



Final Report of

Nutrient-rich small fish production, processing and marketing in Myanmar and Zambia project (SPM)

Award: Seeding the future global food system challenge

Total budget: 250,000 USD

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Executive summary

The project "Nutrient-rich small fish production, processing, marketing in Myanmar and Zambia" (SPM), funded by Institute of Food Technologists is completed after 18 months of implementation (February 2022-July 2023). The project aimed to promote inclusive and sustainable integrated agriculture and nutrition pathways by improving production, processing, and marketing of nutrient-rich fish to increase income and dietary diversity, change nutrition and agriculture/aquaculture production behavior, and reduce poverty among vulnerable populations.

The SPM project worked with a range of partners including the government, civil society, and private companies to manufacture, distribute and promote affordable and highly nourishing fish-based nutrition solutions for poor households, especially women and children who are at risk of undernutrition and micronutrient deficiencies.

In both Myanmar and Zambia, the project in partnership with local food companies developed nutritious fish-based products (cookies, chickpea balls, noodles, porridge) that are suitable for the local consumers resulting in improved nutrition. For Myanmar, the products underwent a series of laboratory analyses in Thailand and Myanmar, which confirmed the products are safe for consumption and have a considerable amount of bioavailable protein, iron, and zinc. In parallel, the project team conducted consumer survey and brand development to come up with the name "Happy Fish" which is currently marketed via trained local sales agent, mostly women and youths. While in Zambia, a fish-based porridge product was tested in the communities and is undergoing a government certification process after which it can be distributed in the local markets.

Moreover, the project team in Zambia trained 104 women farmers on polyculture methods of farming small indigenous fish species (SIS) and pond dyke vegetable production to enhance diet diversity. To ensure sustainability, the trained farmers will transfer their knowledge and supply SIS broodstock to other farmers in their own communities.

Furthermore, both country teams conducted dissemination activities stressing the importance of fish and aquatic foods in the diets by using multiple in-person and online communication platforms. Over 50 training, awareness raising activities, and stakeholder meetings were conducted reaching over 9,000 individuals. The utilization of social media, local agriculture application software, and local TV and radio channels contributed widely in reaching more than 500,000 people beyond the project areas.

The SPM project demonstrated success by creating innovative approaches through the production and marketing of food-based products relying on local solutions increasing community resilience to climate change, shocks and political issues (Myanmar). The project serves as a good foundation for future projects that will continue to benefit women and young children.

Description of activities

After 18 months, the SPM project in Myanmar and Zambia is completed with numerous achievements highlighted below for each program outcome:

Outcome 1 - Zambia: Improved production and productivity of household ponds and dykes, using innovative technologies that include small indigenous fish species (SIS) and carps in ponds.

In Zambia, at the beginning of the project, the team undertook mobilization and sensitization activities to 183 farmers (F=132; M=49; youth 48) in 7 districts in the Northern region of the country. In the said activities, the team highlighted the role of aquatic foods including SIS in improving nutrition among pregnant and lactating women (PLW) and under five children (U5) and in increasing income for the family. Moreover, 7 training events on Small-Scale Aquaculture (SSA) technology were delivered to a total of 98 farmers (F=73; M=25) and 4 Department of Fisheries officers (see annex 1).

During the project implementation period, the trained farmers transferred knowledge by training 128 household community members on nutrition and polyculture. The households have shown interest in using the polyculture system to improve household nutrition and food security. Additionally, the trained farmers provided SIS broodstock to some of the trained households as a way of ensuring sustainability.

To ensure adherence to project objectives, the project team visited and supported 61 farmers in Northern, Luapula, and Muchinga provinces. The team conducted hands on training and guidance on fish management and basic nutrition. With regular monitoring and support, the performance of polyculture farmers in all project districts is good. Majority of the women farmers expressed their happiness over the intervention by highlighting the benefits for both the households and the community.

The farmers provided with SIS broodstock last year have already started partially harvesting as of December 2022 with an average of 2kgs per harvest. Moreover, the farmers reported consuming SIS from their ponds at least 10 times in a month. Due to high productivity of SIS in the ponds, some farmers have started constructing additional ponds to expand production. For instance, a farmer in Mansa district constructed 4 additional ponds (100m²) which only started with 400 SIS broodstock supplied by the project. As a ripple effect, a number of farmers increased their income through selling the surplus of their harvest; price ZMW 35/kg (1.85 USD/kg).

