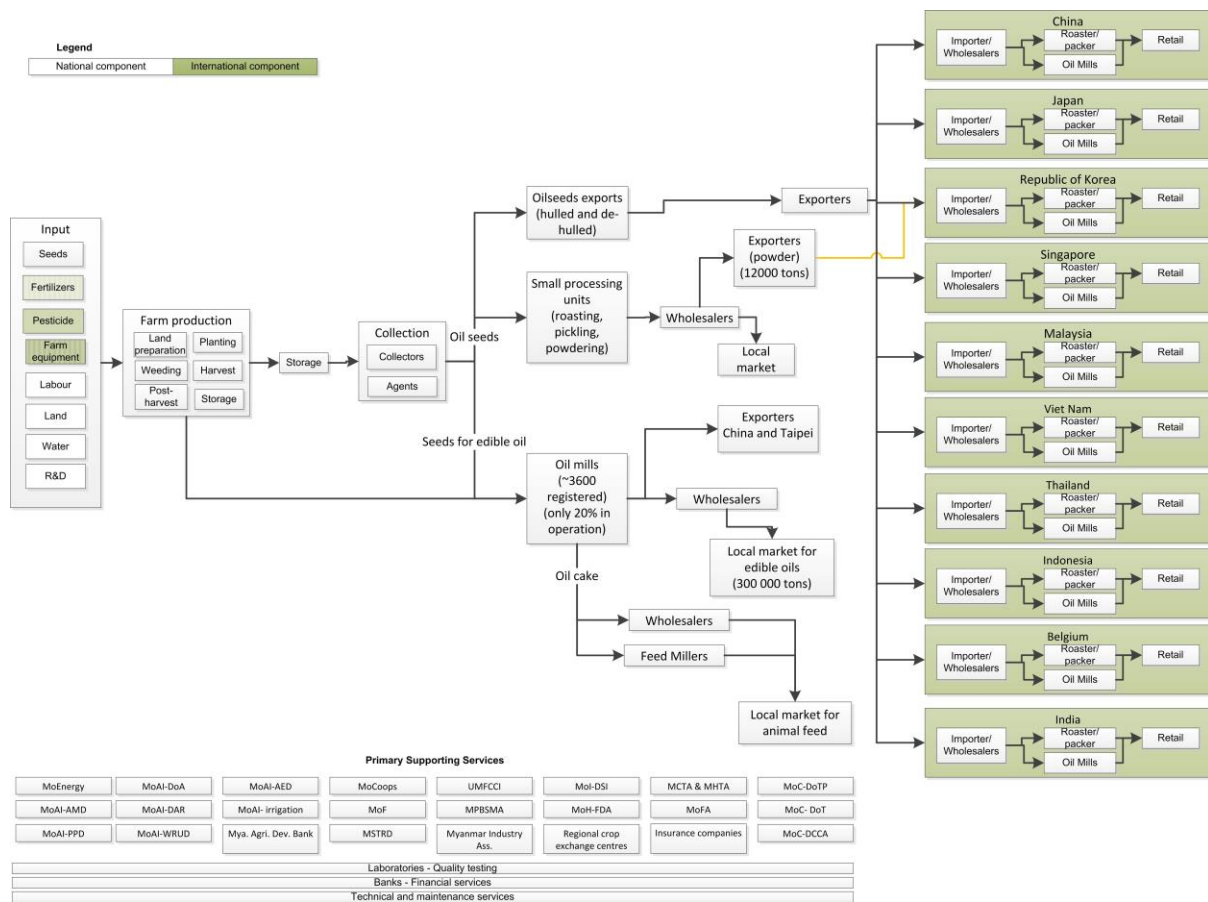
The town wholesalers obtain oilseeds from primary collectors. They generally hire their own agents and brokers for collection, and their role as a facilitator along the value chain is quite varied. They may handle oilcake from millers; transport goods from local markets to larger, urban wholesale markets; and buy crops for exporters, often on commission. In fact, the commission agent plays an important role in the value chain. These traders buy and sell oilseeds on an agreed commission that is usually valued at 1% to 2% of the crop. They will facilitate transactions between farmers and markets (costs charged to the former) and between markets and millers/processors (costs charged to the latter). Commission agents usually work closely with and for larger traders and millers with whom they have a relationship, sharing price information and arranging financial logistics of the deals. Millers, traders, wholesalers, and exporters at times recruit brokers to help them purchase oilseeds. The incidence of brokerage is becoming more common as the sector becomes more competitive and enterprises compete to obtain sufficient seed stocks.

After collection the oilseeds are distributed through the above-mentioned participants until they arrive at one of three places: oil mills, processing units or oilseed exporters. Seeds destined for edible oil will be sold to oil mills. After these mills process the seeds the products and by-products are destined for a variety of markets. The vast majority of edible oil makes its way to wholesalers who then supply the domestic market. A small portion of the excess, however, is exported, mainly to China and Chinese Taipei. The oilcake meanwhile is sold to wholesalers and feed mills, eventually becoming ingredients in the local market for animal feed.

Oilseeds not destined for edible oil may be either processed for consumption or else directly exported. Those that are processed will arrive at processing units, which are generally small-scale operations. Here they may be roasted, pickled, powdered and otherwise altered and prepared. The products are then sold to wholesalers who distribute them to local retail markets. Some of these products are exported. For example, 120,000 tons of powder is exported to wholesalers/importers in the Republic of Korea.

The remainder of the oilseeds will be hulled before being sold to wholesalers/importers abroad. The main destinations are China, Japan, the Republic of Korea, Singapore, Malaysia, Viet Nam, Thailand, Indonesia, Belgium and India. Having arrived, the seeds will be sold to oil mills or else processors such as roasters and packers before making their way to local retail markets.

Table 3. Oilseeds value chain mapping in Myanmar



Source: Myanmar NES

Myanmar has recently formulated its first-ever 5 year export development plan, the National Export Strategy (NES), which will be launched early 2015. The NES has a full analysis and chapter on oilseeds. This proves the importance attributed to the sector by the country and its willingness to invest and expand oilseeds production and exports (see paragraph 3.2).

The domestic, tourism and export markets indeed represent high growth potential for oilseeds sales:

- The domestic market: locally, there is a growing demand for quality oilseed and oilcake for livestock feed.
- The tourism market: the Myanmar's tourism sector has a strong potential for growth, representing an important market for oilseeds sales while food safety for tourists, in restaurants and hotels principally in Yangon and Mandalay, has become a priority with a 33% growth in international visitor arrivals to Myanmar between 2009 and 2013.
- The export market: Myanmar enjoys a strategic geographical position in the heart of emerging Asia, bordering on some of the largest target markets in the sector. There are thus a number of opportunities to diversify into emerging import markets such as the Philippines, Indonesia, Malaysia, Thailand, Japan and Chinese Taipei by increasing the food safety and processing content of exported goods. Markets in the ASEAN region represents high growth potential, and it is therefore even more relevant to address food safety and security issues in Myanmar that the ASEAN Economic Community (AEC) shall come into force by 2015.

3. RELEVANCE

3.1. NEEDS ASSESSMENT: SPS CONTEXT AND SPECIFIC ISSUES/PROBLEMS TO BE ADDRESSED

Myanmar, whose economy has recently changed into a market-oriented one, has a challenging task in dealing with food safety measures as exports and imports of food commodities are increasing significantly. The statistical data of the Central Epidemiological Unit (CEU) calls for an attention to the Health Authority concerning with the food safety especially for sanitary conditions. Hence, capacity building, training and related projects to support food hygiene and safety are most relevant, especially in large production and export sectors such as oilseeds.

The development of the NES in the country was the basis for an in-depth needs assessment of the oilseeds sector. It was a six-month participatory process where 17 ministries and 120 public and private sectors stakeholders contributed. Findings and recommendations from other studies and technical assistance by active agencies and organisations (e.g. FAO, UNIDO and EU) were also used as inputs to its development. The NES has identified a large number of SPS and conformity assessment issues and challenges that the oilseeds sector is experiencing as indicated below.

Non-compliance with food safety standards and inadequate control mechanisms have been identified by the public and private sector as a major issue affecting human health, export capacity and competitiveness in the sector.

The issue of non-compliance with food safety standards is due to SPS-related factors which have been identified along the oilseeds value chain, as explained below.

As far as farmers and producers are concerned:

- Lack of availability of quality seeds: most farmers maintain a low seed replacement rate, mix varieties and have limited knowledge on the use of quality seeds. The safety controls currently in place on seeds are insufficient, as seeds are not cleaned, sorted or labelled.
- Improper pesticide/fertilizer use: research reports indicate that farmers have limited knowledge about adverse effects of the pesticides they use, their proper usage and on banned pesticides. Fertilizers and pesticides are mainly imported across neighbouring borders, from Bangladesh, India, Thailand, and China. Pesticides, for which import taxes and controls are not applied, are cheaper than legally imported ones. Loose implementation of the Pesticide Law 14 results in an uncontrolled supply and use of informally imported agrochemicals.
- Lack of implementation of good agricultural practices, pest controls, and poor harvest/post-harvest practices: the quality and safety of oilseeds produced in Myanmar suffer due to poor production, handling and sorting during collection, as well as inappropriate storage and transport. Farmers lack knowledge of good agricultural practices, pest control, harvesting and post-harvesting practices, which can lead to product contamination (bags of oilseeds are for instance sometimes mixed with other products), with consequences such as, among others, high levels of mycotoxin and high post-harvest losses (i.e. estimated to reach approximately up to 25% for sesame).

As far as processors and millers are concerned:

- Lack of systematically implemented food safety and quality control systems. Most processors do not have in-house food safety and quality control systems, and judgments are made based on physical observable characteristics, on estimates or varying clients' requirements. Codex HACCP system is not implemented in the majority of facilities.

- Product contamination in oil milling: although there are oil mills with processing capacity and some even equipped with modern imported equipment, the food safety control system is relatively weak, and unsuitable and unsafe methods are often used for storing and transporting edible oils (recycled metal drums for instance).

As far as exporters are concerned:

- Mycotoxin and other product contamination: limited knowledge and inadequate equipment along the sector value chain (e.g. machinery, silos, trucks) for harvesting, handling, threshing, transport, processing and storage lead to losses and contamination which reduce export capacity. Sesame seeds and groundnuts are frequently contaminated by pests, rodent infestations and mycotoxin-producing fungi (in particular aflatoxins B1, B2, G1, G2) during production, harvesting, storage and processing. While Myanmar aims to expand oilseeds production and exports, mycotoxin control and reduction of contamination become critical since export requirements for both human and animal consumption are becoming very strict. Oilseeds and oilseed products are subject to a large range of international SPS measures, including compliance with maximum level of extraction solvents, erucic acid, food additives, and contaminants.

Across the sector value chain:

- Lack of stakeholders' awareness and knowledge of international SPS measures;
- Insufficient qualified local expertise, extension officers and inspectors that limit SPS-related knowledge transfer to stakeholders along the value chain, and the implementation of a consistent approach and system to apply and comply with GAP, GHP, GMP, HACCP across the value chain;
- The current institutional set-up for the establishment and enforcement of SPS measures in particular food safety standards in Myanmar, has been developed by the Standards Technical Committee (TC) for food in Myanmar. There are overlaps, limited coordination and resource sharing among the SPS-related organizations involved in controls, certification and laboratory analysis along the food value chains, including the oilseeds value chain.

3.2. COHERENCE/LINKS WITH MYANMAR DEVELOPMENT PLANS, POLICIES AND STRATEGIES

The Union of Myanmar Government set short and medium-term policy priorities in its Framework for Economic and Social Reforms 2012-2015 (FESR) issued in December 2012. A National Comprehensive Development Plan (NCDP) towards longer-term goals, over 20 years, is to be promulgated in 2015.

Government targets are fairly ambitious, including reducing poverty from 26% to 16% by 2015, achieving an annual growth rate of 7.7% by 2016 (from 5.5% in 2012), expanding the share of industry in GDP from 26% to 32%, and increasing GDP per capita by 30 to 40%, and to graduate from LDC status by 2020.

