

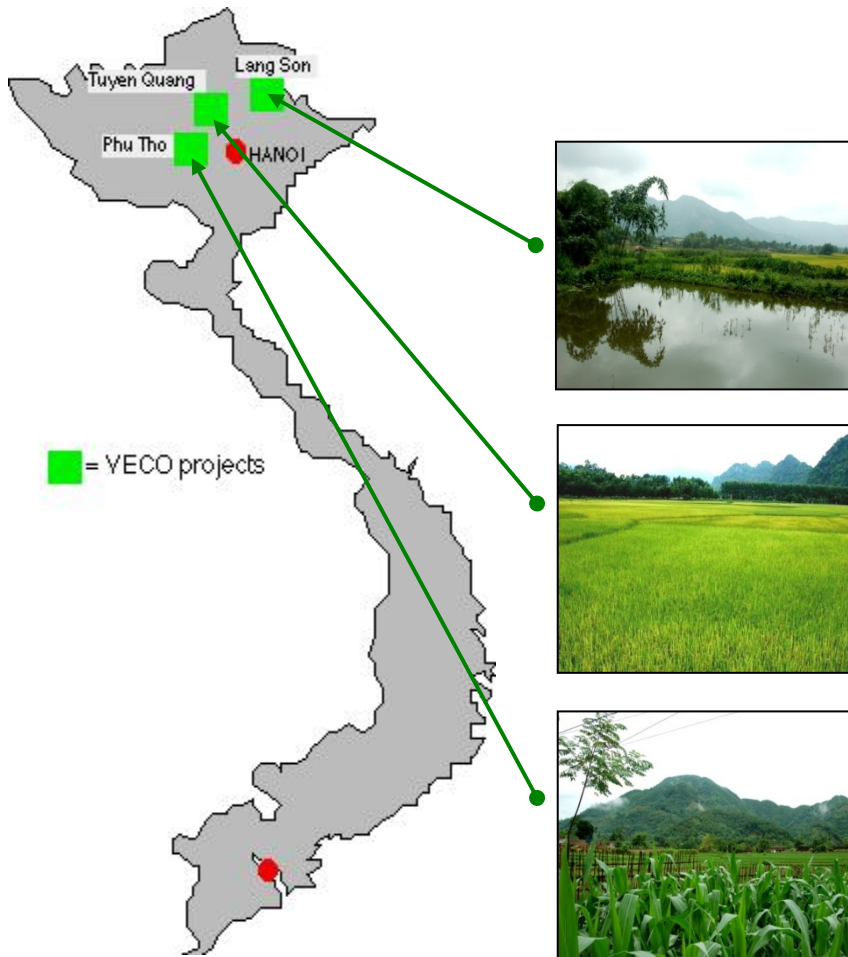
The role of research in chain development



This is easy.....



VECO Vietnam



- Belgian INGO on linking small scale farmers to markets.
- Orientation change from agriculture to access to markets

Steps taken:

- Engaged expert in chain development to assess products with income earning potential.
- Based on that, 5 commodities were selected. A.o. tea and safe vegetables
- Engage experts to zoom in on tea in 1 district and safe vegetables around 1 town
- Develop intervention plans for the 2 chains

Challenges:

Selection of consultant



criteria

- Practical
- Vietnamese language
- Involving partners/staff/target group as capacity building, but good quality
- In short time (but good quality)
- Not expensive (but good quality.....)
- Experts! (but please not expensive !)
- Feeling for processes (but please be in time!)

Guiding the process



issues

- Process! (partners, target group, own organisation)
- Methodology
- Timing
- Ownership
- Quality
- Relation to TOR

Understanding the results



	kg/sao/ each	# times/yr	Total kg	Accepta ble price (d/kg)	Income (d/sao)	Harvest cost (d/sao)	Profit (d/sao)
Machi ne	120	5.5	660	4,000	2,640,000	0	2,640,0 00
Hand	55	12	660	6,000	3,960,000	100,000	3,860,0 00

	Machine harvest	Hand harvest
# harvests a year	5-6	17
Variety	Trung Du	Hybrid
Price (dong/kg)	TD: 3,200 Hybrid: 4,000	TD: do not hand harvest Hyb: 6,000 (no market)
Marketing	Sell to factory	Process dry tea
Tea bush require	Need to be even	Do not need to be even

How to deal with the outcome?



Example tea study

Factory 1.

- Aims for good quality tea from local producers
- Owner is chair PC
- Collects from farmers through collection points
- Fair prizes, even in low season; training of farmers
- Farmers are motivated, invest=>good quality

Factory 2.

- Aims for low quality tea (out of necessity?) for black tea production
- Is force to buy through middlemen
- Threatened by middlemen
- Middlemen pay low prices
- Farmers want not/can not invest
- Thus productivity is low

Factory 3.

- Aims for high tea quality for European market.
- Collects tea from outside district through collection points
- Only buys from in the district when offered
- Assesses the quality too low, so does not train/invest in local farmers
- States that middlemen are luring the farmers away anyhow

Example safe vegetables

- Huge demand, notably for 31 canteens (!)
- Consumer: 100% respondents are willing to buy and pay up to 50% more
- Veggies have to be available in special shop (but people do not know the shop that is there)
- Consumers do not trust the seller, but also not the label (Hanoi)

- Perception of what is safe does not match reality (form old women, small amounts, tomatoes..)
- More awareness = more anxiety= more demand= more production
- However, present levels are small and farmers are hesitant to take the risk of perishable veggies that probably in the end nobody buys

(our) lessons learned



- Engage consultant for a longer term. Process approach + building trust + knowledge
- Language!
- Check references
- Get partners involved in entire process (selection, data collection, analysis)
- Ensure that results are practical and field based
- Get report before consultant leaves
- Do not want to be cheap
- Keep thinking yourself!

Thank you !

