

STDF 486

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



JANUARY - DECEMBER 2016 – ISSUE N°2

The STDF project on improving food safety and compliance with SPS measures along the oilseed sector value chain was launched in October 2015, with the aim of addressing food safety and SPS-related issues to increase export revenues of stakeholders along the oilseeds value chain in Myanmar.

Through these newsletters, the reports on the progress of the ongoing project are made available to the beneficiaries involved and to all other interested parties.

Improving compliance with GAP and SPS measures by farmers

Activity 1.1 - Baseline Collection

December 2015 – April 2016

At the beginning of the project, a robust collection of baseline data of oilseeds has been conducted along the entire supply chain, to identify the training and capacity building

intervention at different levels (farmers, enterprises and institutions).

The baseline data collection, carried out by the National Baseline Consultant, *Ms. Aye Aye Khaing* with the support of the National Project Manager *Ms. Thit Thit Lwin*, has been focused in the most productive area of oilseeds, **Mandalay, Sagaing and Magway**,

and has concerned primarily the edible oil and oilseed grain of peanut, sesame and sunflower subsectors covering:

- 17 townships from 11 District of 3 Regions
- 13 sensitisation meetings about the project with Stakeholders including Government Institution, DTPCA, DoA, FDA, Chamber of Commerce, Traders Association, Oil Millers Association, NGO, individuals from collectors, farmers
- 18 storage facilities/ collectors
- 18 processors and millers
- 9 exporters,
- 26 processors
- 31 FGDs in 31 villages with 349 farmers from at least 35 villages



This baseline survey has been conducted in parallel and in synergy with a **Market Survey**, implemented by the International Market Consultant *Mr. Heiner Lehr*, so as to identify key import markets and prospective buyers, and to ensure that all market requirements are considered in the design of the capacity building intervention of the project. Report on

the study compiled and available. 54 international and 6 local buyers were contacted in Asia, Europe, Latin America; 21 answered the survey, 19 completed it (32% completion rate). Approx 6 buyers expressed interest.

VALIDATION WORKSHOP

6-7 June, Yangon

A validation workshop with more than 70 relevant stakeholders (17 women) from public and private sectors was held at the Office Tower of republic of Union of Myanmar Chamber of Commerce and Industry (UMFCCI) with the aim to summarize and validate the results of the baseline data collection and market survey and collect recommendation for improvement. The event has been well covered on the local media and newspapers and linked to the NES [Facebook Page](#)

BREAK OUT SESSION 1:

- Selection criteria and action plan for training has been introduced;
- 12 pilot value chains presented by exporters and proposed to participate in the project.

BREAK OUT SESSION 2:

- Presentation of the target markets' technical requirements;
- Presentation of the Buyers markets' technical requirements, specification and quality needed.

BREAK OUT SESSION 3 (in parallel):

- Identifying quality inputs (seeds, pesticides, fertilizer) and discussing over contract farming;
- Match Making B2B

Overall, the participants expressed their satisfaction related to the usefulness of the workshop and agreed upon the importance of creating and strengthening linkages among the various actors of the value chain and compile required quantitative information of suppliers to support market linkages with identified buyers.



“ We, Oil Mill owners, are willing to make

effort as much as possible by establishing the Oil Mill owner association, ensuring that all the mills are in full operation.

We will try hard together with our own means and with the support and assistance of the government, and at the same time we will educate the farmers. Farmers cover the most important role in the value chain as only when the raw material is of the best quality, high quality end products can be expected. We must then raise the awareness of the farmers.

Mr. Aung Shwe

(Vice Chairman of Oil Miller Association)



[1st Project Steering Committee (PSC) Meeting was held on 7 June 2016 back to back with Validation Workshop at the UMFCCL Tower, Yangon.]

