The project helped Pakxong farmers, who used to produce low-value cabbage, to diversify crops and connect them to international and local high-value markets, by providing them with:

- Technology and training to improve quality standards:
  - Farmers were trained in land preparation, seeding techniques, pest and disease control, and post-harvest handling.
  - Development of a small-scale packing house to reduce post-harvest losses, transport and logistics costs.

- A sustainable trade, and a stable market:
  - Pakxong farmers' vegetables reached Asian hotels in Pakse and Vientiane, as well as tourism oriented restaurants and ethnic markets in Europe and the Middle East.
  - The project helped Pakxong farmers establish long-term contracts with importers to guarantee a stable market.

- Contract for export with a company operating in high-value markets.

A LOW OR HIGH RISK CHOICE

With the introduction of coriander, farmers have great choice of crops and can still choose a low risk or a higher risk cropping strategy.

**A LOW RISK CROP:**
- **CORIANDER**
- **Grown under canopies**
- **Profitability:***
  - Gross income from sales: 1,050,000 LAK
  - Cost of cash inputs: 250,000 LAK
  - Net income: 800,000 LAK per canopy.

**A HIGH RISK CROP:**
- **TOMATO**
- **Grown in rainy season**
- **Profitability:***
  - Gross income from sales: 4,500,000 LAK
  - Cost of cash inputs: 1,545,000 LAK
  - Net income: 2,955,000 LAK per day.

CONNECTING SMALL-VEGETABLE FARMERS TO HIGH-VALUE MARKETS

* Coriander and tomato were two crops introduced to Pakxong farmers. Both crops were grown under the project's financed canopies.  A single family comprising a husband and wife and their children can earn up to 10 million LAK per season. **Producers** are the main beneficiaries of the project, thanks to the training and capital provided by the project. *(Image description missing)*