Within these objectives, the Union Government's priority areas include SME development and value addition in the agriculture sector. Oilseeds are part of the 7 priority sectors for the country's trade and export expansion, covered under the first-ever 5-year NES that Myanmar has designed with the advisory support of the International Trade Centre (ITC) and funding support by the German Agency for International Cooperation (GIZ).

This project will form integral part of the Government's priorities to develop the agricultural sector since it focuses on the oilseeds sector; to reduce poverty since it aims at increasing export revenues of stakeholders, especially farmers, along the sector value chain; and to achieve the country's 5-year

export development plan, since the project derives directly from the NES design process and recommendations.

The NES has been developed through a participatory approach, owned and led by Myanmar, under the leadership of the requesting organization, the Ministry of Commerce (MoC), and participation by project partners, the Ministry of Agriculture and Irrigation, Ministry of National Planning and Economic Development, and private sector representatives including the sector association, the Myanmar Pulses Beans and Sesame seeds Merchant Association.

Myanmar accession to the EIF came into effect in 2013. The DTIS design process is about to be launched and will be managed by the World Bank. Linkages and synergies are being built between the NES and the EIF. The NES, which will be officially launched early 2015, will provide major inputs to the DTIS.

This project will already form integral part of the Myanmar Aid Information Management System (AIMS) through ITC's Country Programme for Myanmar (see paragraph 3.3 for more information). AIMS is the management tool where all projects and programmes should be registered for the Union Government of Myanmar and development partners to enhance efficiency, transparency and coordination of aid allocations.

The project will also automatically be coordinated with other development partners working in the country, which is of high importance in Myanmar. The proposed implementing agency, ITC, is part of the United Nations Inter-Agency Cluster on Trade and Productive Capacity and the Enhanced Integrated Framework (EIF), cooperates with the United Nations Country Team (UNCT) and is a member of the Trade Sector Working Group, which is being established between the Government through the Ministry of Commerce and development partners as the key venue through which development partners should assist the Government of Myanmar in substantive way and coordinate their interventions.

The project will follow the guiding principles of the Nay Pyi Taw Accord for Effective Development Cooperation established between the Government of Myanmar and Development Partners at the beginning of 2013, and subsequent recommendations for the "Development of a National Capacity Building Strategy and a Code of Conduct on Technical Cooperation".

3.3. COHERENCE WITH OTHER INTERVENTIONS, PAST, ONGOING OR PLANNED PROGRAMMES AND PROJECTS

So far, no specific project focusing on SPS related issues, in particular food safety, has been implemented in the oilseeds sector in Myanmar. Key agriculture target sectors for such support have largely been the rice and fishery sectors.

Project implementation will however complement and offer very good opportunities for economies of scale and synergies to maximize results, with the following ongoing and planned projects and programmes:

- The UNIDO project for strengthening the National Quality Infrastructure (NQI) for trade in Myanmar (2013-2017), which focuses on capacity building of food testing laboratories, the Standards Department in the MSTRD, the FDA of the MoH and the Myanmar Testing and Inspection Services and Food Safety System Certification Scheme (FSSC 22000). This project will complement UNIDO's work since it will improve the awareness, understanding, and compliance of SPS requirements by farmers and private sector stakeholders along the specific oilseeds sector value chain, which will directly benefit from the improved NQI, especially processors/exporters (project outputs 2 and 3). The need to develop standards in the oilseeds sector will also be channelled through UNIDO for consideration under their programme.

- The FAO Country Programme Framework for Myanmar (2011-2016) includes food safety and quality in its priorities. FAO activities focus on the harmonization of SPS standards with ASEAN standards via institutional strengthening and capacity building (project for “Strengthening Capacity for Regional Coordination and Monitoring of the Implementation of ASEAN Integrated Food Security Framework and the Strategic Plan of Action on Food Security”), the upgrading of veterinary assay laboratories and biosecurity in livestock and honey products, and food safety in the fishery sector. This project would therefore not overlap but rather complement FAO’s activities in the area of food safety and quality. Cooperation with FAO would especially be developed for project output 1, to ensure maximum synergies and sustainable benefits for farmers.
- UNDP programme to address climate change risks on water resources and food security in the Dry zone of Myanmar (2012-2016), which targets households and farmers in the Mandalay, Sagaing, and Magwey regions. Work in the regions, baseline data collection and the delivery of trainings and coaching to farmers could therefore be coordinated with UNDP.
- The European Union (EU) Trade Capacity Building Development Programme, currently in the programming phase, with a substantial SPS component, planning to address the under-capacity of testing laboratories, provide support to improve inspection services and laboratories, legislation and regulations. This project would therefore provide useful information for the baselines with respect to risk analysis to complement the EU and FAO programmes.
- The German Metrology Institute Physikalisch-Technische Bundesanstalt (PTB) project "Strengthening quality infrastructure in Myanmar" (2014 - 2018) focusing on a) strategy development, b) metrology, c) QI services and d) stakeholder engagement and awareness. It assists in developing strategies and policies for the establishment of a demand-oriented national QI, in establishing a basic national metrology system providing metrological traceability to testing laboratories and industry, in enhancing reliable and relevant QI services used by stakeholders from the private and the public sector (in particular in the agricultural sector), and in increasing the level of awareness about the significance of QI leading to a higher demand for relevant services by industries, regulators, and consumers.
- The ITC Country Programme for Myanmar (2014-2019), which this project will form integral part. The Country Programme for Myanmar constitutes a follow-up to and builds on the country-led NES process. The Programme provides direct support to sector value chains (i.e. pulse, fishery, oilseed, etc.) to stimulate job creation, poverty alleviation and rural development, reinforce trade support institutions to increase exports, and assist the implementation and management of the NES.

The Country Programme is modular. One of the Programme components i.e. support to one priority sector value chain – Inclusive Tourism – is funded by the Netherlands, and implementation by ITC should start in September 2014. Linkages will therefore be strengthened between the tourism and oilseeds sector value chains.

ITC aims to promote South-South cooperation for various components where possible. India Exim Bank and China are two partners which have already expressed interest in partnering with ITC for programme implementation. This project would therefore capitalize on other ITC Programme components/projects and benefit from economies of scale. Buyers could for instance be identified in China and study tours organized in India which is a large seed exporter, exchange of experiences, best practices and south-south cooperation developed with partners in these countries.

Cooperation and exchange of experiences will also be explored with other agencies planning to work on SPS-related issues (still under development and programming phase), focusing on the rice and fishery sector, including the European Commission, Denmark (DANIDA), Italy, the Asian Development Bank and the World Bank, with which ITC has been and will continue exchanging regular information.

Project implementation will be coordinated closely with the above-mentioned and other development partners to support Myanmar's broader development agenda, mainly through ITC's membership in the Trade Sector Working Group, ITC's regular and constant communication with these development partners in the country, as well as the public-private Myanmar Trade Development Committee which is being established to coordinate the implementation of sector strategies under the NES, in order to avoid duplication and guarantee maximum impact. The Committee will include sub-working groups focusing on specific sectors, including on the oilseeds sector.

ITC has also been coordinating the NES design and establishment of the Myanmar Trade Development Committee with the EIF process to ensure maximum cooperation, synergies and avoid duplications. ITC should then continue sharing information and coordinating with the EIF during the implementation of this project.

3.4. PUBLIC-PUBLIC AND PUBLIC-PRIVATE COOPERATION

The project will contribute to promote public-public and public-private cooperation as a means to support project sustainability and ownership by the country, and in an effort to support the ongoing cooperation mechanisms established in Myanmar.

The project will build public-public cooperation between government organizations involved in managing SPS issues, i.e. the MSTRD of the Ministry of Science and Technology and the FDA of the Ministry of Health, with other relevant Ministries i.e. the Ministry of Commerce and the Ministry of Agriculture and Industry, which are all partners for project implementation.

The project will also build public-private cooperation between the above-mentioned line Ministries and government organizations involved in managing SPS issues, sector associations i.e. the Myanmar Pulses Beans and Sesame Seeds Merchant Association, and private sector stakeholders along the oilseeds sector value chain from farmers, to small and medium size companies managing storage facilities, processing factories and exporters.

The project will also promote business networking and linkages between Myanmar exporters and buyers and potential business partners from other countries.

The project responds to key recommendations from the NES, which has been designed through a public-private participatory process, involving more than 17 line Ministries (of which the ones mentioned above) and more than 120 business representatives (of which the sector association mentioned above). Coordination with the Myanmar Trade Development Committee will also contribute to promote public-private cooperation throughout project implementation.

3.5. RELEVANCE FOR THE STDF

This project focuses on food safety and compliance with internationally-recognized SPS standards along Good Agricultural Practices (GAP), Good Hygiene Practices (GHP) and Hazard Analysis and Critical Control Point (HACCP) systems based on Codex. It will help improve pest control and reduce use of pesticides by farmers.

It will contribute to disseminate good practices in SPS food safety related areas in Myanmar, a country with high agricultural production and export growth potential in Asia. It will encourage the adoption of GAP certification through step-by-step approach learning from neighbouring countries. It will also impact on animal health since oilseeds are used for oilcake for livestock feed, including in the

fishery sector. Enterprises operating in Myanmar's oilseed subsector are involved in the production of roasted seeds, vegetable oils, flour, and flour-derived flakes. They also produce press cakes that are high in protein and nutrients, which they then processed into both solid, liquid fertilizer or stock feed.

The project will provide support to Myanmar, a LDC country with a strategic position and role for food security in Asia due to its large arable land and high potential for agricultural production and exports. The oilseeds sector in Myanmar is a major agricultural sub-sector which offers high untapped production and trade opportunities which, if exploited, would have direct impact on sustainable export-led economic growth and poverty reduction. Oilseeds have also traditionally played a significant role in domestic dietary habits. The oil is used for a variety of purposes, including frying and mixing with foods such as rice, curries, fermented tea and fried pulses among others. The FAO estimates that, after rice, oil crops represent the second largest expenditure on crops in the average household in Myanmar.

The project has a clear development goal. 39.8 million of the population are adults, of which 29% are aged 18 to 34 years and 30% rely on farming as their main source of income. This project, which will support export competitiveness and value addition in agriculture through the oilseeds sector, will therefore contribute to poverty reduction and income generation for farmers and people depending on farming especially for the youth active population (18-34 years), which is a key target group for longer-term development and export-led growth in the country.

The project is fully integrated into the country's development plans and strategies. It is demand-driven and was designed based on solid needs assessment conducted in the framework of the country-led participatory NES. It constitutes a follow-up to and builds on the NES, the country's first-ever national export strategy. The project can directly build on the very strong positioning and visibility and benefit from the momentum created through the NES process.

The project is innovative for its value chain approach where stakeholders, interconnected at different stages of the chains, will have an overall impact on improving food safety and increasing export competitiveness, value addition and incomes along the oilseeds sector value chain. It will build the local capacity of a pool of experts, extension officers and inspectors in food safety in particular on HACCP, GHP and GAP. The experts and officers will become very critical to build food safety in the country beyond the project duration and ensure its sustainability. It will contribute to develop and improve linkages among stakeholders long the value chain (farmers and processors). It will also comprise a market-driven approach including market linkages with other value chains i.e. tourism which depends on safe domestic food and fishery which rely upon oilcake as a key ingredient for feed; with prospective buyers and business partners for awareness creation, learning from good practices and better understanding of markets and buyers' requirements in terms of food safety standards by stakeholders along the value chain.

The project also holds a regional dimension, lessons learned from similar projects in other Asian (e.g. India) and ASEAN countries (e.g. Indonesia, Malaysia, the Philippines), exchange of best practices and linkages with potential buyers in the ASEAN region will also support efforts to address SPS constraints at the regional level.

The project is a pilot food safety value chain project, building on the momentum created during the NES design process and stakeholders' needs. The results of this project will be analysed carefully to serve as a basis to replicate similar and customize assistance to other key agricultural and food export sectors to further support export-led growth in Myanmar.

