Conference: “Investing in sustainable Agriculture”

Myanmar and English versions of the presentation by

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Ready supply one stop service Fresh fruit
Vegetable/meat
Quality

Food safety
consistant supply

Demand

customer
Needs

Supply chain

Weakness
Resources

cleaning/processing/packing/storage

Supplier

Safety
The supplier should ensure quality and attention to detail. The quality of the foodstuff should be consistent and meet the standards set by the buyers. Schedule delivery and packaging standards must be adhered to. Technology, infrastructure, and cold rooms are essential post-harvest operations to maintain the quality of the product.

- Supply and demand must be balanced, ensuring that the supply meets the demand. Post-harvest technology and infrastructure are crucial for maintaining the quality of the product.
contract farming ကို အများအားဖြင့် တိုးတက်ကြည့်သည်။

demand နှင့် supply ကို အများအားဖြင့် တိုးတက်ကြည့်သည်။

Food safety ကို အများအားဖြင့် တိုးတက်ကြည့်သည်။

export ကို အများအားဖြင့် တိုးတက်ကြည့်သည်။

quality နှင့် quantity out put ကို အများအားဖြင့် တိုးတက်ကြည့်သည်။...
Today consumers have less and less time to shop so they want a one stop service for their shopping where they can buy everything at the same place.

City mart is trying to supply the best quality of fresh fruits, vegetables and meat.

Today as the needs of the consumers change, so does the demand.

The customers want food safety, quality and a consistent supply. Customers are annoyed if they can’t find what they are looking for or if what they are looking for is in short supply. This inconsistency in the supply happens because of weaknesses in the supply chain.

City Mart doesn’t have a “ready supply” of food stuff so City Mart has to invest resources in processes such as cleaning, processing, packing and storing.

City Mart still has to buy raw or semi processed food and use its own resources to finish the processing themselves.

In other countries food suppliers provide retailers such as City Mart quality finished products, packaged, in sufficient quantity and the transport system is good and there is insurance of the product safety.

In Myanmar, suppliers don’t give much attention to quality. Moreover, if City Mart wants to purchase only the best quality products, then the supplier will only sell the best quality products if City Mart purchases the whole batch (including the best and the worst quality).

To produce quality products, farmers have to care much more for their crops, plan step by step the production etc. But farmers consider this as being much too time consuming so they don’t want to be bothered.

Weaknesses include: lack of knowledge from the farmers, weather/climate and the problems linked to transportation. As a result the quality of the products is not constant.

In some instances, fruits are harvested when they are not ripe so they can ripen during the long transport. But once they reach the market the quality is not satisfying.

Farmers don’t grow their produce following clear guidelines especially when it comes to vegetables. Growing vegetables requires specific knowledge on how to do it, which is not the case with many farmers.

City Mart wants to provide quality and quantity. City Mart customers want to buy quality and safe products.

In other countries, there are supply chain standardization and packing systems in place. There are exact packing systems. There are also standardized packing material, quality standards, food safety standards, insurance and good transportation.

Here in Myanmar, we have the problems mentioned above.

Moreover, there is an imbalance in supply and demand; a weak investment in the value chains and little technology: we need cold rooms and infrastructure.

In Myanmar, there is little knowledge on post harvest.

Now we are trying with other companies to develop contract farming practices. City Mart is also trying to meet the demand in terms of quality and food safety.
Today we have the chance to export food to other countries, to do so we have to improve the quality and output quantity.