



Australian Government

Australian Centre for  
International Agricultural Research



# 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



## Safe vegetable certificate

## METRO vegetable arrangement



## 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