The project will have spill-over effects within other agricultural sector in Myanmar, creating broader awareness and compliance with food safety and SPS standards, beyond the oilseeds sector, including through training of experts (Trainers-cum-Counsellors), extension officers and inspectors. In order to use the locally available knowledge and strengthen local capacity, a pool of local advisers,

namely Trainers-cum-Counsellors (TcCs), will be selected and trained through classroom and on-the-job training while assisting the support operators implementing HACCP and also monitor the progress made on the implementation plan.

Project implementation will offer very good opportunities for economies of scale and synergies to maximize results (see paragraph 3.3) and will contribute to promote public-public and public-private cooperation as a means to support project sustainability and ownership by the country, and in an effort to support the ongoing cooperation mechanisms established in Myanmar (see paragraph 3.4).

4. PROJECT STRATEGY

The project strategy consists of addressing food safety and SPS-related issues along the oilseeds sector value chain through a demand and market driven approach. The project will familiarize the stakeholders interconnected at different stages of the value chain with SPS measures and support them to implement good practices and systems, to improve food safety from farm to fork (farmers, storage facilities, collectors, processors, exporters, and linkages with buyers and the tourism sector) and the supply capacity of safe oilseeds to the domestic, export and tourism markets.

This project will support the implementation of Good Agriculture Practices (GAP), pest controls at farm level, harvest and post-harvest practices, Good Hygiene Practices (GHP) at collection/storage points, Good Manufacturing Practices (GMP) and HACCP Codex Guidelines among the processors/exporters. Relevant Codex standards and buyers' requirements will be used as reference to guide the project activities; the project will enable compliance with them. It will promote and enable the usage of quality seeds and inputs. It will decrease the use of unsafe pesticides and fertilizers and of unsuitable and unsafe methods of storing and transporting edible oils. It will strengthen local expertise, including skilled extension officers and inspectors. In doing so, it will contribute to prevent contamination by harmful microorganisms, pesticides residues, and other chemicals and reduce the incidence of mycotoxins in the food chain.

A robust and coherent collection of baseline data and analysis of samples of oilseeds will be done at the beginning of the project along the entire supply chain. This work will confirm the food safety issues to be addressed at each stage of the chain and across the whole chain. It will also identify the strengths and weaknesses of the control system in the public and private sectors. This baseline survey will be conducted in parallel and in synergy with the market survey (activity 4.2) so as to ensure that all market requirements are considered in the design of the capacity building interventions of the project. The results will be very useful input to data on risk exposure while establishing standards for the oil seed sector in the FAO programme 2011-2016.

The findings of the baseline survey and the training and capacity building interventions identified at different levels (farmers, enterprises and institutions) will be compiled in one report and validated in a workshop with the relevant stakeholders to ensure the relevance of the activities and maximum involvement and commitment of the beneficiaries during project implementation.

The compilation of the core training materials and coaching programmes will be anchored within the Ministry of Agriculture, sector association and relevant departments to ensure replicability and sustainability. The training will be implemented at different levels, starting as awareness to build a common understanding of the SPS requirements across stakeholders and then in depth and specific to the different groups of stakeholders along the chain to drive the change of practices. A code of practice would be developed, jointly by the private and public stakeholders, if the need is confirmed by stakeholders.

Relevant trade information and market requirements, including sensitisation and capacity building materials elaborated during the project, will be made available and accessible through the Myanmar Trade Centre and a website. The project will not build a new website but expand the scope of already

existing platforms/websites or other means for access to trade information under development (i.e. NES).

This project is a focused, practical and pilot project, which will work in cooperation with and benefit from complementary projects and initiatives from other development agencies working on trade and SPS related issues (mainly UNIDO, FAO and EU, but also Canada, Netherlands, WB, GIZ, ADB, IFC, Italy, DANIDA, other ITC country projects including on inclusive tourism) (see paragraph 3.3). The challenges faced by the national control system and the opportunities to strengthen it that will emerge from the baseline assessment and the implementation of project activities will be brought to the attention of the decision makers and different partners (UNIDO, EC, etc.) to find a common approach and additional support to address them.

While the project does not attempt to address the issues linked to SPS infrastructure and institutional capacity (standards/regulations development, accreditation of testing laboratories, quality infrastructure), which other projects are already focusing on (see paragraph 3.3), it will channel and mobilise attention towards an effective coordination mechanism among the different institutions involved in the enforcement and application of SPS measures.

At the kick-off stage of this project, a planning workshop will also be organised with the project partners, ITC, and key stakeholders to operationalise the project and, review roles and responsibilities to ensure maximum synergies with all the current initiatives in the SPS and QI areas.

A steering committee comprising the project partners (relevant institutions and sector associations) will be set up to oversee and monitor the implementation of the project and facilitate the coordination, collaboration and communication among all stakeholders.

The project outcome will be measured by the improvement in the safety and quality of oil seed products along the value chain. This will be done through the comparison of the data collected at the beginning of the project and at the end. A monitoring mechanism will be developed for the application of practices by the beneficiaries following the training and ensure that the good results are maintained or even improved beyond the life of the project.

This project can also be considered as an implementation component of the first National Export Strategy, developed through a large participatory process and needs assessment. It is very timely as it aims to build on the current momentum and commitment of stakeholders created through the NES design, and as it will directly contribute move from NES design to implementation and action.

4.1. PROJECT OBJECTIVE, OUTPUTS AND ACTIVITIES

IMPACT/GOAL:

The project will contribute to increase export revenues of farmers, processors and exporters along the oilseeds value chain in Myanmar.

OUTCOME/IMMEDIATE OBJECTIVE:

The project aims at improving food safety and compliance with SPS measures for market access in the oilseeds sector.

The result of the project on the compliance with SPS measures will be assessed along the different stages of the value chain and at the chain as a whole, at the start of the project through collection of baseline data, and at the end of the project after the implementation of pre-requisites programmes, HACCP and the use of different varieties of quality seeds and equipment. This assessment will include test analysis of samples collected along the chain against SPS measures in particular MRL, mycotoxins, moisture content, food additives using rapid tests kits to be provided by the project (i.e.

aflatoxin, moisture kits) and in accredited laboratories in the region when relevant (see Activity 1.1,). Codex and national standards will be used as the guiding references for compliance with SPS measures. The results will also be analysed against potential buyers' requirements.

PROJECT BENEFICIARIES:

Direct project beneficiaries are stakeholders along the oilseeds value chain. They include a minimum of 200 farmers in three target regions (Mandalay, Sagaing, and Magway), 20 collectors and storage facilities, 10 processors, 50 exporters in the oilseeds sector in Myanmar and 10 experts (including agricultural extension officers and inspectors) on food safety. The selection of regions is based on geographical locations of the producers and millers. Project beneficiaries will be selected based on geographical area, priorities established based on results of the baseline data and survey at the beginning of the project, capacity and commitment to apply new practices and participate in the project, among other criteria.

The project will also raise awareness on food safety and SPS requirements towards a larger group of 300 farmers (of which 200 will be selected to be direct project beneficiaries as indicated above) and 150 agents from inspectors, extension officers, collectors, processors, traders, exporters, buyers, sector associations. It will have spill-over effects on other agricultural sectors, beyond the oilseeds sector, creating broader awareness and compliance with SPS and food safety standards. Selected inspectors and extension officers will participate in the relevant training and coaching programmes; they will cascade the acquired knowledge to others officials within their departments to contribute to strengthen the regulatory capacity of the country.

OUTPUTS/EXPECTED RESULTS:

The project prioritizes interventions to address the lack of capacity along the oilseeds sector value chain through the following outputs:

- Output 1: Strengthened capacity to improve compliance with GAP and SPS measures (including pest control, harvest and post-harvest practices and pesticide use) by farmers,
- Output 2: Increased capacity for quality segregation of seeds and GHP at storage facilities,
- Output 3: Enhanced capacity to apply food safety control systems based on GHP, GMP, HACCP in oilseed processing,
- Output 4: Increased linkages along the sector value chain and to export markets.

The lack of expertise of local experts will be addressed as a cross-cutting issue, through Training of Trainers (ToT), Trainers-cum-Counsellors (TcCs) and coaching activities.

A series of activities are foreseen in order to reach the project's outputs described above. These activities along with the performance indicators are detailed in the logical framework (Annex I) and explained below.

Output 1: Strengthened capacity to improve compliance with GAP and SPS measures by farmers

The project will raise awareness on the benefit of improving compliance with SPS measures towards a large group of at least 300 farmers. The project will then improve the capacity of a minimum of 200 selected farmers in three target regions (Mandalay, Sagaing, and Magway) on pre-requisites programmes in particular GAP, usage of quality seeds, pest control, pesticide use and harvest and post-harvest practices. Output 1 will enable the collection of baseline data and information for the beneficiaries of the project along the entire supply chain (farmers, storage facilities, processing facilities) including the inspection and extension services. This will be used to align the training content.

The core training materials developed will be made available to the Ministry of Agriculture and sector association to further cascade it and made available to extension officers, plant protection officers and farmers.

Activity 1.1 Collect baseline data on current practices of value chain (farmers producing seeds, storage facilities and processors) in Mandalay, Sagaing, and Magway regions that will benefit from the project and prioritize the intervention areas for the project

Baseline data will be collected in the form of a survey and interviews among the farmers, storage facilities, processors, regulatory control officers to assess the current production, storage and processing, practices and controls applied. It will assess compliance with relevant SPS measures and needs. In particular farmers will be assessed regarding the implementation of good practices, including the applications of pesticides. At storage facilities assessment will be done with respect to handling and segregation of received seed stock from farmers and availability of inspection equipment and sources of hazards. Selected processors will be assessed with respect to the current application of pre-requisites programmes and food safety systems based on Codex HACCP. Data on the modality of the official controls conducted by inspectors, extension officers, plant health officers across the value chain will be collected.

Oilseeds samples will be taken along the supply chain from the selected beneficiaries to assess compliance of key parameters with international requirements (Codex) such as moisture content, contaminants, MRL. Samples will be tested on site using rapid tests and in accredited laboratories when relevant for relevant analysis such as pesticide residue. Baseline data collection will also include the standards, the official controls applied and the extension services provided along the supply chain. The results of the baseline data collection and laboratory analysis and the training and capacity building interventions identified at different levels (farmers, enterprises and institutions) will be summarised in a report and validated in a workshop with the relevant stakeholders. This will help to identify the level of compliance of the products with international requirements and the status of the control system and make recommendations for improvement. It will guide the consolidation of the training and coaching needs, align the training and coaching content and the focus of the project activities. The baseline data provide data and information for the assessment of the project results at the end of the project.

Activity 1.2: Conduct inception workshops for farmers in the target regions of Mandalay, Sagaing, and Magway, in partnership with local authorities and sector associations

At least 300 farmers from each region will be trained on quality and food safety aspects of oilseeds for export and on applicable of SPS measures. The aim is to enhance their knowledge through their participation in inception workshops. Their feedback will be used to align the training and coaching approach for the selected farmers in the in depth programs

Activity 1.3 Conduct ToT and expert capacity building training programme to build the technical and outreach capacities of sector associations and/or advisors to provide advice to farmers in the area of GAP, compliance with SPS measures

The capacity of selected experts and extension officers will be enhanced to assist farmers to produce safe oilseeds. A minimum of 15 selected experts and extension officers will receive two five-day theoretical and practical training courses in the areas of GAP, pest and diseases management, usage of quality production inputs (seeds, fertilizers, pesticides), harvest and post-harvest practices, phytosanitary and food safety standards. The duration and final content of the training will be designed in consultation with the relevant stakeholders. The selection of the experts and extension officers will be done based on collected expressions of interest, on their overall experience,

qualifications and availability. Core training material will be developed and made available in soft and paper copies with the relevant institutions for further propagation.

