

# Value Chain of Mango in Myanmar



**Japanese Food Industry Tour  
For Development Food Value Chain in ASEAN**





# MYANMAR TEAM



- **Yin Nyein Aye**
- **Ei Mon Kyaw**
- **Ami Aung**
- **Yee Mon Phyو Hlaing**



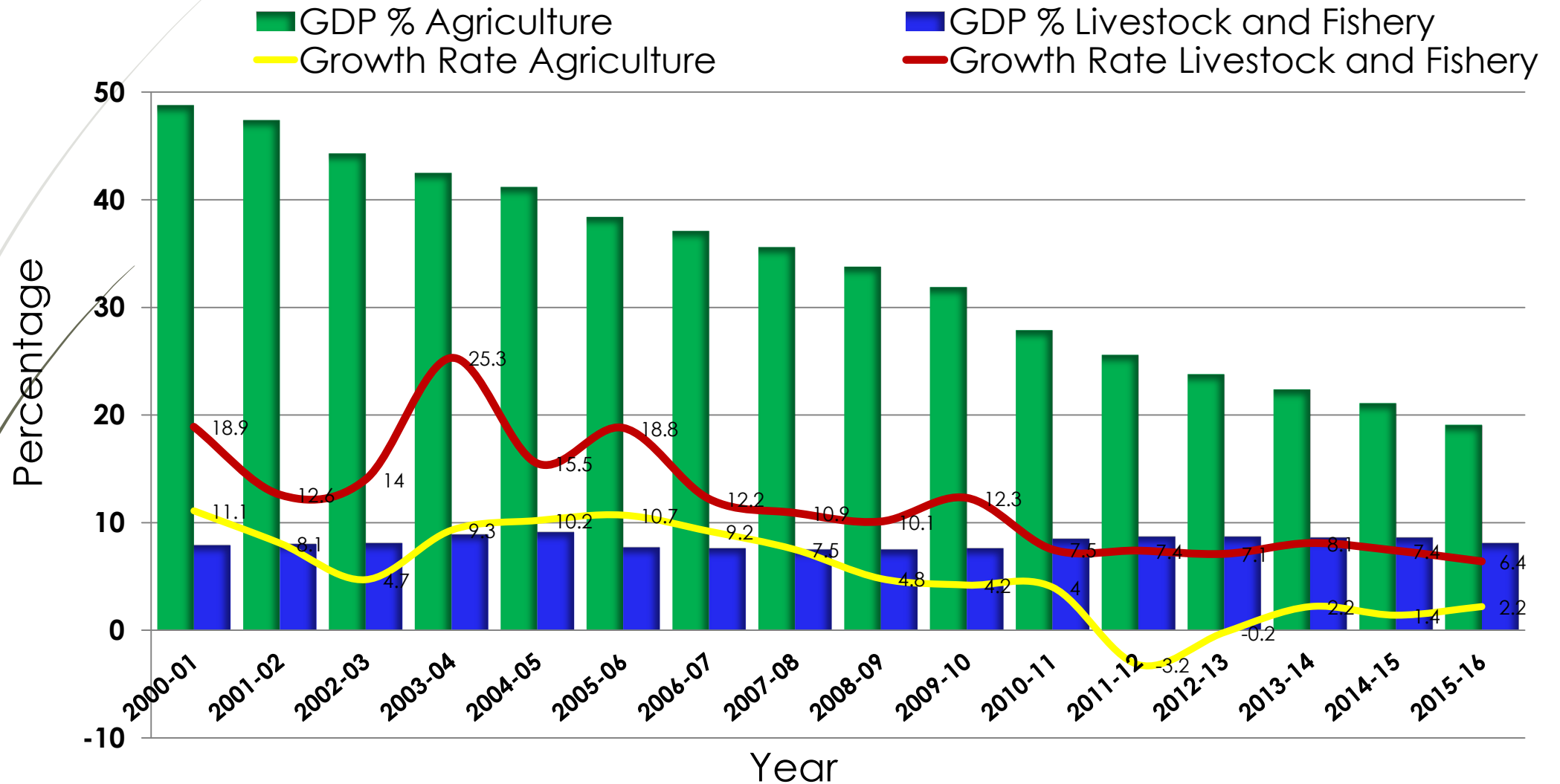
# Background



**Area**  
**Population**

- 67,659 million hectares
- 51.702 million (2015)