Furthermore, to facilitate integration of vegetable and fruits in pond embankments increasing diet diversity, the team distributed a total of 600 banana suckers, rape (*Brassica napus L.*) and bags of potato seed to project participants this year.

Outcome 2 – Myanmar and Zambia: Increased production of local food products with dried small fish powder through the private sector.

The partnership with FedWell foods produced a total of **2,664 packs** of "Happy Fish" products (chickpea balls, cookies, noodles, porridge, and complementary food mixture) enhanced with dried small fish powder. Prior to that, an online consumer survey was conducted with 300 respondents which informed the team on local consumers' food habits and their ability to pay for such products.

The "Happy Fish" brand is now available through 21 trained local sales agent (90% women and youth) in selected communities in Yangon. After testing the nutrient content in Myanmar and Thai laboratories, the products have considerable amount of bioavailable protein, iron, zinc and calcium which can address nutrient gaps among young children and women. Microbial and heavy metal contaminations are at an acceptable amount, and the shelf life of the products are for 2 months.

In addition, recognizing the importance of fish paste (>3kg/capita/ year), a fermented fish product made of fish and salt, in Myanmar diets. The team collected 14 samples of fish paste in 5 regions/state, and subjected to laboratory analyses as reports indicated that these products are made with poor food safety standards which poses health risks. The results showed that on average the samples have >2.5g/tablespoon of protein, >150mg/tablespoon of calcium, and >1g/tablespoon of Zinc. However, sodium content is as high as >800mg/tablespoon which needs to be consumed in very limited amounts. An improved processing technique is required to address the issue.

In parallel, the project team in Zambia engaged with <u>Eunimos</u>, a local agriculture and food company to help improved the shelf life and attractiveness of the dried small fish powder-based porridge product. A total of 1100kgs was produced and distributed to malnourished children by the end of the project (see annex 5 for photos).

Initially, the first batch of porridge produced has a small amount of Vitamin A, and after consultation with the Ministry of Health, carrots (a rich source of beta carotene) was then added to increase its vitamin A content. To date, Eunimos is working with the Zambia Bureau of standards for the quality certifications before mass production and marketing.

Outcome 3 – Myanmar and Zambia: Increased consumption of micronutrient rich small fish, fish based processed products, chicken eggs/meat and vegetables especially for women and young children through social behaviour change communication activities.

For the life of the project, over 2,000 individuals (60% women) reached through 29 activities (sales agent trainings, stakeholder meetings, nutrition month campaign, food fairs, taste testing, food distribution) in Myanmar (see annex 2). A most notable campaign was when Happy Fish products were showcased as a nutritious and sustainable food product during the <u>UN Climate Change conference (COP27) in Egypt</u>.

The creation of Happy Fish facebook page (@HappyFishMyanmarFedWell) in partnership with local marketing agency helped in the promotion of the importance of fish and aquatic foods in the diets. The page has over 1500 followers, >1M total reached, and >100,000 people engagement. The contents are cross posted in two agriculture software app (Greenway and Htwet toe) where over 400,000 rural farmers are registered widening our reach in communicating key messages.

In addition, a total of 7 types of information, education and communication (IEC) materials (e.g. flyers, recipe books in <u>Zambia</u> and <u>Myanmar</u>) were developed and distributed to over 9000 individuals in multiple venues and platforms (see annexes 2 and 3). The cook book in Myanmar was field tested online with high acceptance rate among 40 mothers who voluntarily participated in the activity.

¹ Needham & Funge-Smith, The consumption of fish and fish products in the Asia-Pacific region based on household surveys | Asia-Pacific Fishery Commission | Food and Agriculture Organization of the United Nations (fao.org)

Similar activities were conducted in Zambia, where the project team collaborated with the Ministry of Health staff by piloting a targeted fish-based porridge supplementary feeding to 195 U5 year old malnourished children in Lupososhi Health facility. After 12 weeks of intervention, 95% of the severely malnourished children improved their weight, and others increased as well moving to mild and normal weight category. Aside from the feeding, the health staff and project team mentored and supported the caregivers and mothers on preparing nutritious meals using locally available ingredients.

