RAPID VALUE CHAIN APPRAISAL METHOD
- CASE OF MOC CHAU PLUM -

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Main research questions and expected interventions

- Main research questions
  - What are the current marketing practices of stakeholders and potential interventions?
  - What are the main market and main distribution channels?
  - What are the main constraints of value chain?
  - What are the costs and benefits for stakeholders in the value chain?

- Expected interventions
  - Support stakeholders in establishing a high quality distribution channel?
  - Improve production, harvest and trading practice of farmers and other stakeholders
  - Advise building strategy for development of plum businesses in Moc Chau
Steps in rapid value chain appraisal

- Literature review, project’s documents
- Diagnostic study on demand for market linkage
- Rapid value chain assessment
- Design intervention activities

- Consumer preference research
- Market research
- Value chain analysis
- Establish farmer’s groups
- Link farmer and stakeholders in high quality distribution channels

- Prioritizing value chain
- Intervention recommendation
- Mapping value chain
- Rapid value chain appraisal
- Identify constraints
- Identify main stakeholders
- Cost and Benefit Analysis
Stakeholder interviews and workshops

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Farmers</td>
<td>40</td>
</tr>
<tr>
<td>2 Small collectors</td>
<td>20</td>
</tr>
<tr>
<td>3 Big collectors</td>
<td>5</td>
</tr>
<tr>
<td>4 Wholesalers</td>
<td>5</td>
</tr>
<tr>
<td>5 Retailers</td>
<td>30</td>
</tr>
<tr>
<td>6 Processors</td>
<td>1</td>
</tr>
<tr>
<td>7 Expert meetings</td>
<td>3</td>
</tr>
</tbody>
</table>

Tools

- Closed questionnaires
- Semi-structured questionnaires
- Expert interviews
- Stakeholder workshops
Some photos of rapid value chain appraisal

Value chain prioritizing  Interviews of farmers, traders and processors
## Lessons learnt from rapid value chain appraisal

### Good points
- Getting overview of value chain in terms of production practices, main distribution channels and potential targeted markets.
- Understanding main constraints of stakeholders in the value chain.
- Generating important information for consumer preference research.
- Easy to assess stakeholders because of small number of stakeholders.

### Limitations
- Short, highly variable season restricts the implementation of the RVCA.
- Difficult to get full quantitative picture.
- Distribution channels are variable, long, informal channels, so it is difficult to study stakeholders and consumer in downstream of value chain.
Thank you for your attention