

Title Marketing and distribution systems of fresh produce in Myanmar
Authors H. Aung, S.H.L. Htoo and H.P. Aung
Citation ISHS Acta Horticulturae 712: 939-946. 2006.
Keywords Marketing; distribution; fresh produce; quality management; discounts

Abstract

An extensive study was made on the marketing and distribution systems of fresh produce in Myanmar in 2004-2005. The study sites were various farms and local markets in the central area of the country and the largest wholesale centre in Yangon. Plant brokers play the key role in the whole business. When the market is very competitive, the growers can enjoy on-firm sales tipped on their side. Normally they have to bring their produce to a buying depot situated on the main road and sell it for the day-to-day price. There can be, in some areas, a sort of growers' association selling their commodity direct to the wholesalers. Marketing systems are very interesting-quite different from region to region and from crop to crop. The same produce can be sold by number count, by weight or by volume. The discount system is also varied. The brokers try to get more advantage. The crop forecast and market intelligence of some brokers is of amazing wonder. The main means of transport is trucks and the major flow of commodities is to large markets and to the border areas. Retailers are also very active in distribution of fresh produce in the local and street markets to the consumers even up to their doorsteps in remote hamlets and fields. The quality management throughout the commodity chain is mainly physical based on local materials and traditional wisdom. However, quality of packaging is becoming common with some commercial fruits.