Activity 1.4 Organize practical training on GAP implementation and monitoring, compliance with SPS measures for farmers and sector associations in the target regions of Mandalay, Sagaing, and Magway

The knowledge and skills of farmers and sector associations' representatives to produce safe oilseeds will be enhanced. The training will be provided to at least 200 farmers. It is proposed to be conducted in batches of 25 each for duration of four days. The areas covered in the training will be on GAP, pest and diseases management, usage of quality production inputs (seeds, fertilizers, and pesticides), harvest and post-harvest practices, phytosanitary and food safety standards. The farmers will be selected based on their commercial orientation and commitment to participate in the programme. The detailed training content and duration will be confirmed and agreed in consultation with the relevant stakeholders. Possible linkages to anchor the training within existing farmer field schools will be considered. Training material, visuals and posters will be developed and widely disseminated.

Activity 1.5 Trained experts coach farmers to monitor the adoption of GAP practices, compliance with SPS measures and support GAP certification

A minimum of 10 trained experts and extension officers will be assigned to different groups of farmers to regularly visit them for a period of two years to monitor the adoption of practices and usage of quality inputs or pesticides. Refresher training courses would be conducted by the trained experts under the guidance of the international and national consultants (on site and off site) who trained the participating experts and extension officers. Regular feedback on the result of the monitoring activity will be shared with the relevant authorities to lead to identification of corrective actions if required and possible improvements in the control system.

The project will seek cooperation with projects of other development partners, with sector associations and service providers including financing and micro-finance agencies and link them with farmers to facilitate access to voluntary GAP certification. A search on the internationally recognised GAP certification bodies and their fees in the region will be conducted and shared with the stakeholders.

Activity 1.6 Identify sources of certified quality seeds, pesticides and fertilizers

Information on the research institutes, importers, distributors and suppliers of different varieties of seeds, on the dangerous and banned substances, and the authorised chemicals and fertilizers will be collected. A database will be made available to DoA-Seed Division, farmers, processors and exporters with the information collected.

At the beginning of the project, the kick-off workshop (see Activity 4.1) with relevant stakeholders, including public and private sectors representatives and international organisations, will help identify and agree on the modality to facilitate access to and supply the selected participating farmers with quality inputs.

Output 2: Increased capacity for quality segregation of seeds and GHP at storage facilities

The project will enhance the capacity of storage facilities to meet SPS measures related to contamination and regular implementation of hygiene practices. The storage facilities from the three selected regions that will benefit from the project will be those working with the project beneficiary farmers and will be selected based on baseline data collection.

Activity 2.1: Conduct customized coaching and training sessions combining both theoretical and practical knowledge at storage facilities, on good storage practices and good hygiene practices

The capacity of the operators at 10 to 20 storage facilities will be enhanced to better control product contamination, deterioration through implementation of good hygiene practices, grading and segregation. Two sessions of one week each of theoretical and practical training will be conducted by international and national experts followed by regular visits by the national expert to monitor the implementation of practices at the storage facilities. A manual for quality control inspectors will be developed. Each site and relevant institutions will be provided with copies of the manual.

Activity 2.2: Provide equipment, necessary tools and materials (i.e. moisture meter, probes/samplers, drums) and train quality control inspectors on the use of the tools

A set of tools and materials such as moisture meter, probes/samplers, drums will be purchased following the needs identified during the baseline data collection (see Activity 2.1). Quality control inspectors of the selected storage facilities will be equipped with practical information to properly use them. A record on the usage of the tools will be maintained.

Output 3: Enhanced capacity to apply food safety control systems based on GHP, GMP, HACCP in oilseed processing

Capacity building programmes at the processing sites will enhance the implementation of HACCP and of pre-requisites programmes such as GHP and GMP as well as compliance with food safety measures based on international standards. In order to strengthen local capacity and ensure sustainability of the knowledge and skills transferred beyond the project end, a pool of local trainers and advisers, called Trainers-cum-Counsellors (TcCs), will be trained through classroom and on-the-job training, in order to assist the processors in implementing food safety systems and monitor the progress made.

Activity 3.1: Organise three workshops on SPS and food safety in international trade for inspectors, processors, traders, exporters, buyers, sector associations

Awareness to meet SPS standards among inspectors, processors, traders, exporters, buyers, sector associations, and other stakeholders (e.g. importers and distributors of seeds, fertilizers, chemicals, etc.) will be improved through a series of three workshops (one to two days duration). Each will be organised for an average of 50 participants. They will focus on national, regional and international SPS standards and international trade best practices, tailor-made to the oilseeds sector. The training material developed will be made available to the relevant authorities, in particular to the MoA and FDA, as a core material to further replicate similar workshops and reach out larger audience beyond the project duration.

Activity 3.2: Coach selected processors to implement food safety systems based on HACCP Codex

The capacity of at least 10 processors will be enhanced to implement and apply pre-requisites programmes and HACCP-Codex principles. The processors will be identified through a selection process starting with expressions of interests. Selection criteria will be applied (e.g. willingness to improve the export potential and enhance compliance with international market requirements concerning food pre-requisites programmes and food safety, willingness to actively participate in the project, commitment to apply for certification, etc.).

Capacity building activities will last for approx. 12 months through hands-on training covering classroom workshops and coaching at the processing facilities for both the operators of the participating processors and the TcCs on: i) "Implementing HACCP and Pre-Requisites", ii) "HACCP documentation", iii) "Implementing hazard analysis and control measures"; iv) "Internal verification".

Activity 3.3: Provide selected professionals from sector associations and local institutions responsible for SPS with in-depth training to become Trainers-cum-Counsellors (TcCs) on food safety along the value chain

Ten professionals from sector associations, consultancy and local institutions responsible or involved in SPS issues will participate in the theoretical and hands-on training on food safety and at least 3 to 5 of them will assist the participating processors to implement food safety as TcCs. The knowledge on HACCP of three inspectors from the department of the Food and Drug Administration will be enhanced through their participation in the classroom training.

The expertise of the trained TcCs on HACCP in the oilseeds sector will be available for national/regional/international institutions/development partners, to be used for advisory services and other projects. The same TcCs could also contribute to implement HACCP along the value chains of other sectors. ITC will make available a database of the trained TcCs to interested parties. The training material on HACCP will also be made available to the sector association to further cascade the programme. The material will also be made available to the Food and Drug Administration for further usage in sensitisation and training programmes.

Output 4: Increased linkages along the sector value chain and to export markets

The project will improve public and private cooperation, networking and market linkages along the oilseeds value chain and with national, regional and international trading partners. It will look at the linkages between farmers and exporters and strengthened them.

Activity 4.1: Organise kick off project workshop

At the beginning of the project, a workshop will be held with the project partners, implementing agency, and key stakeholders to plan and operationalise the project activities, review roles and responsibilities of stakeholders, build synergies and complementarities with other initiatives and projects in the SPS and Quality Infrastructure areas. The official food control dimension will be discussed to fine-tune the modality of engagement of the national authorities in the project activities and to link it to the other ongoing programmes. The need to develop standards in the oilseeds sector will be discussed with UNIDO for consideration under their programme or other means.

Workshop's stakeholders will identify and agree on the platform/website to be used to make available all the relevant trade information and market requirements, including sensitisation and capacity building materials elaborated during the project.

Activity 4.2: Identify buyers in 2-3 key selected import markets (to be identified through ITC partners and projects in the Asian region and beyond incl. ITC inclusive tourism project in Myanmar)

At the beginning of the project, a market survey will be conducted to identify key import markets and a list of 10 to 20 prospective buyers interested in purchasing oilseeds from Myanmar. The survey will look into buyers' opportunities in the domestic and tourism (e.g. restaurants, hotels, airlines) markets in Myanmar, as well as in the export markets such as Philippines, Indonesia, Malaysia, Thailand, Japan and China. The survey will identify buyers' priority requirements focusing on food safety, other SPS measures and required conformity assessment procedures. This survey will be conducted in parallel with the baseline survey (activity 1.1) and will complement its findings as inputs to develop the content of training and capacity building activities. Direct contacts will be established and follow-up conducted with the identified potential buyers during the course of the project.

Activity 4.3: Reinforce linkages along the sector value chain, between farmers and processors/exporters and tourism sector stakeholders (hotels, airlines)

Linkages between the selected farmers, collectors, processors/exporters to meet the buyers' demand will be encouraged at the beginning of the project and regularly during the delivery of the training and capacity building activities. National experts together with the national project coordinator and the sector association will assess the current contracting modality, transfer of requirements and capacity and facilitate the establishment of the linkages. It will help farmers and companies regroup their offer to facilitate exports in bulk.

Activity 4.4: Organize study tours to Asian countries (e.g. India, ASEAN countries) for medium/larger scale farmers, processors/exporters

An estimated number of 80 participants among trained and coached farmers and processors/exporters will benefit from 2 to 4 study tours to Asian countries. Participants will get a good understanding of markets, buyers' and SPS requirements, good practices and their actual implementation along the value chain. The destination countries will be confirmed by the project stakeholders jointly with ITC based on relevant trade opportunities and good practices. The findings and lessons learnt from the study tours will be disseminated through the sector associations and the media.

Activity 4.5: Organize a business networking event between trained and coached Myanmar processors/exporters of oilseeds and prospective buyers in target markets

At least one business networking event will be organised to bring the trained and coached processors/exporters to meet prospective buyers. The networking event will be organised possibly back-to-back with a relevant trade fair. The project together with the sector association will contact and mobilize processors/exporters and buyers prior to the event. Advisory support will be provided to the selected participating companies to prepare them before the business networking event and to follow-up on the business contacts established after the event.

Activity 4.6: Organise a dissemination workshop to showcase the changes ongoing to improve food safety and standards in the oilseeds sector in Myanmar, for Government officials, the Myanmar Trade Development Committee, the private sector, development partners and potential buyers

A two-day dissemination workshop will be held to share the experiences as well as issues and challenges faced by the participating stakeholders in improving practices, and to showcase the changes made to improve compliance with food safety and SPS measures. The official control dimension, including the standards and regulatory framework, and the effectiveness of the public-private coordination will also be reviewed and discussed to support the creation of an environment that leads to a sustainable safe supply chain. At least 70 stakeholders among Government officials, the private sector, development partners and potential buyers will be invited to the workshop. Buyers will also be invited to share their experience and feedback on the processes, practices and compliance with food safety and other requirements. The modality of the usage of the core and specific training material developed and the related code of practice will be shared on this occasion.

The workshop will identify follow-up actions to provide sustainable support to stakeholders along the oilseeds value chain and eventually to be extended to other agricultural products. A report to this effect will be drafted and shared with project partners, and development agencies for follow-up.

4.2. SUSTAINABILITY, LOCAL OWNERSHIP AND STAKEHOLDER COMMITMENT

The following strategy will ensure sustainability and replication of results beyond project end:

- This project answers to the demands and needs of project stakeholders. It is demand-driven and was designed based on an in-depth assessment and analysis of the country's needs and

priorities through the NES public-private process. It will in turn contribute to sustain country-led initiatives including the Myanmar Trade Development Committee.

- The project is proposed by Myanmar relevant authorities. It is presented by the Ministry of Commerce of the Republic of the Union of Myanmar and supported by the MSTRD of the Ministry of Science and Technology and the FDA of the Ministry of Health, as well as the Ministry of Agriculture and Industry. They will be key partners in project implementation, and be participating and benefiting from project activities (see Annex III). As the organizations directly involved in managing SPS issues in Myanmar, the MSTRD, MOAI and FDA will benefit from the project, as a means to reinforce their capacities, linkages and awareness of private sector’s progress and work to comply with standards.
- The official food control dimension and its challenges will be reviewed through a coherent approach by involving in synergy all the relevant national authorities, private sector and development partners to identify integrated solutions and share responsibilities and support.
- Private sector associations i.e. the Myanmar Pulses Beans and Sesame Seeds Merchant Association, which is also a member of the Union of Myanmar Chambers of Commerce and Industry (UMFCCI), and private sector stakeholders along the oilseeds sector value chain will also be directly associated to project implementation and activities, through trainings of experts and TcCs for replicating and disseminating to a larger group of companies (multiplier effect) in the agricultural sector in Myanmar.
- The project will be linking urgent capacity building with longer-term processes and build trade-related human capacity and know-how through skill transfer and knowledge development through trainings and coaching and coordination between institutions. Reinforcing the capacities and working through national experts / TcCs and extension officers and selected FDA inspectors, the project will enable country partners to continue to provide relevant and effective trade support services beyond the project life, further expanding the impact and sustainability of the project results. The code of practice and core training material will be anchored with the relevant institutions.
- The project will contribute to establish good practices by facilitating south-south cooperation, fostering mutual learning from regional successes, exchanging lessons learned from other developing countries especially within the Asian and ASEAN region. This project would also have spill-over effects on other agricultural sectors, creating broader awareness and compliance with SPS and food safety standards, beyond the oilseeds sector.
- The project, if approved will be part of the 5-year ITC Country Programme in Myanmar. Project activities will therefore be followed-up and results replicated as part of this programme, in other agro-food sectors, and embedded into ITC’s longer-term trade-related human and institutional capacity strengthening work in the country.
- The project will promote public-public and public-private cooperation (see section 4.5).

