



Linking small farmers to supermarkets and
other modern chains

- SUPERCHAIN- IFAD/MALICA

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Implemented by:

- CIRAD
- CASRAD
- FAVRI
- RUDEC
- N.U. Laos

Research question

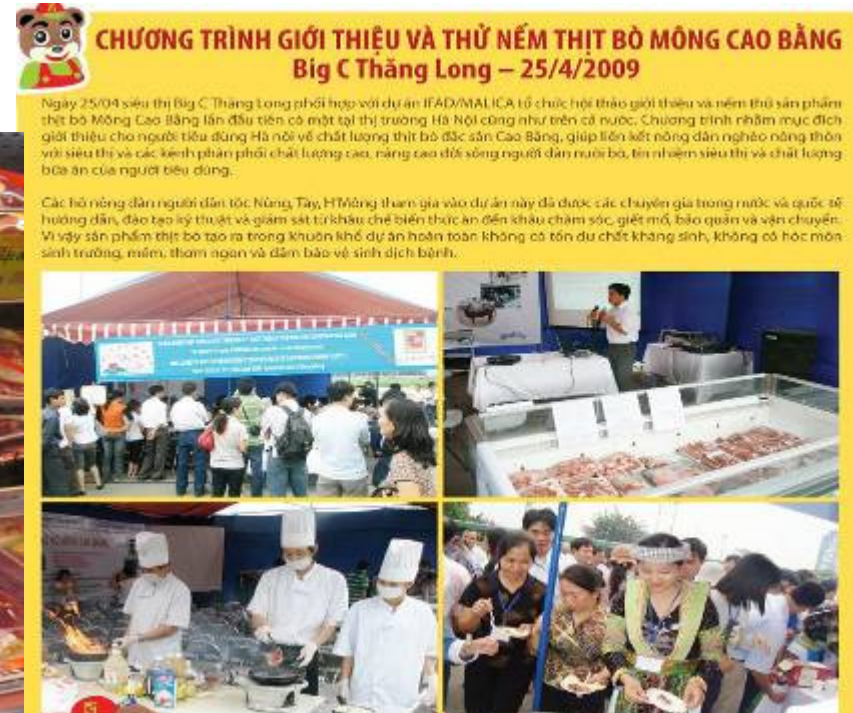


- What was the research question addressed by this piece of work?
 - The criteria for selection suppliers?
 - Consumers expect which types of product quality?
- What was the expected impact on development ?
 - How many small farmers have the ability to supply products to the distributors with high value?
 - How many consumers in the big cities can find quality products ?

Approach or method used



- Approach the commodity chain.
- Identify the organizational structure of the value chain,
- Analysis of consumer demand.
- Organizing conference of the stakeholders in the chain to quality assessment.



Approach or method used



Market analysis and consumer research

Products	Samples	Institute	Note
Vegetable	<ul style="list-style-type: none">- 10 supermarkets (27).- 10 shops (53)- 05 canteens.	FAVRI	Used the results from survey of 800 consumers in Hanoi and Hai Phong (2005)
H'Mông beef	<ul style="list-style-type: none">- 12 slaughter-houses.- 3 supermarkets + 2 shops- 17 restaurants.- 300 consumers.	RUDEC CASRAD	Randomly selected in the districts have different socio-economic characteristics
			Conference of stakeholders to quality assessment: 50 farmers + retail restaurants + consumers.
Sticky rice	- 300 consumers in Hanoi	RUDEC	Randomly selected in the districts have different socio-economic characteristics.

Strengths

- Jointed by professional institutes.
- All of us in Malica consortium.

Weaknesses

- Access to supermarkets and restaurants difficulty.
- The small number of supermarkets distribution sticky rice in Hanoi.

Opportunities

- Retailers and consumers are interesting the quality products

Threats