

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



CASR@D

Steps in rapid value chain appraisal

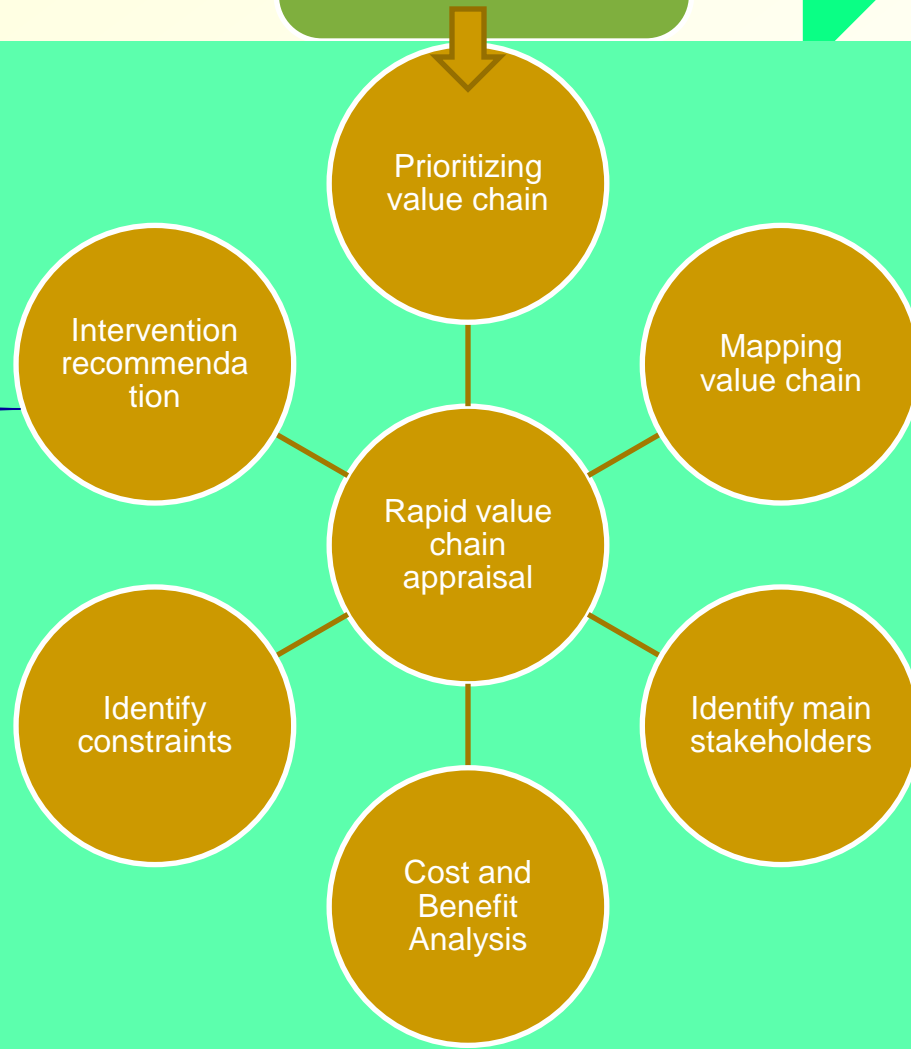
Literature review,
project's
documents

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



Stakeholder interviews and workshops

Stakeholders		Number
1	Farmers	40
2	Small collectors	20
3	Big collectors	5
4	Wholesalers	5
5	Retailers	30
6	Processors	1
7	Expert meetings	3

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