4.3 RISKS

Identified risk	Risk reduction/mitigation
Beneficiaries along the value chain lack sustainable support to reap the benefits from project capacity building and market linkages identified	Government, sector associations and Myanmar Trade Development Committee are key partners for project implementation, are involved in all project activities, made aware of beneficiaries’ needs and constraints

	and benefit from information and tools created under the project, to be able to take over the project and support stakeholders along the value chain
Political and social instability in the country (especially with regard to the 2015 general elections)	Regular dialogue between the project team, the line Ministries involved and state authorities to avoid that the project existence is not threatened; adapt and/or reduce the scope and/or geographical coverage of the project according to country context changes
Limited willingness and absorption capacity of project beneficiaries to actively participate in the project activities and consistently apply the knowledge acquired on GAP, GHP and HACCP	Careful identification of project beneficiaries at the project outset based on baseline data collection; work with companies, farmers and sector associations willing to benefit from the project and which can operate as catalysts leading to higher levels of commitment to the project; provide continuous advisory/coaching support to project beneficiaries by local experts trained by the project
Limited access to finance by farmers and other operators along the sector value chain	The project will seek cooperation with sector associations and service providers incl. financing and micro-finance agencies and with projects of other development partners to link them with stakeholders in the sector. This will be applied to facilitate access to finance for the upgrading of equipment and voluntary certification. It will build on ITC's expertise in the access to finance field.
Business complementarities identified are not followed-up with concrete actions by companies and remain declarations of intentions only	Match companies with buyers with corresponding import demand; help companies regroup their offer (through national experts and sector association) to facilitate exports in bulk; prepare companies before business networking event and provide them with advisory support to follow-up on business contacts after the event jointly with TcCs; encourage participation of service providers incl. micro-credit agencies
Farmers in the sector are not formally organized	The project will work with sector associations and facilitate cooperation among farmers through the various project activities, and improved networking among stakeholders in the sector through the Myanmar Trade Development Committee and sub-working group for the seed and oilseed sector
Limited participation of buyers in the business networking event	Identify target enterprises to attend events and mobilize them through partner trade support institutions, contact/mobilize buyers prior to the event, create awareness on the relevance of project activities, organize the event close to buyers' location or envisage to support part of their costs to attend the event

5. PROJECT IMPLEMENTATION & MANAGEMENT

5.1. PROJECT PARTNERS

Project partners will serve as members of the project steering committee, assist in project baseline data collection and identification of direct project beneficiaries, participate in project workshops and events and encourage participation of sector stakeholders in capacity building activities, disseminate information and promote the project, provide inputs and contribute to development of training, materials, manuals and leaflets by giving comments, suggestions and participating in meetings, identification of experts for TcCs (MSTRD, FDA), support the development of linkages and cooperation with other projects and programmes related to SPS and food safety issues (see section 4.4), facilitate logistics, organization of events and liaison with local authorities in Mandalay, Sagaing, and Magway regions. They will also provide in-kind contributions in the form of workshop and training facilities and interpretation services.

The Ministry of Commerce (MOC)

The MOC comprises an office of the Minister and 3 departments i.e. the Directorate of Trade, Department of Trade Promotion, Department of Commerce and Consumer Affairs. Previously, The MoC also managed the Myanmar Agricultural Produce Trading. The Department of Trade Promotion has recently created and launched the country's trade promotion organization, the Myanmar Trade Centre, which will play a key role in enhancing the international competitiveness of small and medium size companies in Myanmar including in the agricultural sector. The MOC's policy objectives are mainly systematic formulation and implementation of trade policies, Promotion and Expansion of Export, Trade expansion through international and regional cooperation, Improvement of trade environment.

The Myanmar Scientific and Technological Research Department (MSTRD)

MSTRD is part of the Ministry of Science and Technology. MSTRD includes nine research departments and five technical support departments.

The Department of Standards under the MSTRD has three main divisions responsible for Standards Development, Accreditation and Metrology. Each division participates in the work of the ASEAN Consultative Committee on Standards and Quality. The functions and duties of the Standards Department in MSTRD include Conducting Standardization and Specifications of weights and measures, equipment and machinery, raw materials and finished goods and the responsibility for Conformity Assessment and Metrology infrastructure.

MSTRD is appointed as the focal point of National Standards Body, National Accreditation Body and National Metrology Institute. The National Analytical Laboratory (NAL) Department meanwhile maintains a newly renovated laboratory (National Analytical Laboratory) with the responsibility for testing for additives, macro, and micro nutrients in food.

MSTRD has drafted two laws on Standardization and on Metrology. In this regard, the law on Standardization has been enacted by Parliament on 3 July 2014 and the law on Metrology has been drafted and submitted to the Union Attorney General Office for legal advice. It will be approved by Parliament very soon. It has established 19 technical committees to draft the Myanmar adoption of international standards. Once approved, the three bodies: national standards body, national accreditation body and national institute of metrology will make up the National Quality Infrastructure. MSTRD has been a correspondent member of ISO since 1 July 2005. It is an affiliate member of IEC and a WTO TBT enquiry point.

The Department of Food and Drug Administration (FDA) of the Ministry of Health

The Department of Health of the Ministry of Health has the responsibility for overall food safety in the country. The DFDA has five main divisions, the Food Division, the Drug Division, the Cosmetics & Medical Device Division, the Laboratory Division and the Administration Division, in which apart from the Administration Division, the rest are technical divisions mainly responsible for regulatory affairs, inspection, training, post-market surveys and advisory services. The Food Division principally comprises of inspection, issuance of GMP certificates, import & export recommendations and health certificates.

All food manufacturing industries are enforced to practise GMP guidelines and also encouraged to implement the HACCP concepts including risk analysis approach in food processing. Myanmar participates in ASEAN Trade Protocol, regional SPS and Technical Barrier to Trade Agreement (TBT). FDA is the contact point for Codex Alimentarius Commission and utilizes CAC as working materials before developing national standards, practices and guidelines.

The Ministry of Agriculture and Irrigation (MOAI)

The MOAI is composed of 11 institutions: Minister's office, Water Resource Utilization Department, Department of Agriculture, Irrigation Department, Agricultural Mechanization Department, Settlement and Land Record Department, Department of Agricultural Planning, Myanmar Agricultural Development Bank, Department of Agriculture Research, Yezin Agricultural University, Department of Industrial Crops Development. In cognizance of the land as the basic recourse for crop production, the Ministry of Agriculture and Irrigation pays continual attention to reclamation of fallow and waste land and utilization of those for the improvement in crop production undertaking the activities by not only State sector but cooperation and private sectors also under the long-term and short-term plan.

The Myanmar Pulses Beans and Sesame Seeds Merchant Association

The association is a member of the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI), the largest national level non-governmental organisation with a nationwide constituency. It was founded in 1992. Central executive committee members and executive committee members, assigned by Ministry of Commerce, are the owners of production companies, which conduct and can conduct beans and pulses export.

5.2. IMPLEMENTING ORGANIZATION

Myanmar requesting organization and project partners propose that the project be implemented by the **International Trade Centre (ITC)**.

ITC is the joint technical cooperation agency of the World Trade Organization (WTO) and the United Nations (UN), for business aspects of trade development. ITC has 50 years' experience in providing trade-related technical assistance to developing countries, especially least-developed countries. It is the only development agency fully dedicated to the development of SMEs.

ITC has extended technical expertise in supporting the private sector and smallholders in complying with SPS measures and improving food safety management practices and processes. It has been implementing similar projects aiming at implementing HACCP and building a pool of local experts in Bangladesh, Central Asia, Fiji, Samoa, Malawi, Gambia, Ghana, Kenya, Uganda, and Peru. ITC assisted Philippines, Indonesia, Malaysia, Sri Lanka and Yemen to address urgent SPS issues affecting trade. ITC has the required expertise and experience of supervising and implementing STDF projects: project "Improved capacity for ensuring the quality and safety of Yemeni seafood products", project "Expanding Nigeria's export of sesame seeds and sheanut/butter through improved SPS capacity building for private and public sector", and project "Improving safety and quality of the Sri

Lankan fruits and vegetables". The lessons from the EIF project in the Gambia aimed at improving the food safety and quality compliance along the value chains of groundnuts, sesame seeds and cashew nuts will be applied.

ITC is fully engaged into supporting the private sector in developing countries to implement practical and viable solutions in response to growing global food-security and safety challenges. In July 2014, ITC together with the GLOBAL G.A.P., the Sustainable Agriculture Initiative (SAI), initiated 'The Declaration of Abu Dhabi for Global Food Security through Good Agricultural Practices'. It builds upon established and ongoing work in all aspects of good agriculture and aquaculture practices, including food safety, environmental sustainability and social responsibility. The Abu Dhabi Set of Good Agricultural Practices and the unique farm identification and reporting mechanism will serve as a foundation upon which diverse training, assessment and verification programmes may be adapted and built, and impacts may be measured.

ITC is part of the UN Inter-Agency Cluster on Trade and Productive Capacity and the Enhanced Integrated Framework (EIF), cooperates with the United Nations Country Team (UNCT) and is a member of the Trade Sector Working Group, which is being established between the Government through the Ministry of Commerce and development partners as the key venue through which development partners should assist the Government of Myanmar in substantive way and coordinate their interventions.

ITC's Country Programme for Myanmar, which this project would form integral part if approved, is registered in the Myanmar Aid Information Management System (AIMS) which is a key management tool for the Government of Myanmar and development partners to enhance efficiency, transparency and coordination of aid allocation.

This project would capitalize on ITC's experience and expertise, global initiatives and other ITC Programme components/projects in Myanmar and the region.

5.3. PROJECT MANAGEMENT AND IMPLEMENTATION STRUCTURE

It is proposed that, in the specific context of Myanmar, to avoid the creation of too many different management bodies and steering committees, and in an effort to coordinate project activities and streamline project resources, the project steering committee role could be assumed by the public-private Myanmar Trade Development Committee sub-working group for the oilseeds sector. Members of the Myanmar Trade Development Committee sub-working group/project steering committee will include: the Ministry of Commerce, the Ministry of Agriculture and Irrigation, the Ministry of Science and Technology and the Ministry of Health, and private sector representatives including the sector association, the Myanmar Pulses Beans and Sesame seeds Merchant Association, as well as the implementing agency. It will also involve other development partners working and providing support to Myanmar as regards SPS issues.

Bi-annual and/or annual meetings will be organized between project partners and ITC in the framework of this working group to review the progress of the project, gather lessons learned, identify possible bottlenecks and risks, propose mitigation actions, and approve annual workplans.

ITC will assume the project management role and responsibilities. ITC will be responsible for monitoring project activities and progress towards the achievements of the expected project outputs and outcome, according to all the indicators and targets set in the project logframe, with a baseline established at the outset of the project.

A national project manager will oversee the effective and efficient coordination and monitoring of field-level activities according to the project workplan, help identify risks and propose mitigating strategies

as needed, provide technical inputs, guidance and recommendations for activity implementation, liaise and coordinate with country counterparts, organize and prepare project steering committee meetings, collect baseline data and regular feedback from beneficiaries and partners, provide inputs and data for preparing progress reports, support the organization of workshops, events and trainings.

