6000

Farmer Marketing Group

27%

16000

Collectors

29%

22000

Retailers

27%

VND

Consumers

% value

2%

Packaging

15%

Transport

Value Chain Analysis of
Indigenous Vegetables

Stake-holder Workshop

Scoping Study

Revital-isation Workshop

Inter-ventions

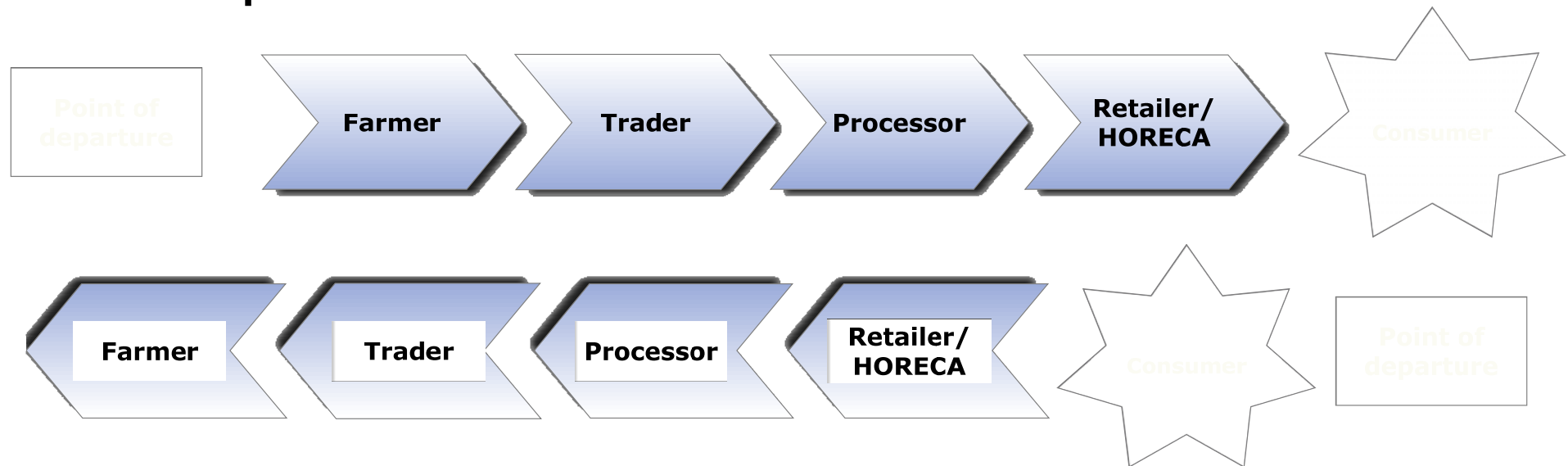Refined VCA 6 IV's

Stake-holder Workshop

DỰ ÁN RAU BẢN ĐỊA

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

| Point of departure | Farmer | Trader | Processor | Retailer/HORECA | Consumer |

| Farmer | Trader | Processor | Retailer/HORECA | Consumer | Point of departure |

Sales & distribution assessment

Consumption assessment

Nông Dân   Thu Gom   Bán Buôn   Bán Lẻ chợ   Người Tiêu Dùng

176   **15**   **22**   **38**

2 Hanoi Focus Groups

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

Farmer interview

Field visit

Consumer intercept interview

Retailer interview

(1) Research overview

Lao Cai

Phu Tho

Research locations and respondents

(5) Farmers

Household overview

Household income

INCOME

INVESTMENT

Higher income farmes have higher % income from vegetables.

Vegetable farming more profitable than other farming?

BE AWARE

Vegetable cultivation needs more investments hence g. rice or maize.

Lack of land is main reason for food shortage

Land use

Vegetable production is important

Farming / income competition with other employment

(9) Traders

Opportunities

Challenges

Indigenous Vegetable value chain channels

LOCAL FARMERS/PRODUCERS

higher COST lower QUALITY

PRODUCTION AND COMMERCIALIZATION SHOULD BE LINKED

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