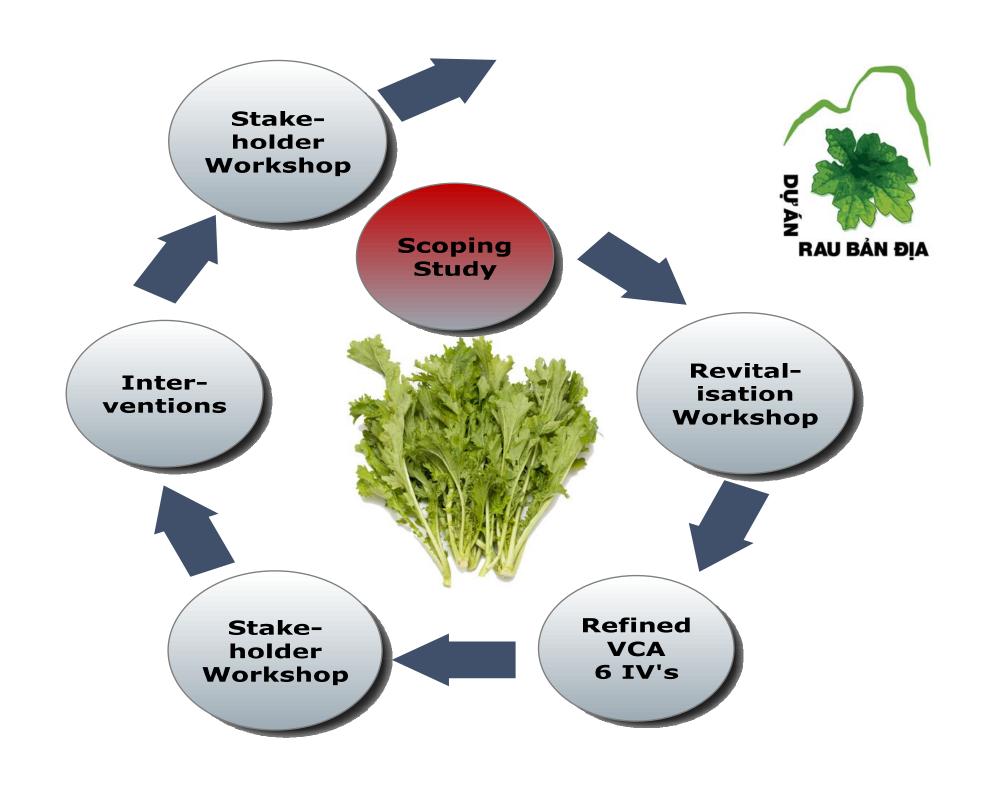


Value Chain Analysis of Indigenous Vegetables



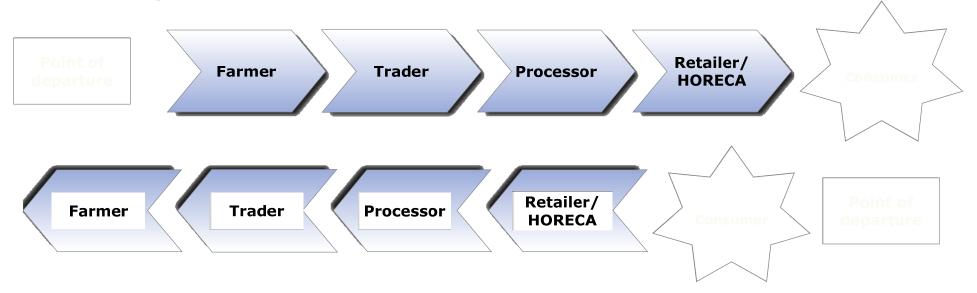
Scoping Study

Research questions

- What is the current size and structure of the indigenous vegetable market?
- Which indigenous vegetables will most importantly capitalize on the market demand?
- What are the windows of opportunities for growing indigenous vegetables from the perspectives of:
 - Income raising and capacity building of woman farmers
 - Positioning indigenous vegetables in the market
 - Commercialization of production

Dual Approach

Needs analysis Product & production assessment



Sales & distribution assessment Consumption assessment



2 Hanoi Focus Groups

22 Restaurants, 1 Pharmaceutical company, 2 Medicine shops & 6 key informants

Farmer interview



Field visit

Consumer intercept interview



Retailer interview











































Research overview



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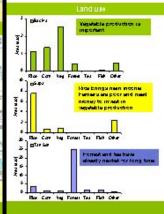
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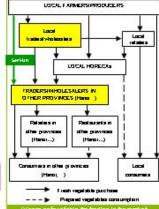
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PRODUCTION AND COMMERCIALIZATION SHOULD BE LINKED

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What worked?

- Dual approach worked well
- Multi-disciplinary approach worked well – looking at things from different perspectives
- Presenting data as posters back to stakeholders worked well for cross-checking and feedback
- Excellent baseline data set (needs analysis)
- Provided robust criteria for vegetable selection
- Data provided a good initial understanding of indigenous vegetable markets and opportunities

What did not work?

- Next steps in the VC analysis

 for the individual vegetables –
 repeated some of the earlier
 work and were not in depth
 enough alternative approaches
 should have been utilised
- Approach for emerging industries such as indigenous vegetables needs to be modified somewhat

Lessons learned