CALL FOR EoIs

26 August 2016, Nay Pyi Taw

An Expression of Interest was widely disseminated through media, newspapers, internet to select project beneficiaries (exporters, processors, collectors and for them to identify farmers, HACCP trainers-cum-counsellors, GAP Advisers). The collection of EoIs has been crucial to identify both the experts and the beneficiaries for the development of the following planned activities.

Activity 3.1 – Enhanced Capacity to Apply Food Safety Control Systems based On GHP, HACCP¹.

November – December 2016

The 1st set of capacity building program on Hygiene Practice and Food Safety in Oilseeds

¹ GHP : Good Hygiene Practices ; HACCP ; Hazard Analysis and Critical Control Points

Value Chain for Processors, Collectors and Trainer-cum-Counsellor was conducted from 16 November to 13 December in Yangon, Mandalay, Sagaing and Magway Regions.



Key highlights of the Training activities :

- 10 exporters/ processors participating in the project
 - Pyae Phyo Aung Co.
 - Shwe Tha Zin Co.
 - Aun Kyun Thar Co.
 - Maou Oak Shaung Co.
 - New Golden Gate Co.
 - Du Wun Oil Mill
 - Triple Nine Great Integrity Trading Co. (Myingyan)
 - Soe Moe Tun Oil Mill
 - Myay Latt Thar Co.
 - Amay Htwar Co.
- **Gap assessment visits of participating companies conducted**
- **11 Trainers-cum-counsellors trained**
- **More than 100 stakeholders sensitised on SPS and food safety in international trade**
- **8 FDA inspectors trained**

7 training workshops conducted

- ✓ 2 One-day Awareness Workshops on SPS measures in oilseeds value chain for National, Regional and International

Trade (Yangon, 21 Nov / Mandalay, 29 Nov)

- ✓ 2 Two-days Training Workshop on Hygiene Practices and Food Safety based on HACCP (Yangon, 22-23 Nov / Mandalay, 30-1 Dec);
- ✓ 2 One-day Workshop on documentation for Hygiene and Food Safety (Yangon, 26 Nov / Mandalay, 2 Dec :
- ✓ One-day Workshop on training skills for TcCs (Yangon, 13 December);



Activity 4.2 – Market Survey

MATCH MAKING MEETING WITH RUATA GOCCIA D'ORO

22 & 25 November, Yangon

Identification of potential international buyers and partners in transferring expertise to

Myanmar was facilitated by ITC in synergy with the Chambers of Commerce of Italy and Myanmar. Representatives of project beneficiaries and the Italian Olive Oil and oil seed manufacturing company Ruata Goccia D'oro, came together in a match making meeting, where the EU technical market requirements along with export opportunities have been discussed.

Individual B2B meeting between the Italian company and three STDF beneficiary companies has been held on 25 November at the Myanmar Food Fair. Moreover, samples have been collected from these companies to be analysed at the laboratory of the Italian company.



SELECTED SECTOR AMBASSADORS

28 October 2016

RTo represent sector in relevant international meetings/fora, the two ambassadors for oilseeds sector and oil manufacturing sector are selected at the stakeholders meeting.

PRODUCT SECTOR AMBASSADORS



Mr. Myint KYU
Ambassador (Oilseeds and Grain Sector)
Myanmar Edible Oil Dealer Association

Mobile: +95 (0)9 500 4011
Email: kyumicheal@gmail.com



Mr. Khin SOE
Ambassador (Edible Oil and Oilcake Sector)
Myanmar Oil Miller Association

Mobile: +95 (0)9 509 9378
Email: khinsoe2727@gmail.com

Activity 2.2 – Coaching and training sessions at storage facilities

December 2016

- ✓ 2 customized one-day theoretical training on Hygiene practices and documentation for the storage facilities and collectors has been designed and replicated in Mandalay (3 Dec) and Magway Regions (9 Dec).
- ✓ More than 30 collectors sensitised on GHP 5 TcCs has trained
- ✓ 10 DoA Inspectors trained



Several site visits and hands on trainings for the collection centres/storage facilities has been conducted:

