Improved market engagement for counter-seasonal vegetable producers in North West Vietnam

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Research questions and impacts

• What are the key drivers for consumer demand of vegetables now and in the future?
• Can smallholder-based systems deliver on this consumer demand to improve livelihoods?
• Are changes required in marketing channels to allow smallholder farmers to engage effectively with the modern retail sector?
• How to transform Moc Chau into a vegetable cluster?
• **Impacts**: Development of improved high-value production systems, management practices and market engagement for rural families in highland communities.
Approach and/or method used

• Organizing farmers’ groups,
• Identifying key constraints (safe vegetable certification varieties; better crop management practices to ensure supply of quality produce; having people on the ground managing supply to the market (initial stage)
• Developing a marketing strategy (consumer surveys; identify what people associate with Moc Chau and focus on that with logos and branding
• Visits by farmers to retailers in Hanoi, and by retailers to Moc Chau, to get communication lines open
• Regional meeting in MC to engender local support for the idea and to help with sustainability once the project ends
Organize farmers groups

METRO vegetable arrangement

Safe vegetable certificate

Retailers visit production area
Regional workshop and local government visit farms

Varietal tests

METRO vegetable prices
Logo design of Moc Chau vegetable, which one do you like most?
Lessons learned

What worked?

- Coordination of supply by outsider in initial stage of the project
- Certification
- Build trusts among producers and retailers and communication two ways
- Given update information from what retailers want

What did not work?

- Farmers direct linkage to retailers
- Market information alone
- Quality and quantity forecasts