To further increase the awareness on the fish and fish products, the project team conducted food demonstrations to a total of 428 mothers in Misamfu in Kasama, Lupososhi, Kaluluzi in Mbala, Waterfalls and showgrounds in Lusaka. The activities focused on the inclusion of dried small fish powder in preparing dishes to enhance the nutrition value of home cooked meals. Majority of the mothers showed willingness to introduce the dried small fish powder into their household's regular diets. Estimated frequencies of future preparation of these recipes varied among the mothers, a larger portion indicated that they will be able to prepare these on daily basis. The mothers shared the challenges such as lack of finances, and lack of availability of other grain and tuber ingredients in the uptake of these initiative which can be addressed by ingredient substitution and home production.

Outcome 4 – Myanmar and Zambia: **Strengthened partnership with national institutions, private sector, civil society partners** in implementing, disseminating integrated fish agri-food systems and fish based processed products and monitoring their outcomes.

SPM project was launched virtually in February 2022 with over 90 participants from Scaling Up Nutrition (SUN) Civil Society Alliance, SUN Business network, donors, and colleagues from Asia, Africa, and the Pacific. Dr. Shakuntala Thilsted, World Food Prize awardee provided a keynote address which emphasized the vital role of fish and aquatic foods in nourishing and sustaining healthy diets. See annex 4 for more information on the event.

In addition, during the hybrid "Happy Fish" launch event, over 45 stakeholders from the SUN network (CSA, business, UN) and donors witnessed the use of the products as demonstrated by local chefs (see annex 4 & 5 for more information) which increased the understanding on the importance of the products in achieving better nutrition outcomes.

Moreover, SPM team in Myanmar participated in two national nutrition stakeholder meetings and 7 networking events to raise awareness on the importance of Happy Fish products in the diets for local people especially during the time of crises. The partnerships among various stakeholders were further cemented during the online closure and reflections meeting where over 40 participants from civil society, local organizations and private sector joined the event (see annex 5 for photos). During the event, the participants shared their valuable insights on how the project can achieve wider impact and on approaches in scaling out this initiative in the country.

Furthermore, to support in understanding the local context when implementing project on the ground, the project manager visited WorldFish India and Zambia in 2022 which helped draw out experiences on what works best and drawbacks in working in the communities. The visit strengthened South to South collaboration which was beneficial to achieve the goal of the project.

During the project period, the team in Zambia, worked closely with key stakeholders from provincial and district officials of the Ministry of Health, Ministry of Fisheries and Livestock, and the private sector in

Mansa and Mbala districts to disseminate project information. Due to the strong collaboration and engagement, the stakeholders lauded the team for engaging local SMEs in producing the nutritious fish-based porridge so it becomes accessible to local consumers in the country. While stressing the importance of teaching women and caregivers of producing dried small fish powder at home especially in areas where the product is not readily available and unaffordable. In addition, they highlighted that the integrated fish-agri system is one of the most sustainable solutions to combat malnutrition, and can be scaled up in the future.

However, stakeholders indicated that the project can have wider impact by engaging with diverse partners focused on reproductive health and early marriage as highlighted in the concepts of the intergenerational cycle of malnutrition. The dissemination meeting and debrief was aired on both public and private TV media (see annex 4).

In an effort to disseminate key messages to a wider audience, WorldFish exhibited at the 94th *Agricultural* & *Commercial Show 2022* with the theme, 'Innovation and Technology'. WorldFish in collaboration with Waterfalls clinic health staff and Mwango V.K., a small scale fish processing company that works in promoting women entrepreneurship, displayed fish products such as smoked fish, and fish biltong made from catfish. Also on display were the dried small fish powder made from Kapenta (*Limnothrissa spp*), Siavonga (*Oreochromis spp*) and Amatuku. Moreover, fish-based porridge, fish-based vegetables and fish chutney with turmeric and other natural spices were demonstrated and availed by the public audience.

In addition, the team participated in the <u>African Union summit</u> exhibition side event which took place in Lusaka, Zambia in July 2022. The event was attended by over 80 agro businesses showcasing their products to the public. Stakeholders in the agriculture including WorldFish, health sector, government, parastatals, private sector, NGOs, research/academia, and development partners showcased various products. WorldFish also invited and hosted Dr. Yanira Ntupanyama, Principal Secretary of the Malawi Ministry of Natural Resources and Climate Change.

