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
**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**