



**Australian Government**  
**Australian Centre for  
International Agricultural Research**

**Malica**

*Markets and Agriculture Linkages for  
Cities in Asia*

**Improving Market and Value Chain Research:**  
**Workshop on Agribusiness  
Research-for-Development Methods**

**Date:** September, 10 – 11- 12, 2012  
**Venue:** Tan Da resort. Km.12, Tan Linh, Ba Vi, Ha Nô, Việt Nam

Day 1: 11.09.2012		
0800-0900		
Introductory keynote : Agrobusiness Research-for-Development. Dao The Anh, Casrad		
Icebreaker, workshop scene setting ; Jeff Coutts		
Approaches to Market and Consumer research		
Facilitators: Jeff Coutts and Phan Thuy Hien		
Coordinator: Suzie Newman		
Session 1 – Keynote presentations		
Developing robust and effective market & consumer research methodologies		
0900-0905	Suzie Newman NSW DPI	Approaches to market and consumer research – what we hope to achieve – setting the scene.
0905-0935	Denis Sautier CIRAD/MALICA	Quality: from consumers' requirements to market demand
0935-1005	Wendy Umberger University of Adelaide	Successful consumer research for the development of agricultural value chains
1005-1020	Jeff Coutts	Identify key discussion threads/challenges etc.
Coffee (1020-1045)		

<b>Session 2 – Panel</b> <b>Market analysis and consumer research – keys to getting it right</b>		
1100-1115	Pham Thi Giac Tam Nong Lam University	Market analysis – enabling smallholders to meet market demands
1115-1130	Wendy Umberger University of Adelaide	Determining consumer preferences – its more than just talk – the need for organoleptic analysis
1130-1200	Discussion	
<b>Lunch (1200-1315)</b>		

Session 3 – Project mini-symposium :			
Research approaches used to Consumer and Market studies			
1315-1325	Vu Hoang Van RUDEC / IPSARD	FAO Food Consumer Market Research	
1325-1335	Suzie Newman NSW DPI	ACIAR Indigenous Vegetables	
1335-1345	Nguyen Thi Tan Loc FAVRI	MALICA Superchain	
1345-1355	Hoang Thanh Tung CASRAD	ACIAR Maize and Temperate Fruit	
1355-1405	Đặng Thị Hải CASRAD	ACIAR Beef Cattle	
1405-1500	Panel Feedback	What are the key challenges? What alternative approaches could be utilised? Are opportunities are there for cross-project collaboration?	
1500-1530	Discussion		
Coffee (1530-1600)			
Session 4: Training skills needs analysis			
1600-1615	Jeff Coutts	Capacity building – what new skill sets to we need? How do we go about building capacity eg. training courses, mentoring, postgraduate study, better utilising skills across projects, bringing in new people etc. etc. What would we like to be able to do? How do we work towards this?	
1615-1645	Workshop	Groups of 10-12 (5 groups)	

1645-1715	Reporting back	Each group to present their <b>number one priority</b> for training/skills development (note other options will be collated for reporting purposes)
1715-1730	Jeff Coutts	Day one close
<b>Dinner (18 30)</b>		

Day 2: Approaches to value chain research and development		
Facilitators: Jeff Coutts and Nguyen Thi Tan Loc		
Coordinators: Laurie Bonney/Oleg Nicetic		
0730-0745	Icebreaker, recapture of main outcomes from previous day (Jeff Coutts)	
Session 5 – Designing Value Chain Research (Keynotes)		
0745-0750	Laurie Bonney UTAS	Approaches to value chain research and development – what we hope to achieve – setting the scene.
0750-0820	Ray Collins UQ	Value chain research and intervention: building blocks for development?
0820-0850	Dindo Campilan  CIP	Participatory Market Chain Approach: Does it meet the challenges of achieving impact on smallholders, up-scaling and sustainability.
0850-0900	Jeff Coutts	Identify key discussion threads/challenges etc.
Session 6 – Implementing Value Chain Research (Panellists)		
0900-0915	Laurie Bonney UTAS	Choosing a value chain and engaging with your research partners.
0915-0930	Guillaume Duteurtre CIRAD / Malica	Institutions in value chains: How to anticipate institutional innovation?
0930-0945	Dao The Anh	Value chains, poverty and rural livelihoods
0945-1000	Jeff Coutts	Discussion
Coffee (1000-1020)		
Session 7 – Project mini-symposium : Research approaches used to Value Chains		
1000-1010	Cu Le Thi Thuy	CIAT, SADU project
1010-1020	NguyenThi Tan Loc	MALICA Superchain

1020-1030	Oleg Nicetic	ACIAR Maize and Temperate Fruit
1030-1040	Vo Van Phong	Certified Cocoa Program, HELVETAS
1040-1050	Nguyen Phi Hung	ACIAR Counter seasonal vegetable
1050-1100	Phan Thuy Hien	ACIAR Indigenous vegetable
1100-1200	Jeff Coutts	Discussion that includes panelists and general audience.
<b>Lunch (1200-1300)</b>		
<b>Session 8 – Follow up actions on project and inter-project level</b>		
1300-1315	Jeff Coutts	Re-evaluation of approaches to market, consumer and value chain research taken in our project.  How can we improve our project's methodology based on learnings from the workshops?  What external help do we need to improve our research capacity? What action can we take to improve communication and sharing of results and experiences within and across the projects?
1315-1345	Workshop	Groups of 10-12 (5 groups)
1345-1430	Reporting back	Each group to present main support needs and few immediate actions (note complete list of identified needs and actions will be collated for reporting purposes)
<b>Coffee break 14:30-15:00</b>		
1500-1515	Dominic Smith, Helvetas	Key observations on challenges and priorities for individuals, organisations and projects to improve agribusiness methods and strengthening capacity to move forward: <i>A development and business-oriented view</i>
1515-1530	Pham Van Hung, Hanoi University of Agriculture	Key observations on challenges and priorities for individuals, organisations and projects to improve agribusiness methods and strengthening capacity to move forward: <i>An academic perspective</i>
1530-1545	Denis Sautier, Cirad /Malica	Key observations on challenges and priorities for individuals, organisations and projects to improve agribusiness methods and strengthening capacity to move forward.
1545-1600	Rodd Dyer	Closing remarks
<b>The end of the workshop (1600).</b>		