In the said events, various publication materials including Best Management Practices, fish- based recipe booklet, fish for nutrition brochures, and many other research materials were displayed. People who visited the exhibition booth gained knowledge on the nutrition and health benefits especially for growth and development of young children.

WorldFish represented by the Operations and Program Delivery Manager, Ms. Victoria Nkole participated and displayed project materials and products during the closure meeting for the GIZ F4F project in Petauke district of Eastern province held on 21st June 2023. The Deputy Permanent Secretary for Eastern Province and the District Commissioner for Petauke district and other senior government officials and different stakeholders such as WWF, Musika and Bongo-hive participated in the event.

Budget

An overview of program spending from the beginning of the reporting period in February 2022 until the end of July 2023 is shown in table 1.

The overall project expenditure at the end of 31 July 2023 was 100% and the project adhered to specific charge codes for budget line items. Underspent amount was only USD191. Except for Training / workshop and field and other costs/Operating Expenses items, all of the budget items were spent over 100%.

Table 1. Program expenditure from February 2022 to July 2023

BUDGET TEMPLATE				
POSITION	US \$			
1. PERSONNEL	91,850			
2. Consultants	20,200			
3. Travel Cost	22,081			
4. Publication Cost	20,325			
5. Training & Workshops	10,142			
6. Partner/ Collaborators	18,000			
7. Equipment	14,065.40			
8. Field/ Other Costs	39,005			
Indirect Cost Recovery (6%)	14,140			
TOTAL	249,808.89			

Milestones and Indicators

No.	Project Indicators	Targets	# reached by end of project	% reached
1	No. of households producing nutritious fish using innovative systems such as pond-based polyculture (Zambia)	150 households	104 households	70%; Target not reached due to limited resources and limited areas suitable for fish production.
2	No. of innovations piloted or scaled within the project (Myanmar and Zambia)	2 innovations	2 innovations	100%
3	No. of women, children, and vulnerable people will improve nutrition through increased consumption of aquatic food products (Myanmar and Zambia)	2000 women/childre n	2000	100%

4	No. of people reached through various communication platforms increasing their awareness on the importance of fish-based products for improved nutrition (Myanmar and Zambia)	5000 individuals	9000	180% In person and via online platform, national and local media coverage
5	No. of Lead/Model Mothers trained in preparation of fish- based diets under the Care Group Model (Zambia)	40 women	78 women	150%
6	No. of multi-stakeholder learning sessions convened to share knowledge, lessons, and best practices (Myanmar and Zambia)	3 events	4 events	125%
7	No. of fish species produced under systems that deliver improved climate adaptation, natural resource management, and regenerative agriculture principles (Zambia)	2 fish species	4 fish species	200%
8	No. of young people, including women, will be engaged in marketing and enterprise of fish-based products to increase their incomes (Myanmar)	120 youth	150 youth and women	125%
9	No. of fish producers engaged as sources of fish used for processing (Zambia)	100 fish producers	0	0 Fish is mostly eaten fresh, no surplus for processing yet

Table 2. Targets reached for the 18-month project period

The milestones of the project are shown on table 2, based on the indicators, majority of the targets achieved over 100%.

Challenges and Solutions

The 18-month period of implementation encountered several challenges and were able to find solutions to achieve the targets as per the contract. Below highlights the challenges:

Myanmar

- Due to the COVID19 and the political situation, restrictions on movement and gathering of people were imposed by the government which hampered in-person meetings and training.
 Thus, the team changed schedules at short notice and conducted additional sessions even during weekends to reach more participants.
- The frequent power interruption disrupted the production of the products so the team had to adapt by adjusting their work schedule to avoid delays but there were times that it was beyond their control.
- The unstable and rising cost of ingredients made it challenging to set the price that is affordable
 for the lower/lowest income bracket. Hence, the team conducted cost benefit analysis to ensure
 that profits are still made.
- The limited capacity of partner in conducting promotional and marketing activities caused lower engagement with consumers. Thus, SPM team engaged consultants to support in reaching more people.