- ✓ More than 30 collectors have been trained on hands-on training for Hygiene

and Documentation in the Mandalay, Sagaing and Magway Regions

- ✓ 4-pilot value chain links has identified
 - ❖ Mandalay, 5 Dec at Triple Nine Collector Ware House
 - ❖ Sagaing, 6 Dec at Soe Moe Tun's Collector Ware house
 - ❖ Magway, 10- Dec at Myint Myat Taw Win Collector Ware house and Amay Htwar Storage Facility
 - ❖ Aunglan Township, Magway Region, 11 Dec at La Pyae Wun Collector Ware House



Project monitoring and coordination and Access to Finance

- ❖ **15 – 25 November:** ITC Mission with L. Ghizzoni (Project Manager and ITC Adviser on Export Quality Management) and M. Aletti (Access to Finance associate expert) aimed to map the existing financial opportunities for beneficiaries and identify the main types of financial needs, presenting the findings at the awareness workshop on HACCP.

- ❖ **17 Nov (YNG):** 2nd PSC Meeting for the approval of the mission plan for the coming 6 months.



[2nd Project Steering Committee (PSC) Meeting was held on 17 November 2016]

UPCOMING EVENTS 2017



GAP Training Plan [Output 1]

- ❖ To conduct Inception Workshops for Farmers;
- ❖ To conduct ToT and expert capacity building training program on implementation of GAP system;
- ❖ To organize 2 missions pre-harvest and post-harvest season for the practical

- ✦ training on GAP implementation and compliance with SPS measures;
- ✦ To coach the farmers by trained expert.

Training Plan for Collectors [Output 2]

- ✦ To further train and monitor improvement of collectors on Good Hygiene Practice and Good Storage Practice;
- ✦ To provide equipment, necessary tools and materials and training on the use of the tools.



PLEASE JOIN OUR FACEBOOK PAGE

<http://www.facebook.com/itcoilseedsmyanmar/>

HACCP, GMP, GHP Training Plan [Output3]

- ✦ 2nd mission on HACCP Plan training and 3rd mission on Internal Audit training for HACCP;
- ✦ Coaching and monitoring the processors on implementation of HACCP, GHP and GMP with the support by the TcCs

Market linkages [Output 4]

- ✦ To assist the processors on preparing the marketing/promotion materials;
- ✦ To arrange Business Matching event and Study Tour.

HACCP Trainers-cum-Counsellors participating in the project



SHWE SIN, TcC,
Myanmar
Engineering Society,
Mandalay



HAN THI TUN, Laborat
Technician, Myanmar
Inspection & Testing
Service



THAN TUN WIN,
Inspector, Myanmar
Inspection and
testing services



SAN MYA MYA WIN,
TcC, Departme of
Consumer Affair,
Mandalay



MOE NAING, TcC, I am
Thinking Opportunity,
Mandalay



THET THET NAING,
TcC, Department of
Consumer Affair
Mandalay



EI EI HTWE, Laboratory
Technician, Myanmar
Inspection
& Testing Services



KHIN MOE MYINT, TcC,
Director Kaung Myat Kyw
Trading and Warehouse



SIST NAUNG, TcC,
Asia Pacific Inspection
Agency



HLA MOE KHAING,
TcC, Department of
Consumer Affair,
Magway



NAMRATA
WAKHALOO, Food
Safety Expert



THIT THIT LWIN,
National Project
Manager

Contact

Ms. Ludovica Ghizzoni
Adviser, Export Quality Management
Email: Ghizzoni@intracen.org

Ms. Thit Thit Lwin
National Project Manager
Email: tlwin1@gmail.com

Enterprise Competitiveness Section
International Trade Centre
Tel: +41 22 7300638; Fax: +41 22 7300576
Website: www.intracen.org
Twitter: twitter.com/itcnews

STDF Myanmar Oilseeds Project
Tel: +95 5 79 168 7685; Tel: +95 9 506 0902
Website: www.intracen.org