

# Potential of Green Way App for data collection on crop economics in Myanmar

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## Introduction and aims

- ❖ Investigation on **potentials and challenges** of the **Green Way app (Greenovator)** for economic data collection
- ❖ Update of **Cost-Benefit Analysis (2018)** on rice and green gram production

## Methods

- ❖ Farmer survey with 59 households in the Gulf of Mottama, Myanmar
- ❖ Interviews and focus group discussions
- ❖ Data analysis on crop economics, information sources, app knowledge and use

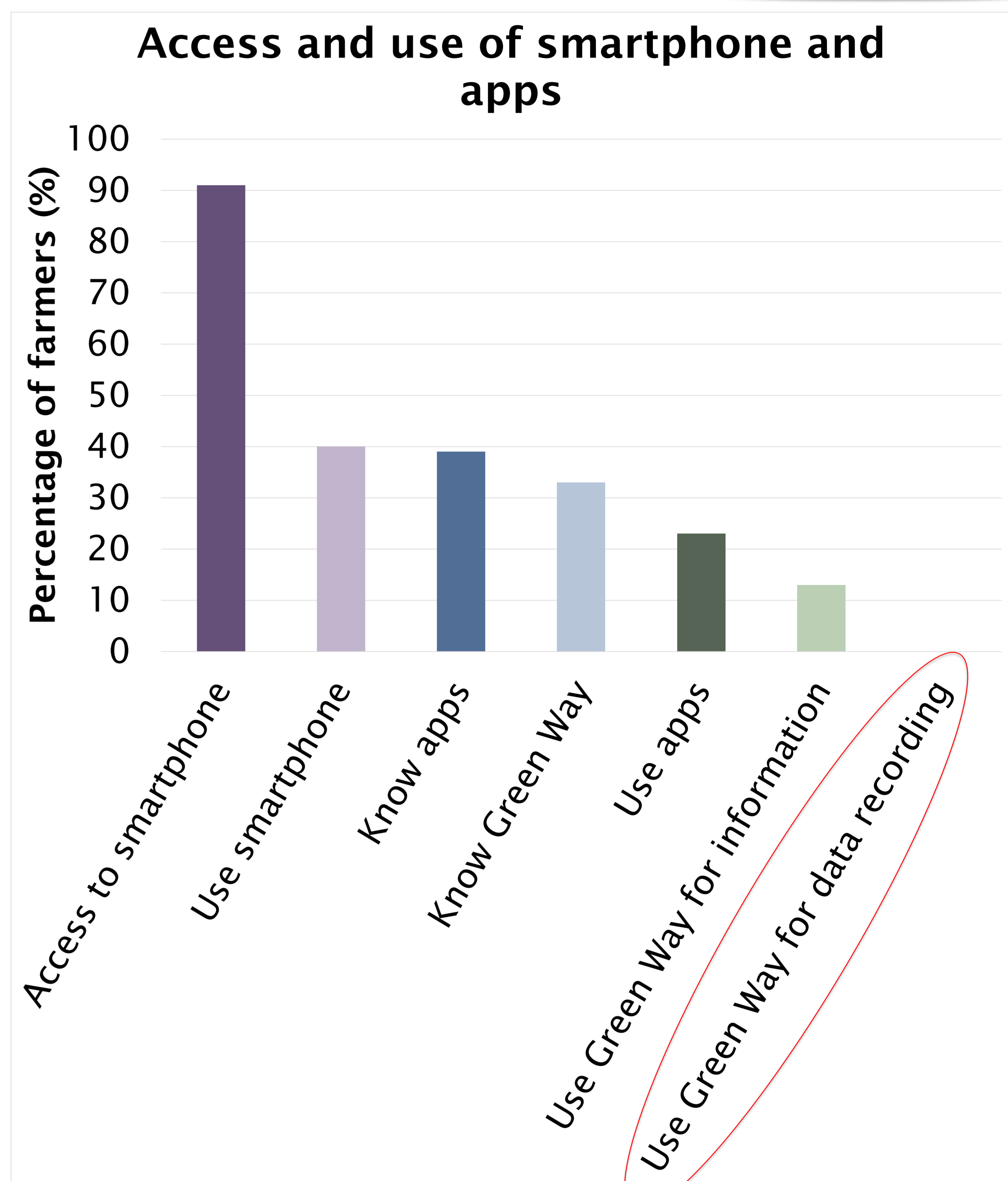
## Selected Results

**Paddy economics of trained\* and non-trained farmers** \*Receive training on data recording through Green Way app

Item	Average trained	Average non-trained	Significance
Yield (kg/acre)	949	794	Yes (p=0.047)
Production costs (MMK/acre)	198'850	185'931	No (p=0.375)
Seed costs (MMK/acre)	12'170	5'898	Yes (p=0.004)
Financial costs (MMK/acre)	14'567	10'678	Yes (p=0.045)
Income (MMK/acre)	225'808	101'854	Yes (p=0.008)

## SWOT Green Way as a tool for data collection

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Collects data in an easy and cheap way</li> <li>• Plans and reviews farm activities</li> </ul>	<ul style="list-style-type: none"> <li>• Needs precise information from farmers</li> <li>• Requires basic understanding of math and economics</li> </ul>
Opportunities	Threats
<p><i>Faces...</i></p> <ul style="list-style-type: none"> <li>• increasing access to smartphone and network connection</li> <li>• increased access to certification standards</li> </ul>	<p><i>Faces...</i></p> <ul style="list-style-type: none"> <li>• low rate of smartphone use</li> <li>• difficulty of recording and typing data</li> </ul>



## Conclusions

- ❖ **Training** is crucial in order to increase the rate of smartphone, app use and the quality of the collected data.
- ❖ For **future Cost-Benefit analyses of the project**, other ways of data collection need to be identified for farmers that are not able to record economic data on Green Way.
- ❖ The collection of data through mobile apps is in the launch and could become of **considerable importance** in Myanmar and other developing countries.