Zambia

• As reported previously, due to the distance from each village/district, the project team had to allocate considerable amount of time to reach farmers which was challenging especially that aquaculture farming is seasonal. Thus, the project had to ask assistance from other project

- teams and the government staff to help in the delivery of training and inputs to farmers which required negotiations on schedules.
- Similar to the Myanmar situation, due to the increased prices of the inputs (e.g feed, fingerlings) and fuel, the project team had to make adjustments on the budget which resulted in reducing the activities and project participants in the project.
- Due to the short period of project implementation, the impact of the interventions will not be measurable yet. However, WorldFish and partners will consider conducting an impact assessment through other funding channels after 5-10 years.

Sustainability and Impact

Beyond the life of the project, we will have an impact on the following.

- Improved diets to over 5,000 under 5-year-old children and 10,000 women of reproductive age (especially pregnant and lactating women) by consuming products that are enhanced with nutrient rich fish.
- Improved utilization and enhancement of natural resources (e.g. small indigenous fish species) by employing sustainable practices to over 1000 small scale farmers.

Annexes

1. Number of SSA farmers trained for the project period in Zambia

No.	Area	District	No of people trained		ined
			F	M	Total
1	Chitunkubwe	Chilubi	21	2	24
2	Mungulube	Samfya	7	8	15
3	Mabumba	Mansa	5	4	9
4	Katangwe	Mansa	3	5	8
5	Lucheche	Mbala	17	4	21
6	Chisitu	Mbala	11	2	12
7	Mulenda	Nakonde	9	0	9
	Total		73	25	98

2. List of activities conducted for the project period

No.	Activities	Number of people reached					
		F	М	T	F-Youth	M-Youth	T-Youth
	Myanmar						
1	Mother's Home, Hlegu	34	0	34	0	0	
2	Displaced people, Hmawbi	50	30	80	25	15	40
3	Shwe Pyi Thar	19	1	20	5	0	5
4	Ignite Agency	6	4	10	6	3	9
5	Golden Plain Livelihood Development Agency	8	2	10	8	2	10
6	Youth with a mission	7	3	10	7	3	10
7	Nutrition Month campaign, Waingmaw Township	14	19	33	5	6	11
8	Nutrition Month campaign, Bhamo Township	17	11	28	8	3	11
9	Scaling Up Nutrition (SUN) Business Network General Assembly	60	28	88	30	17	47
10	Nutrition Month campaign, Mongphyat	90	60	150	40	30	70
11	Shwe Pyi Thar (Follow Up)	15	0	15	5	0	5
12	Padamyar Myo Thit Church (Migrant Workers)	8	1	9	8	1	9
13	East Dagon sales agent training	14	6	20	3	1	4
14	Kyi Myin Daing sales agent training	12	9	21	12	8	20
15	Shwe Pyi Thar 18 Ward (Kywe Gon)	11	0	11	8	0	8
16	Basic Nutrition Training	20	1	21	10	1	11
17	Step In Step Up training	9	5	14	11	3	14
18	Financial Literacy Training to Sales Agents	26	1	27	14	1	15
19	Kyi Myin Daing Food Fair	36	27	63	23	19	42
20	Shwe Pyi Thar Food Fair	21	11	32	13	10	23

No.	Activities	Number of people reached					
		F	M	Т	F-Youth	M-Youth	T-Youth
21	Padamyar Myo Thit Food Fair	17	5	22	14	2	16
22	Sales Agent Training (Hlaing Thar Yar)	18	12	30	10	8	18
23	Sales Agent Training (Inya Lake)	18	8	26	8	8	16
24	East Dagon Food Fair	34	19	53	23	14	37
25	Sales Agent Training (Lay Daungkan)	18	12	30	14	8	22
26	Market Linkage Workshop (Keng Tung)	33	18	51	12	3	15
27	Market Linkage Workshop (Taunggyi)	16	40	56	7	8	15
28	SPM Launch event	55	35	90	0	0	0
29	Happy Fish launch event (hybrid)	25	15	40	0	0	0
	Total	711	383	1094	329	174	503
	Zambia						
1	Nsombo (Lupososhi)	180	20	200	0	0	0
2	Misamfu	40	20	60	0	0	0
3	Waterfalls	45	5	50	0	0	0
4	Kaluluzi	40	10	50	0	0	0
5	Showgrounds	48	20	60	0	0	0
6	Households receiving nutrition information	128	0	128	0	0	0
7	Agriculture show Exhibition	300	0	300	0	0	0
8	Fish for Food Closeout exhibition	150	0	150	0	0	0
9	AU Summit Exhibition and stakeholder meeting	200	0	200	0	0	0
10	Beneficiary Exchange visit	1	2	3	0	0	0
11	Closeout stakeholders meeting - National TV	5000	0	5000	0	0	0
12	Farmer mobilization and Sensitization	128	0	0	0	0	0
13	Nutrition Training	353	75	420	0	0	0
14	Peer trainings by women groups	100	0	100	0	0	0
	Total	6713	152	6721	0	0	0
	Grand Total	7424	535	7815	329	174	503