## GDP Share and growth rate by sub-sector



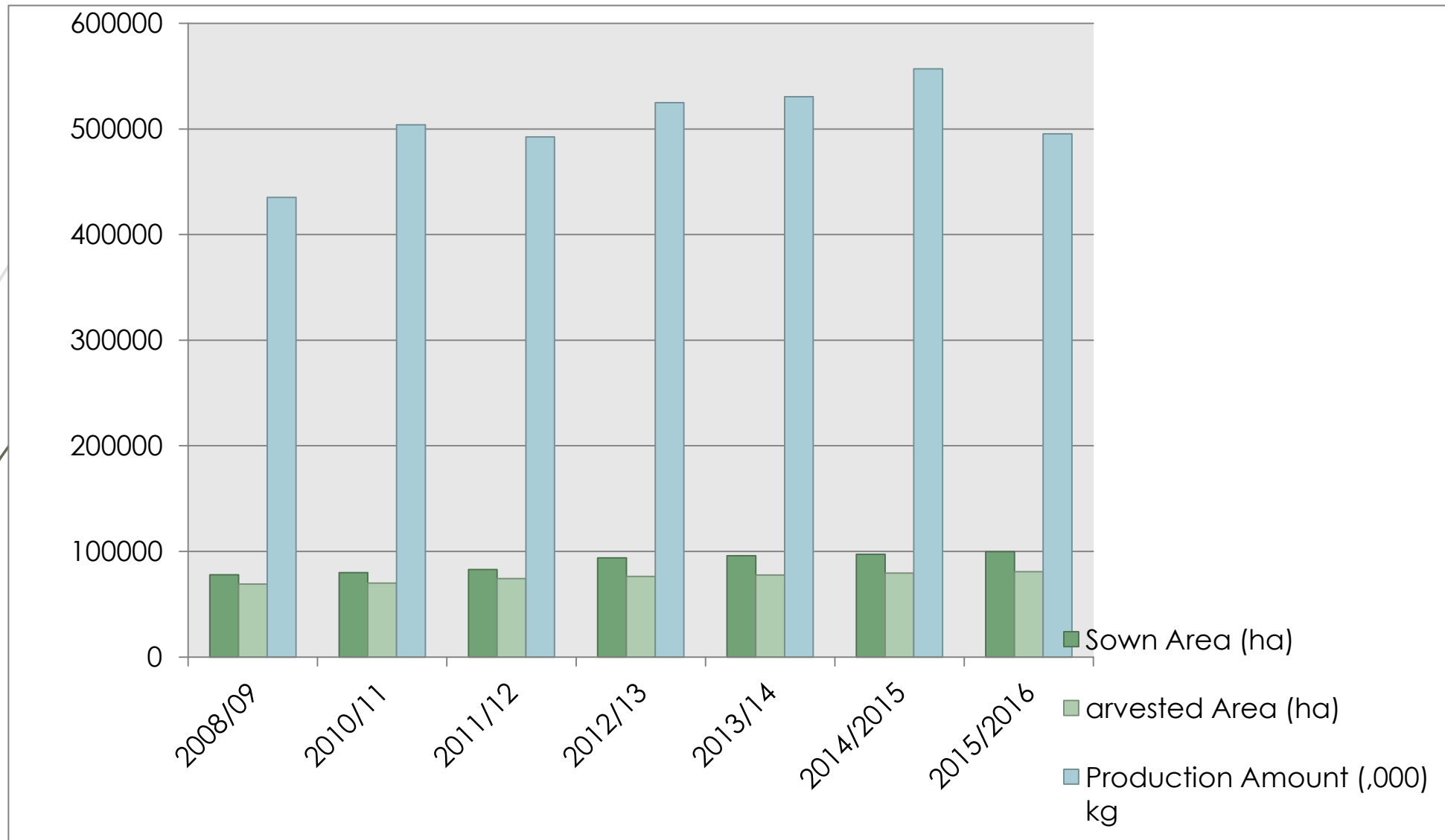
# Major Crops

- Rice, Maize, Pulses and Beans – major export crops
- Mango, watermelon, musk melon, grape, orange, pineapple, plum
- Asparagus, chili, onions





