



Partnering to export traceable, high grade, sustainably sourced rice from Myanmar



About Myanmar's rice sector

Rice is grown in 34% of the country's total cultivated area in 2016. Paddy yields are persistently low compared to neighboring countries because of inefficient use of inputs such as fertilizer, crop protection agents and water. Economic liberalization, sector policy reforms, and an increasing openness to innovation and international cooperation present promising signals for the Myanmar rice sector.

"Linking Laputta to Markets" (LLM) Project

With support from Mercy Corps, funded by LIFT and Awba.

The LLM project is focused on increasing incomes through agriculture, skills, and employment in Laputta, a town in the Ayeyarwady Region of south-west Myanmar. The project aims to improve the capacity of Farmer Producer Groups (FPGs) to become professional and market-oriented enterprises through market linkages and vocational training.

Golden Sunland

Golden Sunland produces high-quality rice through responsible farming from seed to harvest. A Singapore-based company, they have been working with MAN and our members to bring top quality fresh harvests from the fields of Myanmar to the world at affordable prices.

An end-to-end rice producer of high grade, traceable and sustainably produced rice for the export market. Golden Sunland was looking for a partner who could help develop a community of rice growers who could be relied upon and coached to grow hybrid rice to strict quality specifications. Golden Sunland's inclusive business approach ensures the farmers benefit from access to high quality inputs and know-how. The low glycemic rice produced in collaboration with the local farmers elevates the status of a common staple to a premium item that addresses the global challenge of an increasing diabetic population.

Grow Asia and the Myanmar Agricultural Network identified the complementary relationship between Mercy Corps and Golden Sunland and facilitated the linkage.

Product

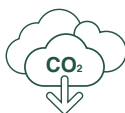
In June 2019, the pilot project covering 200 acres were harvested. The final product, which is sustainably produced, traceable and high-grade, is also certified as having a low Glycemic Index (GI) and is available through major retailers in both Singapore and Myanmar.



Impact of Multi-Stakeholder Collaboration



Increased yield and net income by **over 30%** for participating farmers.



Reduction of carbon emission by increased productivity and decreased use of fertilizer.



Establishing the Myanmar brand through successful export.