3. Types of IEC materials developed and distributed for the project period

No.	Type of material	Total reached
1	Pamphlet on the importance of fish in the diets	800
2	Social media banner for the SPM launch event	1000
3	Recipe book	300
4	Happy Fish pamphlets	2000
5	posters/banners Happy Fish	50
6	Buntings	500
7	Various communication materials in Zambia printed and distributed	4000
	Total	8650

4. Other materials/ events information for the SPM project

	Materials/ events	Links
1	Virtual launch event	Event Recording
2	Project factsheet	Document link
3	Project Webpage	website link
4	 Blog- Promoting nutrient rich fish powder Blog- Achieving food and nutrition security 	page link
		Page link
5	UN Climate Change conference (COP27), Egypt	<u>Photos</u>
6	Happy Fish launch event in Yangon, Myanmar	page link
7	WorldFish Zambia project activities featured on national	Diamond TV news
	TV	item: https://www.facebook.com/100070
		997289160/videos/630368882364262/?a
		pp=fbl
		Prime TV news item:
		https://fb.watch/lsN7a6QUIV/?mibextid=
		<u>Nif5oz</u>

5. Photos

a. Photos from Zambia



Figure 1. Training participants visiting one of the SSA farmer's pond in Katangwe area, Mansa District





Figure 3. A child fed with porridge enhanced with dried small fish powder



Figure 4. Mother feeding her child with nutritious fish porridge



Figure 5. Packaged fish-based porridge produced by Eunimos company



Figure 6. Porridge enhanced with dried small fish powder.



Figure 7. Screening of child using mid upper arm circumference (MUAC) tape



Figure 9. Health staff from Waterfalls supported WorldFish during the 94th Agricultural & Commercial show 2022.



Figure 8. Victoria Nkole, Programs and Delivery Manager, WorldFish during the Closure meeting for the GIZ F4F project event in Petauke district.



Figure 10. WorldFish team monitoring the project participants in Nkonde district.



Figure 11. Vice President of Zambia, Mrs. Mutale Nalumango interacts with Dr. Rose B. Komugisha at the poster exhibition during AU Summit on 14-17 July 2022.



Figure 12. Dr. Yanira Ntupanyama, Principal Secretary of the Malawi Ministry of Natural Resources and Climate Change during the AU Summit 2022.

b. Photos from Myanmar



Figure 13. Local chef explaining the methods of cooking during the Happy Fish launch event in Yangon.



Figure 14. Participants tasting the Happy Fish products during the Happy Fish launch event in Yangon.



Figure 15. Hsu Mon Aung, Research and Admin officer highlighting the points made by the participants during the sales agent training in Yangon.



Figure 16. Sales agent explaining the importance of the Happy Fish products in diets.



Figure 17. WorldFish and CGIAR representatives during the UN Climate Change Conference in Egypt



Figure 18. Dr. Shakuntala Thilsted, World Food Prize Awardee, showcasing the Happy Fish products in Egypt



Figure 19. Women tasting the cookies during the nutrition month campaign in Bhamo Township



Figure 21. FedWell Foods participating in the SUN business network general assembly



Figure 23. Participants during the Project closure and reflections meeting in Yangon.



Figure 20. Kids trying out the nutritious cookies during the nutrition month campaign in Kengtung Township



Figure 22. Heather Morris, Project manager of FedWell foods presenting the products with dried small fish powder during the networking event organized by SUN business network



Figure 24. Quennie Vi Rizaldo, WorldFish presented the achievements of the project

Happy Fish Products

Main ingredients: Dried small fish powder, Chickpea powder, moringa, and Orange sweet potato



Figure 25. Happy Fish products available in Yangon

Why fish?





Figure 26. Various communication products