FoodTechHolland

Consortium of leading companies and knowledge institutes from the Netherlands is committed to strengthen the poultry sector in Myanmar, in close cooperation with their local counterparts.











Food security: growing demand for protein-rich products

Since 2011, the Myanmar government has opened the country to the global market and has taken significant social and economic reforms. As a result, Myanmar is now growing at an annual rate of 7-8%. Nevertheless, various challenges remain.

Current consumption of poultry meat (<6kg/head/year) and eggs (<40pcs/head/year) is relatively low compared to other countries in South East Asia. However, population growth, urbanization and increasing purchasing power of a rising middle class result in a strong increasing demand towards more protein-rich products, such as poultry. Consumption of poultry products in Myanmar is therefore expected to more than double within the next 10 years.

Consequently, there is an enormous potential for capacity expansion in domestic poultry production, slaughtering and (further) processing activities. This will however have to go hand in hand with improving the competitive position, which requires a strong increase in productivity, amongst others by improving knowhow and the skills of those working in the poultry sector and develop and introduce enhanced (knowledge-intensive) and appropriate production systems.

Taking into account that Myanmar has the potential to produce sufficient resources to meet domestic feed demand, the poultry sector can contribute significantly to the country's economy in terms of economic development and job creation.

Public-private partnership: adding value in Myanmar

The Netherlands would like to contribute to the development of the poultry sector, as it is internationally renowned for responsible production of poultry products, innovation and creating added value. Policies & processes applied in the Netherlands regarding food quality, product safety and hygiene are considered as the highest international standards. The Dutch poultry sector (knowledge institutes, government agencies and private sector) can add significant value in developing a more competitive and responsible poultry sector in Myanmar. At the same time, the Myanmar poultry sector offers business opportunities for Dutch companies.

In March 2015, the Embassy of the Kingdom of the Netherlands in Myanmar has facilitated, in close cooperation with the Myanmar Ministry of Livestock, Fisheries and Rural Development and the Myanmar Livestock Federation, a mission of the Netherlands poultry sector to Myanmar. As a result of this mission a consortium of leading companies and knowledge institutes from the Netherlands is committed to cooperate in strengthening the poultry sector in Myanmar. Partners are Van Aarsen, De Heus, Pas Reform, Belgabroed, Marel Stork, Aeres vocational training institute, MSD Merck Intervet and GD Animal Health.

The Netherlands-Myanmar Poultry Cooperation is coordinated by Larive International, in close cooperation with the Myanmar Livestock Federation and the Embassy of the Kingdom of the Netherlands in Myanmar.

Approach

The strength of Netherlands-Myanmar Poultry Cooperation lies in its integral approach towards the poultry value chain and cooperation between innovative companies offering complementary knowledge and solutions to respond to the increasing demand for poultry products in Myanmar. This allows for efficient linkages within the entire poultry value chain, stimulating knowledge transfer, accessing human resources and enabling technical capacity building.

All parties contribute to this cooperation in terms of time and/or investment. The cooperation receives grant funding from the Dutch government within the context of the 2g@there OS program. The project has a 2.5 year timeframe and officially started on September 1st 2015.

LARIVE INTERNATIONAL

Ministry of Foreign Affairs of the Netherlands

Holland.

Objectives

Goal of this cooperation is to strengthen the poultry sector in Myanmar, mainly by transfer of knowhow (e.g. providing training programs) and demonstration of best practices. Besides, the cooperation aims to encourage Dutch parties to establish/expand their presence and investments in Myanmar.

In discussion with amongst others the Myanmar Livestock Federation, public and private parties active in the poultry sector in Myanmar and Dutch poultry experts, the following focus areas have been selected:

- Animal health & diseases.
- Breeding, hatchery & farms.
- Feed.
- Food safety & product quality.

Furthermore, this cooperation aims to improve sustainability within the chain, trigger and support entrepreneurship and share values about integer business practices and animal welfare.

Activities

Training programs:

- Breeder & hatchery management.
- Poultry health & disease control.
- Food safety & product quality.
- Feed formulation & feed mill efficiency.

Demonstration projects:

- Hatchery.
- Semi-closed poultry house.
- Slaughterhouse.

During the course of the cooperation various other activities will be executed, including sector analysis, feasibility studies and exchange programs between Myanmar and the Netherlands, during which poultry experts will visit and analyse poultry farming facilities, meet private and public stakeholders and participate at relevant industry exhibitions.

Target groups

Target groups are particularly middle management of domestically owned private sector parties (feed mills, broiler and layers farms and slaughter markets), government agency officials, university & vocational training institute lecturers, PHD's and (post-graduate) students.

Goals: envisioned outcome and impact

- Increase knowledge levels of poultry farm managers and their employees (capacity building).
- Improve income levels of involved organizations, business owners and employees.
- Facilitate entrepreneurship.
- More efficiently operating poultry value chain (market access, transparency, competition).
- Create more value locally.
- Introduction of international best practices and implementation of international standards (food safety, working standards/procedures, business ethics).
- Contribute/suggest improvements on the relevant legal framework.

Feed mill design, machinery and construction technology.

Animal feed & nutritional products for cattle, pigs, poultry and aquaculture.

Incubators, hatchery automation and climate control.

Supplier of one day old chicks.

Poultry processing systems for broilers, turkeys and ducks.

Training for dairy farming, pigs, poultry, animal feed and horticulture.

Vaccines and pharmaceutical medicines.

Animal health programmes and laboratory diagnostic services.

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