5.4. PROJECT REPORTING

ITC will prepare bi-annual project progress reports as well as a final project report and will submit them to STDF. The reports will be shared with the project steering committee and main project partners. The progress reports will include the status and accomplishments of the project outputs and outcomes. These reports will contain the inputs from the project partners and beneficiaries and the local authorities regarding their monitoring and supervision of the project, as well as feedback from project beneficiaries, collected through mission reports and assessment forms completed after each project workshop, event and coaching activity.

5.5. MONITORING AND EVALUATION

- Evaluation forms will be prepared, distributed and collected at the end of every workshop, event and coaching activity and the results summarized in the progress reports, and used in up-scaling other activities;
- Discussions and comments from stakeholders at each workshop and event will be documented and used to improve project activities;
- Performance indicators as per the project logical framework will be monitored and reported on in each progress report;
- The learning and application of learning by farmers and experts will be monitored and reported on in each progress report;
- Progress reports will be prepared every six months for review by the project steering committee/working group which will recommend mitigation actions if/as necessary; progress reports and minutes of the meetings will be submitted to STDF via ITC;
- As the implementing agency, ITC will also monitor the project progress and results through its internal monitoring and result-based management (RBM) reporting systems.

An independent evaluation by STDF may be conducted if applicable at the end of the project.

5.6. DISSEMINATION OF PROJECT RESULTS

- At each workshop and project activity, introduction to the project and its outcomes, project partners and STDF will be presented and explained to participants;
- Project progress, recommendations and visibility will be relayed at the national level through the Myanmar Trade Development Committee which is to be chaired by the Ministry of Commerce. ITC will disseminate all information and ensure project coordination with other development agencies through the Trade Sector Working Group;
- Workshops and project activities will be given full media coverage. In particular, the media will be invited to participate in workshops as well as some of the training sessions. The project will also be given publicity through regular press releases on the project progress and outcomes. ITC already has some experience in this area, having worked with a national consultant in Myanmar to communicate on the NES and created a Facebook page for that purpose;
- Project partners and the implementing agency will disseminate information and promote the project through their internal resource materials and communication means. Information will be disseminated through the NES Facebook page and programme newsletter;
- Core and specific Training material/manuals/leaflets, sensitisation and capacity building materials elaborated during the project, including relevant trade information and market requirements, will be made available in print form to all the stakeholders and institutional

reference. Copies and also soft copies will be kept in the libraries - including of the Myanmar Trade Centre. A website or another platform will be used to facilitate access to the information

- A dissemination workshop with media coverage will be organized at the end of the project (see activity 4.6);
- A project communication strategy and paper and online tools will be developed and made available both in English and Myanmar language.

6. BUDGET

7.1 BUDGET

The detailed project budget by output and activity is provided in Annex III.

7.2 COST-EFFECTIVENESS

Using local resource persons as far as possible who are knowledgeable about the country context as well as involving all relevant Government institutions who are connected to the project and getting their support from the beginning is intended to ensure successful implementation of the project at a cost-effective level.

Capacity development activities will be provided through training of experts and TcCs. This will avoid costs involved in direct training to farmers, will allow reaching-out to a maximum number of beneficiaries, and contribute to project sustainability beyond the project lifespan.

Although the project will cover the oilseeds sector in three major target regions, the knowledge and skills transferred, as well as the training and coaching tools and materials produced will be used for replicating and perpetuating project results beyond project end, in a cost effective way, to contribute to promote food safety and compliance with SPS measures in the broader agricultural sector and other regions of the country.

The project adopts an innovative comprehensive value chain approach. While a project may not deliver the expected end results if design and implementation focus only on selected and isolated parts of the chains. The proposed project has been designed by taking into account concerns and interests of stakeholders and addresses the key constraints of the whole oilseeds sector value chain in Myanmar.

The project benefits in terms of domestic and export revenues should be much higher than the current cost resulting from maintaining processing factories which do not process up to their capacities and from losses in terms of export market shares because of non-compliance with food safety and SPS measures.

ANNEX I: LOGICAL FRAMEWORK

	Description	Measurable indicators of achievement / Targets*	Sources/Mean of verification	Assumptions and Risks
Goal / Impact	Increased export revenues of farmers, processors and exporters along the oilseeds value chain in Myanmar	<p>20% increase in real average annual income of farmers producing oilseed in compliance with SPS measures within 5 years</p> <p>20% increase in real average annual export sales by processors/exporters in the oilseeds sector applying pre-requisites programmes and HACCP within 5 years</p>	<p>National researches, reports and statistics on the sector</p> <p>Project baseline survey and final survey</p>	<p>Assumptions: No unfavourable climate or weather events affecting seed production</p> <p>No significant downturn in the prices of oilseeds in the market</p> <p>Risks: Beneficiaries along the value chain lack sustainable support to reap the benefits from project capacity building and market linkages identified</p> <p>Political and social instability in the country (especially with regard to the 2015 general elections).</p>
Objective / Outcome	Improved compliance with SPS measures, food safety international requirements for market access in the oilseeds sector	<p>Proportion of trained farmers who</p> <p>i) increase in GAP application and comply with SPS measures (70%); and</p> <p>ii) are ready for GAP certification (50%)</p> <p>Number of phytosanitary certificates issued for export purposes (target number to be estimated according to baseline data)</p> <p>20 storage facilities/collectors apply GHP</p>	<p>Project baseline survey, progress reports and final survey</p> <p>Certificates of GAP compliance</p> <p>Phytosanitary certificates</p>	<p>Assumptions: Markets and exchange rates are stable and do not adversely affect exports</p> <p>Exporters are able to meet demand of buyers (quantity and price) promised under contract</p> <p>Exporters are responsive and</p>

	Description	Measurable indicators of achievement / Targets*	Sources/Mean of verification	Assumptions and Risks
		<p>requirements</p> <p>10 processors/exporters are ready for HACCP certification</p> <p>5-10 experts (Trainers-cum-Counsellors/Extension Officers) able to advise on GAP, GHP, HACCP</p> <p>At least 50% of tested samples in compliance with MRL, mycotoxin and contamination measures (ASEAN standards)</p>	<p>Mission reports on storage facilities on compliance with GHP</p> <p>HACCP documentations and certificates</p> <p>Feedback forms completed by processors/exporters and prospective buyers after business networking event</p> <p>Comparison report on quick tests and laboratory analysis results (baselines and final assessment)</p>	<p>follow-up on buyers' solicitations</p> <p>Risks: Limited willingness and absorption capacity of project beneficiaries to actively participate in the project activities and consistently apply the knowledge acquired on GAP, GHP and HACCP</p> <p>Limited access to finance to farmers and other operators along the sector value chain to access voluntary certification</p> <p>Business complementarities identified are not followed-up with concrete actions by companies and remain declarations of intentions only</p>
Expected result/ Output 1	Strengthened capacity to improve compliance with good agricultural practices (GAP) and SPS measures ¹ by farmers	<p>At least 200 farmers in Mandalay, Sagaing, and Magway regions trained and coached on GAP implementation, practices to comply with SPS measures and monitoring</p> <p>At least 300 farmers in Mandalay, Sagaing, and Magway regions improved their awareness and understanding on the importance of implementing GAP and practices to comply with SPS measures to increase their yields and revenue</p>	<p>Surveys/interviews with farmers, extension officers, and processors, workshop reports</p> <p>Project baseline survey, progress reports and final survey</p> <p>Certificates of compliance</p>	<p>Assumption: Trained experts are deployed systematically to provide advisory services, have easy access to visit and necessary tools to reach-out to the farmers</p> <p>Interpretation services are provided and/or workshops delivered in Myanmar language Workshops are conducted in</p>

¹ Compliance with SPS measures includes usage of quality seeds, pest control, harvest and post-harvest practices

	Description	Measurable indicators of achievement / Targets*	Sources/Mean of verification	Assumptions and Risks
		<p>3 to 5 professionals from sector associations and local institutions, agricultural extension officers able to train farmers on GAP and compliance with SPS measures</p> <p>5 inspectors improved their knowledge on GAP</p> <p>Training materials, code of practice on their usage developed and made available</p>	<p>Training material and code of practice</p> <p>Evaluation of results by experts.</p> <p>Availability of training material</p>	<p>locations which allow a maximum number of farmers to participate</p> <p>Competent national experts are identified</p> <p>Risks: Farmers in the sector are not formally organized</p>
<i>Activity 1.1</i>	Collect baseline data on the farmers producing seeds, storage facilities and processors in Mandalay, Sagaing, and Magway regions who will benefit from the project	<p>At least 200 farmers who will directly benefit from project activities identified from the three regions,</p> <p>20 storage facilities/collectors which will directly benefit from project activities identified</p> <p>10 processors which will directly benefit from the project identified</p> <p>Baseline data report describing the current production, storage and processing processes and controls systems and sources of hazards and contamination. Samples tests results from rapid tests on the ground and in accredited laboratories, and needs to be addressed for SPS compliance</p>	<p>List and profiles of project beneficiaries</p> <p>Baseline data report at the beginning and at the end of the project</p> <p>Workshop report on the validation of the baseline data and training needs</p>	

	Description	Measurable indicators of achievement / Targets*	Sources/Mean of verification	Assumptions and Risks
<i>Activity 1.2</i>	Conduct inception workshops for farmers in the target regions of Mandalay, Sagaing, and Magway, in partnership with local authorities and sector associations	<p>One inception workshop on GAP, SPS compliance in oilseed sector conducted in each of the target regions</p> <p>At least 300 farmers from the three regions participated in the workshops</p> <p>At least 10 extension officers and inspectors participated in the workshops</p>	<p>Inception workshops reports</p> <p>List of participants in the workshops</p> <p>Feedback forms completed by participants in the workshops</p>	
<i>Activity 1.3</i>	Conduct ToT and expert capacity building training programme to build the technical and outreach capacities of sector associations and/or advisors to provide advice to farmers in the area of GAP, compliance with SPS measures	10 experts, advisors or representatives from sector associations, extension officers identified and trained	<p>Workshop report and list of participants</p> <p>Pre-training and post-training exam</p> <p>Interviews with farmers and experts</p> <p>Mission reports</p> <p>Training material</p>	
<i>Activity 1.4</i>	Organize practical training on GAP implementation and monitoring, compliance with SPS measures for farmers and sector associations in the target regions of Mandalay, Sagaing, and Magway	<p>At least two training programmes of five days organized in each of the three target regions</p> <p>At least 200 farmers from the three regions participated in the training</p> <p>At least 10 extension officers and inspectors participate in the training</p>	<p>Workshop reports</p> <p>Feedback forms completed by participants after the trainings</p> <p>Training material</p>	

	Description	Measurable indicators of achievement / Targets*	Sources/Mean of verification	Assumptions and Risks
<i>Activity 1.5</i>	Trained experts coach farmers to monitor the adoption of GAP practices, compliance with SPS measures and support GAP certification	At least 80% of the farmers benefiting from the project received advisory services from the trained experts	Coaching programmes Mission reports GAP audits	
<i>Activity 1.6</i>	Identify sources of certified quality seeds, pesticides and fertilizers	Database of regional oilseeds research institutes and suppliers made available to DoA-Seed Division, farmers and processors At least 20% of farmers accessing certified quality seeds, pesticides and fertilizers	Records of inputs	Lack of information made available Farmers willing and with capacities to purchase and utilize new seeds, pesticides and fertilizers
Expected result/ Output 2	Increased capacity for quality segregation of seeds and good hygiene practices (GHP) at storage facilities	10 to 20 quality control inspectors at storage facilities trained and coached on grading and segregating, and implementing GHP Training material and code of practices developed and made available	Surveys/interviews with facility operators Project baseline survey, progress reports and final survey Certificates of compliance Training material	Assumptions: Assessment sample of storage facilities is representative Storage facilities are secure, processes are followed and drums are not diverted to other use
<i>Activity 2.1</i>	Conduct customized coaching and training sessions combining both theoretical and practical knowledge at storage facilities, on good storage practices and good hygiene practices	Coaching and training sessions conducted at 10 to 20 storage facilities 10 to 20 quality control inspectors at storage facilities benefited from training and coaching sessions	Reports on coaching and training sessions Mission reports and surveys conducted after the training and coaching programme	