# Mango Production, Varieties and Use















**Sorting**



**Processing**



**Packaging and  
storage**





**Packaging**



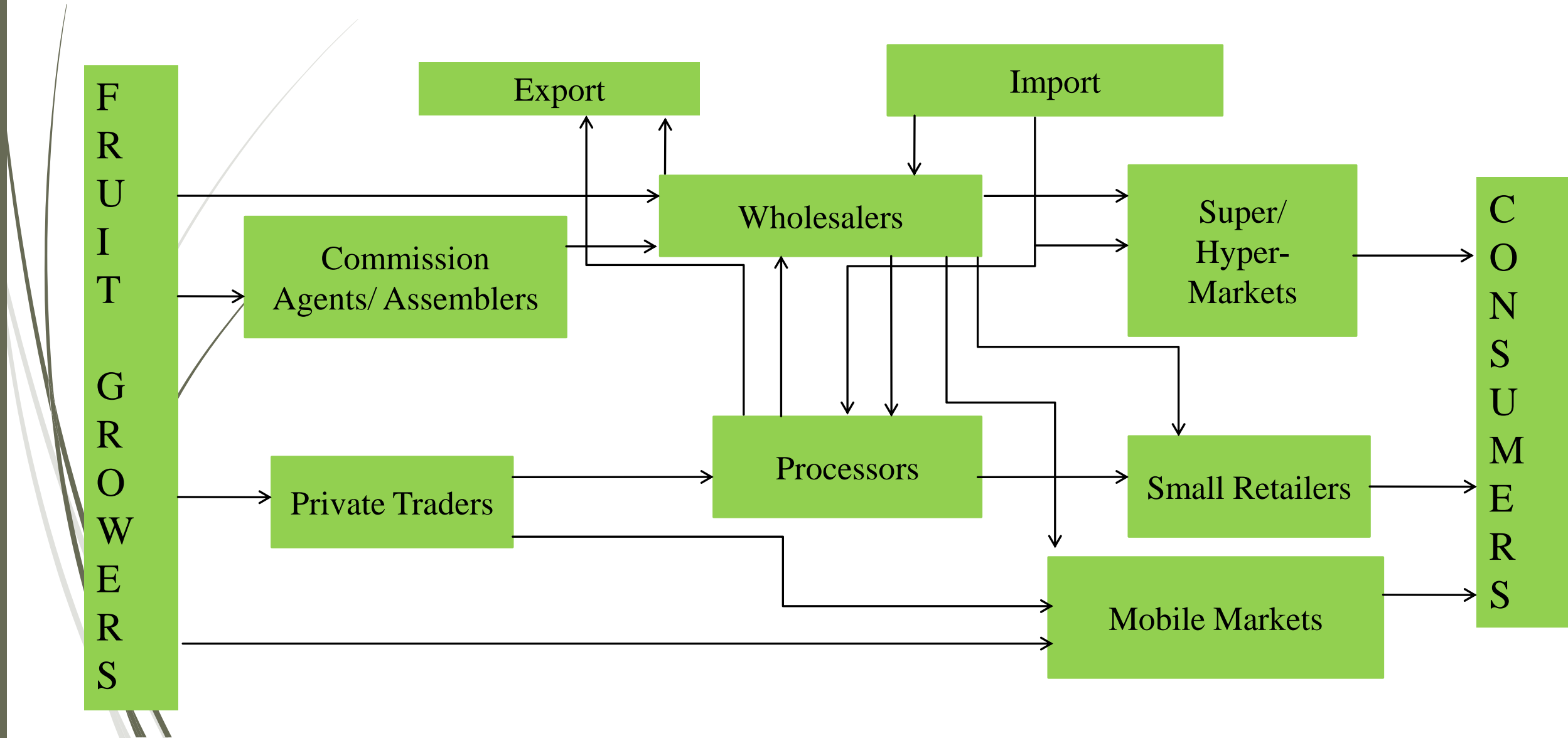
**Transportation**



**Marketing**



# Value Chain of Fruits



# Price Fluctuation of Mango

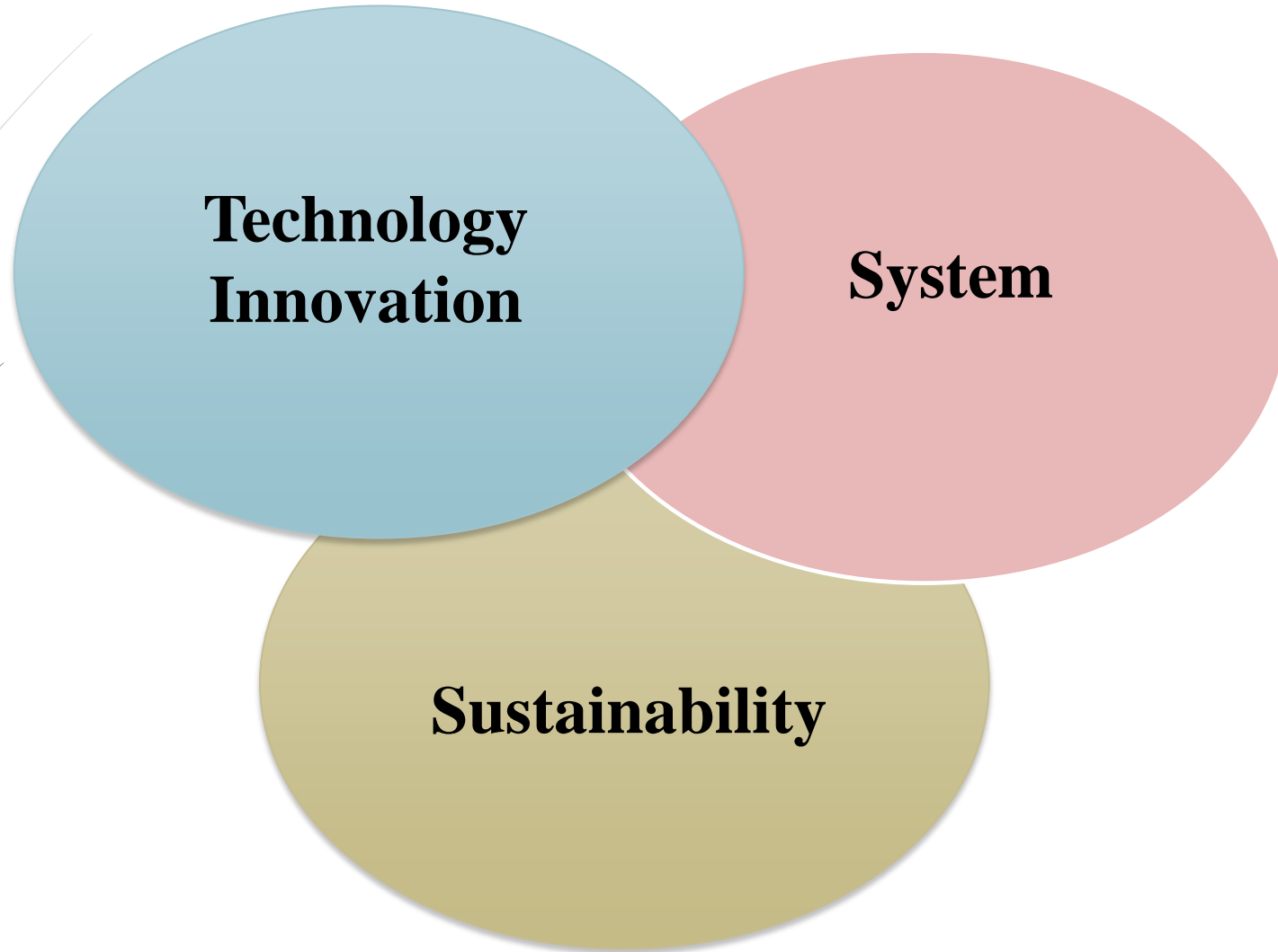
- The seasonality of mango can cause price fluctuations throughout the year
- At the beginning of harvesting in March and April, the price is high
- The price goes down very sharply and reaches its lowest point in May and June, after which it goes up again to the end of the season in August and September because of scarcity



**What we had learned.....??????**



# Lessons learned from Japan



# Technology Innovation



# System

- Systematic structural function
- good linkage of farming, trading and ecotourism
- Formation of JA groups and working in linkage with the different cooperative groups- that secure system drive the market chain well and farmers
- Different stakeholders work efficiently and cooperatively
- Setting up of necessary laws and regulation for the smooth linkages is excellent



# Sustainability

## AEON Mall

- Distribution of eco-friendly products to the consumers
- Promoting Organic product
- Fair trade products

# Ways to improve Mango Market in Myanmar

- Mango quality
- Disease and Pest management
- Need to establish Packing house system like Ota market
- Processing Factories
- Create wholesale market
- Value added product

# Lesson learned for Myanmar

- Value added products of Mango
- Agri- tourisms related with mango farms
- To carry out the safety and secure of mango for consumers (GAP)
- Environmental friendly agricultural practices
- Fruit loss control
- Research and Human Resource Development in all aspects



# THANK YOU!

