



Market opportunities for agro-ecology products from Myanmar

Ei Khin Khin
Managing Director
Banyan Green Services
(cooperating with Gaihahita),
Organic products and marketing consultant



To develop
Agro-

ecology, one
of the main
actions is...



...to emphasize a few
products:

- *high on quality*
- *typical from Myanmar*



We have to ask ourself a few questions :

- **what products can allow market boom ?**
- **what products have a high quality margin ?**
- **what products are rewarding for farmers, in income, dignity and pride ?**

Product: **S**ustainable, **M**arketable, **S**uitable,

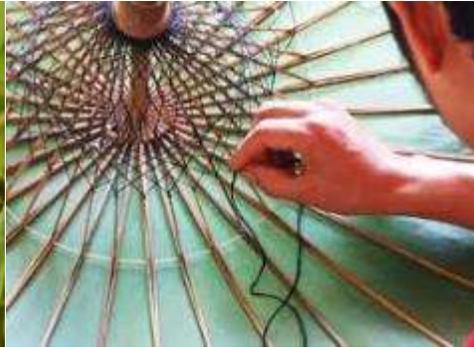


*Let's move to a **Market Development Strategy** :*

- 1) With communication tools** for the global agro-ecology movement + each product, each region (**using the GPI opportunity**)
- 2) With lobbying tools** in front of Government, medias, institutions, distribution sector
- 3) Process to allow best products** : quality, taste, healthy, with a good image...



Some Myanmar Products





Focus on organic Market

- **Huge potential** in Myanmar : mentality, big land availability
- Many farmers are doing organic, but not **knowing it's a market**
- complete **lack of cooperation** among farmers and organizations
- Many tools on **certification**, but with disorder
- **Huge Momentum** this last year in Yangon
- **3 distribution** companies right now /
 - → Everything still remains to be done !



Thanks
a bunch