

## **Demand for beef in Hanoi and consumer requirements**

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### *Summary*

This research is conducted in the scope of the project “Linking poor farmers with supermarkets and other quality chains in Vietnam” which is supported by IFAD. The project is implemented in Vietnam by the MALICA consortium comprised of the Vietnamese partners Vietnam Academy of Agricultural Science (VAAS) and the Institute of Policy and Strategy for Agriculture and Rural Development (IPSARD) and the French partner CIRAD. The market research on beef and sticky rice is conducted by the Rural Development Center (RUDEC) (under IPSARD) with the participation of CIRAD.