

## Partnership Overview

This partnership pilots the development of a new regional market for an international seed supplier in Kayin, Myanmar, primarily using a ‘female lead farmer’ model. This initiative aims to improve smallholder farming practices through training and demonstration plots, and facilitate market linkages to support farmers to sell their produce. This initiative brings together two organisations already active in agriculture in Myanmar: East West Seed (EWS) and Mennonite Economic Development Associates (MEDA). MEDA is currently active in 29 villages in Kayin, improving rice production and working closely with the private sector. EWS is working with over 4,000 smallholder farmers in other parts of Myanmar, and across South East and South Asia.

## Shared Value

EWS already has good market share for its vegetable seed sales in Myanmar, however, not across all parts of the country. This initiative allows EWS to grow its seed sales in a new state, which is rebuilding following 60 years of armed conflict. Supply chain actors, including input suppliers, traders and wholesalers will benefit from the availability of new products and business opportunities. Around 6,000 farmers will increase their productivity and incomes through access to new, higher yielding vegetable seed varieties and the use of better farming techniques.

### East West Seed (EWS)

EWS has been selling seeds in Myanmar for over 10 years, and has credibility as a local, ethical business. They work closely with smallholder farmers and input suppliers, and research environmental conditions to improve tropical vegetable varieties. EWS estimates that more than 100,000 Myanmar farmers already benefit from the company's improved seed varieties. Under this initiative EWS will provide training to farmers and input suppliers and incentivise seed promotion.



### MEDA

For 60 years MEDA has implemented market-driven initiatives in the developing world. MEDA focuses on market systems development, inclusive financial services and investment-led programming. MEDA has a strong history in agriculture, building and strengthening the business foundations and commercial relationships smallholder farmers need to improve their livelihoods. For this initiative MEDA will embed a female farmer approach while generating lessons learned to be shared with agribusinesses and other stakeholders.



### Department of Foreign Affairs and Trade (DFAT)

DFAT's expertise in development contributes to building stronger, more inclusive private sector growth in the Asia-Pacific region. DFAT does this through sharing its deep knowledge of business, political and regulatory environments, access to professional networks and catalytic funding. The BPP is designed as an entry point for new partners, Australian and overseas entities, to work with DFAT to deliver social impact and commercial returns in the region. The BPP actively promotes initiatives that drive women's economic empowerment.



### Location



Country  
**Myanmar**

Region  
**South East Asia**

**Total Funding**  
\$664,550



DFAT  
Contribution  
\$323,475

Private Sector  
Contribution  
\$341,075

**Beneficiaries**



Up to 6,000 farmers  
(80% are women)

**Sectors**



Agriculture

**Shared Value Proposition**



Reconceiving product and/or market  
Redefining productivity in the value chain  
Enabling local cluster development