



MARKETING SYSTEM DEVELOPMENT FOR NON-TIMBER FOREST PRODUCTS IN LAO PDR

PROJECT FACTSHEET

Objective is to assist the Government of the Lao PDR in reducing rural poverty in the country and promoting sustainable use and management of forest resources through the development of NTFP marketing

What is the project about?

Lao PDR is a unique country in South East Asia with a high degree of dependency on forest products, due to its low population density combined with a high rate of forest cover. In this context, the non-timber forest products (NTFP) play an important role in promoting the livelihood of the rural population and the national economy.

NTFP are a vital source of food, especially during emergencies.

Villagers consider edible bamboo shoots, fish, vegetables, and bush meat as the most important food resources from their forests. It is estimated that forest foods contribute 61-79% of non-rice food consumption by weight, and provide an average of 4% of energy intake, 40% of calcium, 25% of iron and 40% of vitamins A and C (Clendon, 2001).

Continued absence of support in marketing system has become a serious constraint to develop the sustainable use and management of the NTFP resources.

In this context, this project aims to 1) establish a model for developing marketing systems for priority NTFP through the Market Analysis & Development (MA&D) approach; and 2) promote income generation for rural farmers through strengthening the capacity of stakeholders for NTFP marketing and sustainable management of NTFP resources.

One unique character of this project is the partnership between GoL/FAO/SNV. This strategic partnership will combine expertise in an efficient way to assist the Government of Lao PDR in promoting sustainable use and management of forest resources and reducing rural poverty in the country.

Period

July 2004 – June 2006

Actors and partners

NAFRI - FRC
SNV

Budget/Donor

US\$ 319,000 TCP/LAO/3002

Site

Luang-Prabang, Savannakhet
and Champassack Provinces

Project outputs

1. Assessment of NTFP sector, identification of priority NTFP and their markets, and analyze of marketing approaches
2. Model for NTFP market development and linkages with national and international organizations and the private sector
3. Pilot marketing activities at village level to verify the NTFP marketing models

For more information, please contact,
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