	Description	Measurable indicators of achievement / Targets*	Sources/Mean of verification	Assumptions and Risks
<i>Activity 2.2</i>	Provide equipment, necessary tools and materials (i.e. moisture meter, probes/samplers, drums) and train quality control inspectors on the use of the tools	Training material and guidelines on GHP available Equipment properly used at storage facilities	Copy of the training material and guidelines produced by the project Equipment supplier report Mission reports incl. pictures of storage facilities	

Expected result/ Output 3	Enhanced capacity to apply food safety control systems based on GHP, GMP, HACCP in oilseed processing	At least 150 representatives from inspectors, collectors, processors, traders, exporters, buyers, sector associations sensitised on SPS and food safety requirements for international trade 10 processors improved their skills on the application of pre-requisites and HACCP principles in their daily work 3 to 5 professionals from sector associations and local institutions recognized as food safety TcCs	Workshops' reports, list of participants and feedback from participants Surveys/interviews with processors Project baseline survey, progress reports and final survey TcCs certificates awarded by ITC	Assumption: Availability of local institutions ready to assist enterprises on food safety Competent national experts for TcCs are identified
<i>Activity 3.1</i>	Organise 3 workshops on SPS and food safety in international trade for inspectors, processors, traders, exporters, buyers, sector associations	At least 150 representatives from inspectors, processors, traders, exporters, buyers, sector associations participated in the workshops	Workshops' reports, list of participants and feedback from participants Training material	
<i>Activity 3.2</i>	Coach selected processors to implement food safety systems based on HACCP Codex	10 processors coached on how to apply HACCP principles	Workshop reports Feedback forms completed by participants after the trainings Training material and methodology	
<i>Activity 3.3</i>	Provide selected professionals from sector associations and local institutions responsible for SPS with in-depth training to become Trainers-cum-Counsellors (TcCs) on food safety along the value chain	10 professionals from sector associations and local institutions responsible for SPS benefited from theoretical and hands-on training on food safety 3 to 5 professionals from sector associations and local institutions responsible for SPS assisted companies to implement food safety systems under ITC guidance	Database of trained TcCs with their qualifications and description of company assistance provided with project support	

Expected result/ Output 4	Increased linkages along the sector value chain and to export markets	At least 80% of trained and coached oilseeds exporters met new buyers/business partners At least 60% of Myanmar exporters of oilseeds trained and/or coached by the project received orders/letters of intent from buyers/business partners	Number of consultations, joint events and activities	Assumptions: Readiness of buyers to explore business opportunities with Myanmar companies Willingness of buyers and exporters to share information on the results of their business negotiations on a short-term timeframe Risk: Limited participation of buyers in the business networking event
<i>Activity 4.1</i>	Organise kick off project workshop	Roles and responsibilities of partners confirmed; synergies with other programmes established. Platform/website for sharing information/material generated by the project identified. Roles and modality for populating it agreed	Workshop report	
<i>Activity 4.2</i>	Identify buyers in 2-3 key selected import markets (to be identified through ITC partners and projects in the Asian region and beyond incl. ITC inclusive tourism project in Myanmar)	List of 10 to 20 potential buyers with a description of their priority food safety and SPS requirements	Report on buyers' survey	
<i>Activity 4.3</i>	Reinforce linkages along the sector value chain, between farmers and processors/exporters and tourism sector stakeholders (hotels, airlines)	At least 50% of farmers established new contacts with processors/exporters	Mission report and feedback from beneficiaries	
<i>Activity 4.4</i>	Organize study tours to Asian countries (e.g. India, ASEAN countries) for medium/larger scale farmers, processors/exporters to create awareness, learning from good practices and better understanding of markets and buyers' requirements in terms of food safety standards by stakeholders along the value chain – benefiting from synergies with other ITC projects in the region	Up to 80 farmers and processors/exporters participated in the study tours	Study tour reports and lists of participants	
<i>Activity 4.5</i>	Organize a business networking event between trained and coached Myanmar processors/exporters of oilseeds and prospective buyers in	At least one business networking event held At least 50 exporters participated in the business networking event	Report on the networking event Feedback forms completed by participants after the event	

	target markets			
<i>Activity 4.6</i>	Organise a dissemination workshop to showcase the changes ongoing to improve food safety and standards in the oilseeds sector in Myanmar, for Government officials, the Myanmar Trade Development Committee, the private sector, development partners and potential buyers	<p>Improved perception of buyers on Myanmar food safety processes and practices in the oilseeds sector</p> <p>Government officials, the private sector, and development partners jointly identify possible follow-up actions to provide sustainable support to beneficiaries and effective control system along the oilseeds value chain</p> <p>Recommendations and follow-up actions supported by the Myanmar Trade Development Committee</p>	<p>Workshop report and list of participants</p> <p>Feedback from buyers</p> <p>Reports on meetings of the Myanmar Trade Development Committee</p>	

* Baseline data to be collected at the project outset; see Activity 1.1

ANNEX II: WORK PLAN

Outputs & Activities	Responsibility	Year 1				Year 2				Year 3			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Output 1- Strengthened capacity to improve compliance with good agricultural practices (GAP) by farmers in primary seeds production													
Activity 1.1													
Activity 1.2													
Activity 1.3													
Activity 1.4													
Activity 1.5													
Activity 1.6													
Output 2 - Increased capacity for quality segregation of seeds and good hygiene practices (GHP) at storage facilities													
Activity 2.1													
Activity 2.2													
Output 3 - Enhanced capacity to apply food safety control systems based on GHP, GMP, HACCP in secondary production/oilseed processing													
Activity 3.1													
Activity 3.2													
Activity 3.3													
Output 4 - Increased linkages along the sector value chain and to export markets													
Activity 4.1													
Activity 4.2													
Activity 4.3													
Activity 4.4													
Activity 4.5													
Activity 4.6													

ANNEX III: BUDGET

Outputs/Activities	Rate	Multiplier/ quantity	STDF	Country in-kind contributions	ITC contribution	Total
Output 1 - Strengthened capacity to improve compliance with good agricultural practices (GAP) by farmers in primary seeds production						
National project manager - Activities 1.1, 1.2, 1.3, 1.4, 1.5, 1.6						
Fees (month)	3,000	8	24,000			24,000
Travel (within the country): car hire	300	9	2,700			2,700
Travel (within the country): DSA	130	9	1,170			1,170
Project staff expert on Standards and Quality Management - Activities 1.1, 1.2, 1.3, 1.4, 1.5, 1.6						
Fees (month)	17,000	1	17,000			17,000
Travel: ticket	2,000	2	4,000			4,000
Travel: DSA	130	15	1,950			1,950
International Consultant (training of experts and inputs to trainings and awareness workshops) oilseeds - Activities 1.1, 1.2, 1.3, 1.4						
Fees (day)	500	40	20,000			20,000
Travel: ticket	2,000	2	4,000			4,000
Travel: DSA	130	30	3,900			3,900
Adviser Myanmar and coordination with development partners to reach out to regions and local authorities - Activities 1.1, 1.2, 1.3, 1.5, 1.6						
Fees (month)	17,000	1			17,000	17,000
Travel: ticket	2,000	2			4,000	4,000
Travel: DSA	130	20			2,600	2,600
National consultants and experts (for baseline data collection, technical contributions to workshops, coaching of farmers, etc) - Activities 1.1, 1.2, 1.3, 1.4, 1.5, 1.6						
Fees (day)	150	500	75,000			75,000
Travel (within the country): car hire	300	105	31,500			31,500
Travel (within the country): DSA	130	105	13,650			13,650
Logistics for the workshops and trainings (3 inception workshops, 6 trainings on GAP, 2 expert trainings per year) - Activities 1.1, 1.2, 1.3, 1.4, 1.5						
Trainings facilities, rooms and equipment	2,500	11		27,500		27,500
Lunches, refreshments	1,000	11	11,000			11,000
Interpretation services	480	44		21,120		21,120
Laboratory testing (, rapid test kits, lab fees, shipping costs)	2,000	1			2,000	2,000
Miscellaneous (printing, telecoms, mails)			5,247	1,216	590	7,052
SubTotal Output 1			215,117	49,836	26,190	291,142
Output 2 - Increased capacity for quality segregation of seeds and good hygiene practices (GHP) at storage facilities						
National project manager - Activities 2.1, 2.2						
Fees (month)	3,000	8	24,000			24,000
Travel (within the country): car hire	300	9	2,700			2,700
Travel (within the country): DSA	130	9	1,170			1,170
Project staff expert on Standards and Quality Management - Activities 2.1, 2.2						
Fees (month)	17,000	1	17,000			17,000
Travel: ticket	2,000	1	2,000			2,000
Travel: DSA	130	10	1,300			1,300
International Consultant (coaching at storage facilities and produce the tools and materials) oilseeds - Activity 2.1, 2.2						
Fees (day)	500	40	20,000			20,000
Travel: ticket	2,000	6	12,000			12,000
Travel: DSA	130	35	4,550			4,550
National consultants and experts (for baseline data collection (1.1), technical contributions to coaching, training, etc) - Activities 2.1, 2.2						
Fees (day)	150	50	7,500			7,500
Travel (within the country): car hire	300	50	15,000			15,000
Travel (within the country): DSA	130	40	5,200			5,200
Purchasing of equipment (moisture meters, probes/samples, drums) - Activity 2.3						
Equipment	23,400	1	23,400			23,400
Laboratory testing (lab fees, shipping costs)	2,000	1			2,000	2,000
Miscellaneous (printing, telecoms, mails)			3,396	0	0	3,396
SubTotal Output 2			139,216	0	2,000	141,216

Output 3 - Enhanced capacity to apply food safety control systems based on GHP, GMP, HACCP in secondary production/oilseed processing						
National project manager - Activities 3.1, 3.2, 3.3						
Fees (month)	3,000	8	24,000			24,000
Travel (within the country): car hire	300	3	900			900
Travel (within the country): DSA	130	15	1,950			1,950
Project staff expert on Standards and Quality Management - Activities 3.1, 3.2, 3.3						
Fees (month)	17,000	1	17,000			17,000
Travel: ticket	2,000	2	4,000			4,000
Travel: DSA	130	15	1,950			1,950
International Consultant (technical contribution to workshops, ToC) oilseeds - Activities 3.1, 3.2, 3.3						
Fees (day)	500	70	35,000			35,000
Travel: ticket	2,000	2	4,000			4,000
Travel: DSA	130	60	7,800			7,800
National consultants and experts (for baseline data collection (1.1), ToC) - Activities 3.1, 3.2, 3.3						
Fees (day)	150	300	45,000			45,000
Travel (within the country): car hire	300	50	15,000			15,000
Travel (within the country): DSA	130	70	9,100			9,100
Logistics for the workshops and trainings - Activities 3.1, 3.2, 3.3						
Trainings facilities, rooms and equipment	2,500	4		10,000		10,000
Lunches, refreshments	1,000	4	4,000			4,000
Interpretation services	480	12		5,760		5,760
Laboratory testing (rapid testing kit, lab fees, shipping costs)	2,000	1			2,000	2,000
Miscellaneous (printing, telecoms, mails)			5,588	394	0	5,982
			SubTotal Output 3	229,088	16,154	2,000
						247,242
Output 4 - Increased linkages along the sector value chain and to export markets						
National project manager - Activities 4.1, 4.2, 4.3, 4.4, 4.5, 4.6						
Fees (month)	3,000	8	24,000			24,000
Travel (within the country): car hire	300	3	900			900
Travel (within the country): DSA	130	15	1,950			1,950
International Consultant Adviser B2B (Activity 4.2, 4.3, 4.5)						
Fees (month)	17,000	1			17,000	17,000
Travel: ticket	2,000	1			2,000	2,000
Travel: DSA	130	10			1,300	1,300
Adviser Myanmar for project communication, coordination with development partners and other projects, kick-off workshop, dissemination workshop, identification of buyers - Activities 4.1, 4.5						
Fees (month)	17,000	0.5			8,500	8,500
Travel: ticket	2,000	2			4,000	4,000
Travel: DSA	130	15			1,950	1,950
International Consultants (buyers identification in target markets, business networking event) oilseeds - Activities 4.2, 4.4						
Fees (day)	500	90	45,000			45,000
Travel: ticket	2,000	3	6,000			6,000
Travel: DSA	130	21	2,730			2,730
Travels for participants in study tours						
Travel: ticket	500	40	20,000			20,000
Travel: DSA	200	40	8,000			8,000
Logistics for kick-off workshop, business networking and dissemination workshop - Activities 4.1, 4.5, 4.6						
Trainings facilities, rooms and equipment	2,500	3		7,500		7,500
Lunches, refreshments	1,000	3	2,000	1,000		3,000
Interpretation services	480	4		1,920		1,920
Grants to partner insitutions in importing/neighbouring countries to organize the study tours and buyers visits						
Grants to 4 insitutions in 4 countries to cover logistical costs, in-country transportation etc.	3,000	4	12,000			12,000
Expendable equipment (office supplies, stationery, paper, etc) for national project manager						
	1,000	3	3,000			3,000
Non-Expendable equipment (computer and equipment for national project manager)						
	1,000	3	3,000			3,000
Miscellaneous (printing, telecoms, mails)						
			3,215	261	869	4,344
			SubTotal Output 4	131,795	10,681	35,619
						178,094
Sub-total 1				715,214	76,670	65,809
Contingency (3%)				21,456		1,974
Sub-total 2				736,671	76,670	67,783
Support costs 12%				88,400		8,134
TOTAL				825,071	76,670	75,917
						977,658

