

## Success Story in Grape Value Chain

In the light of the technical supports, farmers were not really aware of this technical significance so-called pruning that actually is playing a big role of increasing and improving their product before. As their own traditional way (usual practices), they just planted it accordingly. Meanwhile, CORAD had identified this need for the PG group during the filed visit in the villages.

As the result of its usual practices, the stock and big branches died back by pest, the farmers from Sezang and Limkhai Village from Tedim Township and Sunthla and Bualkhua Village from falam Township were facing a critical problem for controlling and handling the pest and disease that will ultimately be destroying the stock and big branch of grapes. Since the stock is unhealthy, it is radically decreasing in terms of quality and quantity of fruits, effecting the condition of market and price.

After introducing the technical practice of pruning coupled with a careful observation learnt from the training itself on pest and disease.

After providing the technical packages ( IPM, Compost Marking & Usage, Market information and Pruning System tested the experimentation plots), there is a radical change in which the two of pruned and unpruned grapes are significantly compared, resulting that the branch of the grapes are more, the fruit become bigger and beautiful in its content and colors in this newly pruned grapes.

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## Improving Value Chains & Market Access



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### Overall Objective

To increase the income of producers through better value of their sales (higher volume, higher price, better quality)

### Specific Objectives

- To strengthen the capacities of the pproducer groups for improving their production, post-harvest management and marketing
- To support the Producer groups for establishing effective links with buyers and providers



### Value Chain & Market Approach

Phase 1: Value Chain Analysis and Elaboration of Action Plans



Phase 2: Support to Producer Groups' Action Plans and establishment of linkages with market actors



## Most Significant Changes – Grape Value Chain

### Experimentation of Pruning Practice by 4 Grape Producers



Significant changes in volume & quality of grape before and after learning pruning for the Grape Producers



### Introducing new grape packaging for better transportation



Introduction of new grape packaging has reduced the post harvest losses that producers faced when transporting grape to markets



### Successful price negotiation between producers and buyers

The conduct of Inter-Professional Workshops paved the way to negotiation processes between Grape Producer groups and Buyers. As the result, Tedim producer groups and Kalay grape buyers negotiated in June 2018 (before harvest) a price of 1000 MMK per viss when it was only 800 MMK in 2017 and 700 MMK in 2016

In Falam Township, CORAD supported the producer groups to stand for a fixed price of 1400 MMK per viss to be paid by Falam Wine processors (200 MMK per viss more than last year)



## Training of Producer Groups

After forming Producer Group (PG), the PG members elaborated their Action Plans based on the gaps and opportunities identified during the Value Chain Analysis.

With reference to the PG's needs, CORAD provided training on:

Training topic	VC	PG Members
Integrated Pest Management	Grape	116
	Onion	80
Compost making training	Grape	82
Pruning	Grape	144



## Main Activities & Results on Value Chains

- ❖ Based on production & market survey on 7 identified crops, **Selection of 4 crops** based on market & technical criteria: **onion, grape, elephant foot yam and tree bean**
- ❖ Value Chain Analysis for the 4 selected crops conducted with producers and market actors
- ❖ **18 Producer Groups or PGs** (?? for grape, ?? for onion, ?? for EFYT, ?? for tree bean) elaborated their Action Plans
- ❖ **Inter-professional workshops** with Value Chain actors
- ❖ **Technical training provided to PGs based on their plans**
- ❖ **Four** exposure visits to other regions of Myanmar to learn on production, processing and marketing practices
- ❖ Financial support to innovative technologies for improving production, commercialization and processing
- ❖ **Small Business Development training** provided to 18 PGs



## Inter Professional Workshops

### Objectives

1. To share the result of the Value Chain Analysis and discuss on gaps and opportunities
2. To propose joint actions to improve Value Chain gaps: production, product quality and Price

### Main results:

- Collective Sales by Producer Groups
- Improving product (volume and quality)
- Structuring the actors for price negotiation



## Training on Small Business Planning & Management

### Objectives

1. To build the capacities of PG members on Business Planning & Management and Marketing
2. To support PG for developing small processing units



### Main results:

- Training of 8 CORAD staffs
- Training of 18 PG
- Setting the business plan of the Wine Processing unit planned by Sezang PG

## Exposure Visits

PG Representatives and Processors/Buyers visited to:

- Red Mountain and Ayetharyar Vineyards in Shan State
- Onion Wholesaler Market in Pakokku, Magway Division
- EFYT Producers and Processors in Kanpalet, Chin State
- Tree Bean Markets in Tamu Township



Red Mountain Vineyard



Ayetharyar wine production



EFYT Dryer in Kanpalet, Chin



Onion Market - Pakokku