ANNEX IV: SUPPORTIVE LETTERS



The Government of the Republic of the Union of Myanmar
Ministry of Commerce
Department of Trade Promotion
Office No(52), Nay Pyi Taw

Letterno: Kha-2/Int'l/NES(၇၇၀)

Dated: 16 July , 2014

Mr.MelvinSpreij
Counselor
Secretary of the Standards and Trade Development Facility (STDF)
Agriculture and Commodities Division
World Trade Organization
Centre William Rappard
Rue de Luasanne 154
CH 1211 Geneve 21
Switzerland

Dear Mr. Melvin Spreij

Subject: Project on improving food safety and quality in the seeds and oilseeds sector (2015-2017)

This is to inform you that the Department of Trade Promotion, Ministry of Commerce of Myanmar will support the project on “*Improving food safety and Quality in the seeds and oil seeds sector*” and propose that the International Trade Centre (ITC) be the implementing agency for this project.

The proposed project will address the current quality standards and food safety control mechanisms issues in the seeds and oil seeds sector of the country, particularly in the dry zone, by improving the capacity of all stakeholders in the seeds and oil seeds sector value chain to meet international quality and safety standards. The project derives from the National Export Strategy (NES) which includes a full chapter on pulses, beans and oilseeds sector, and is an integral part of the ITC Country Programme for Myanmar.

This project will help increase income of farmers and processors in the seeds and oilseeds sector through supply of high quality and safe oilseeds to the local and international market, in better compliance with quality and SPS measures.

The Department of Trade Promotion of Ministry of Commerce believes that high level of standards and control measures would contribute to upgrade the quality, safety and GAP of seeds and oilseeds sector which can also be able to supply the tourism market that has a strong potential for growth. Also this project will assist the technology and hygienic standards in oil milling sector in Myanmar as well as spill-over effects on other agricultural sectors.

The Department of Trade Promotion of Ministry of Commerce is pleased to inform you that we will coordinate the project to be successful and thank you for your kind contribution.

Yours sincerely,



(Toe Aung Myint)
Director General



Cc: Union Minister's office, Ministry of Commerce

The Government of the Republic of the Union of Myanmar
Ministry of Agriculture and Irrigation
Department of Agriculture
Office No.15, Nay Pyi Taw

Letter no: PP - PQ/2014 (284)

Dated: 15th July, 2014.

Mr.Melvin Spreij
Counsellor
Secretary to the Standards and Trade Development Facility (STDF)
Agriculture and Commodities Division
World Trade Organization
Rue de Lausanne 154
1211 Geneva, Switzerland
Tel: +41227396630, Fax: +41227395760

Dear Mr.Melvin Spreij

Project on Improving food safety and quality in the seeds and oilseeds sector

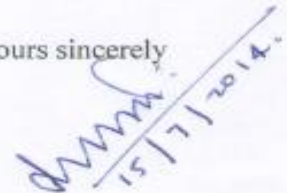
This is to inform that the Ministry of Agriculture and Irrigation of Myanmar will support the Project on "*Improving food safety and Quality in the seeds and oilseeds sector*" and propose that the International Trade Centre (ITC) be the implementing agency for this project.

The proposed project devices from the National Export Strategy (NES) which include full chapter on pulse, beans and oil seed sectors will fully support for the GAP (Good Agricultural Practices) systems that being implemented by Department of Ministry of Agriculture and Irrigation.

The Department of Agriculture and Irrigation of MOAI believes that the project will benefit to farmers, growers, processors, manufacturers, traders and exporters who involve along the food chain and reduced hazard, improved food safety and quality control and grading of products. Also this project will assist the SPS requirements in international trade.

The Department of Agriculture and Irrigation of MOAI is very pleased to inform you that we will coordinate the project to be successful and thank you for your kind coordination.

Yours sincerely

A handwritten signature in blue ink, followed by a diagonal line and the date "15/7/2014".

For Director General

(Tin Lung Win)

Director

Department of Agriculture,
Ministry of Agriculture and Irrigation



The Government of the Union of Myanmar

Ministry of Health

Department of Food and Drug Administration

Pyigyizayar Road, Zabuthiri Township, Nay Pyi Taw

Letter no : 056/F/2014

Dated : July 10 2014

Mr. Melvin Spreij

Counsellor

Secretary to the Standard and Trade Development Facility (STDF)

Agriculture and Commodities Division

World Trade Organization

Rue de Lausanne 154

1211 Geneva, Switzerland

Tel: + 41 22 739 6630 , Fax : + 41 22 739 5760

Dear Mr. Melvin Spreij

Project on Improving food safety and quality in the seeds and oilseeds sector

This is to inform that the Ministry of Health, Department of Food and Drug Administration will support the project on "Improving food safety and Quality in the seeds and oilseeds sector" and propose that the International Trade Centre (ITC) be the implementing agency for this project.

Yours sincerely

Han
16/7/2014

Dr. Myint Han

Director General

Department of Food and Drug Administration

Ministry of Health

The Government of the Republic of the Union of Myanmar
Ministry of (Science and Technology)
Myanma Scientific and Technological Research Department

Letter no: Ma Tha Na Tha C San / 2014
Date: 24 July 2014 (364)

Mr. Melvin Spreij
Counsellor
Secretary to the Standards and Trade Development Facility (STDF)
Agriculture and Commodities Division
World Trade Organization
Rue de Lausanne 154
1211 Geneva, Switzerland
Tel: +41 22 739 6630, Fax: +41 22 739 5760

Dear Mr. Melvin Spreij

Project on Improving food safety and quality in the seeds and oilseeds sector

This is to inform that the Ministry of Science and Technology of Myanmar will support the project on "Improving food safety and Quality in the seeds and oilseeds sector" and propose that the International Trade Centre (ITC) be the implementing agency for this project.

This proposed project will address the current quality and food safety issues in the seeds and oilseeds sector of the country by improving the capacity of all stakeholders in the seeds and oilseeds value chain to meet international quality and safety standards. This will help improve farmer/grower income and also the foreign exchange earnings of the country. In addition, this project will improve coordination and cooperation among private sector and relevant government institutes responsible for developing implementing TBT matters and strengthening the national quality infrastructure (NQI) for trade in the republic of the Myanmar.

The Ministry of Science and Technology believes that skilled competent and committed extension service is essential to upgrade the quality and safety of our agricultural produce. This project will be a starting point where a selected number of officers from the extension service will receive training in the Technical Barrier to

Trade (TBT) (Standards, Technical regulation and Conformity Assessment procedures) area. Given the importance of safety and quality of agriculture produce, the Ministry intends to ensure continuity of the training of the extension service personnel in the TBT area even after the end of the project period by allocating sufficient funding for this purpose.

From the Myanmar Scientific and Technological Research Department, Ministry of Science and Technology, I am happy to inform you that I will coordinate the project. My contact details are given below.

Mr. Win Khaing Moe
Director General
Myanmar Scientific and Technological Research Department
Ministry of Science and Technology
No. 6, Kabaraye Pagoda Road, Yankin Township, Yangon, Myanmar.
Tel; +95-1-665292, Fax: +95-1-668033,
Email: mstrdheadoffice@gmail.com, standards.mstrd@gmail.com

Thank you,

Yours Sincerely,



Mr. Win Khaing Moe
Director General
Myanmar Scientific and Technological Research Department,
Ministry of Science and Technology.



မြန်မာနိုင်ငံပဲ၊ မြိတ်၊ ခဲနှင့် ခဲနွမ်းကုန်သည်များအသင်း

**MYANMAR PULSES, BEANS & SESAME SEEDS
MERCHANTS ASSOCIATION**

UMFCCI TOWER, NO.29, ROOM NO.803, MIN YE KYAW SWA STREET,
LANMADAW TOWNSHIP, YANGON, MYANMAR.

TEL : 95-1-214828 , 214836 FAX : 95-1-214836

Letter No. 1/MaPaNa(Admin)/14(297)

Date. 24 July 2014.

Mr. Melvin Spreij
Counselor
Secretary of the Standards and Trade Development Facility (STDF)
Agriculture and Commodities Division
World Trade Organization
Centre William Rappard
Rue de Luasanne 154
CH 1211 Geneve 21
Switzerland

Dear Mr. Melvin Spreij,

**Subject: Project on improving food safety and quality in the seeds and oilseeds sector
(2015-2017)**

This is to inform you that the Myanmar Pulses, Beans and Sesame Seeds Merchant Association (MPBSMA), a member association of the Republic of the Union of Myanmar Chamber of Commerce and Industry (RUMFCCI), will support the project on "Improving food safety and quality in the seeds and oil seeds sector" since the mandate of our association is to develop the pulses, beans and oilseeds sector of Myanmar.

We learn that the proposed project will focus on quality standards and food safety control mechanism in oil seeds sector of the country, by improving the capacity of all stakeholders in the value chain to meet international quality and safety standards. Consequently, the project will help increase income of farmers and processors through supply of high quality and safe oilseeds to the local and international markets.

When the National Export Strategy (NES) was formulated with the help of ITC, our association members actively participated for pulses and oil seeds sector, together with officials from various departments and organizations. For this reason, we would like to express our thanks and appreciation for the project proposal, which based largely on the NES and to be implemented by ITC as its Country Program.



မြန်မာနိုင်ငံပဲ၊ မြိတ်၊ ခဲနှင့် ခဲနပ် ကုန်သည်များအသင်း

**MYANMAR PULSES, BEANS & SESAME SEEDS
MERCHANTS ASSOCIATION**

UMFCCI TOWER, NO.29, ROOM NO.803, MIN YE KYAW SWA STREET,
LANMADAW TOWNSHIP, YANGON, MYANMAR.

TEL : 95-1-214828 , 214836 FAX : 95-1-214836

The Myanmar Pulses, Beans and Sesame Seeds Merchant Association (MPBSMA) believes that high level of standards and control measures would contribute to upgrade the quality, safety and GAP of seeds and oilseeds sector. In addition, this project will assist the technology and hygienic standards in oil milling sector in Myanmar as well as multiplier effects on other agricultural sectors.

Myanmar Pulses, Beans and Sesame Seeds Merchant Association (MPBSMA) is pleased to inform you that we will support the project to be successful and thank you for your kind contribution.

Yours sincerely,

(Tun Lwin)
Chairman,
Myanmar Pulses, Beans and Sesame Seeds Merchant Association (MPBSMA)

Cc: Ministry of Commerce
Republic of the Union of Myanmar Chamber of Commerce and Industry