



AGRIBUSINESS MASTER CLASS PROGRAM

Module 1: Value Chain Research

24th – 29th April, 2017

Mandalay, Myanmar

Sunday, April 23, 2017

7:00 – 9:00 pm

Welcome Function

- Welcome to Module 1 of Agribusiness Master Class (AMC)
- Overview of Value Chain module and the week ahead

Monday, April 24, 2017

Day 1: Concepts and frameworks

8:00 – 8:30 am

Expectations and ground rules

Pham Luong – Facilitator

An introduction to value chains

9:30 – 9:00 am

Tiago Wandschneider

Discussion

Global markets and value chains: Global cassava markets and their impact on smallholder farmers in Myanmar

9:00 – 9:45 am

Jonathan Newby, CIAT

Discussion

9:45 – 10:15 am

Coffee break

Agricultural Chain Financing: An introduction

10:15 – 11:00 am

Russell Toth – University of Sydney

Discussion

Panel session 1 – Agricultural chain financing in Myanmar: Situation, challenges, opportunities, and the way forward

11:00 – 12:15 pm

(Adam Maung – Yoma Bank; Ms. Mi Mi Myint – Mr. Coffee; Myo Aung Kyaw – Chairman, Myanmar Rice Federation)

Russell Toth – Moderator

12:15 – 1:30 pm

Lunch

1:30 – 1:45 pm

Energizer – Facilitator

1:45 – 2:15 pm

Concepts and terminology

	Tiago Wandschneider Discussion Selection of chains for research and/or development, with applications to Myanmar and Indonesia
2:15 – 3:00 pm	Tiago Wandschneider Discussion
3:00 – 3:30 pm	Coffee break
	Mini projects – Introduction and overview
3:30 – 5:00 pm	<ul style="list-style-type: none"> • Overview and project groups – including defining the research problem and questions, scope, activities and reporting requirements • Setting the scene and defining the problem

Tuesday, April 25, 2017

Day 2: Value Chains and Social Inclusion

8:00 – 8:30 am	Reflection and evaluation
	Pro-poor value chains
8:30 – 9:15 am	Tiago Wandschneider Discussion
	Mainstreaming gender and ethnicity within value chain research: Some guidelines, principles and tools
9:15 – 9:45 am	Nozomi Karawazuka – CIAT
9:45 – 10:15 am	Coffee break
10:15 – 10:45 am	Gender and value chains: An application to the cassava chain in Vietnam Jonathan Newby – CIAT
10:45 – 11:00 am	Questions and answers
11:00 – 11:15 am	Small group exercise
	Women’s Economic Empowerment through Financial Inclusion: A Review of Existing Evidence and Remaining Knowledge Gaps
11:15 – 12:00 am	Areum Han – Innovations for Poverty Action (IPA) Discussion
12:00 – 1:15 pm	Lunch
	Panel session 2 – Mainstreaming poverty, ethnicity and gender in value chain research and development: Some experiences and lessons (Lam Giang Nguyen – Helvetas Vietnam; Aye Sandar Phyo – AIT; 1 or 2 more participants)
1:15 – 2:30 pm	Nozomi Karawazuka – Moderator

2:30 – 3:15 pm	<p>Targeting poor ethnic minority women for participation in high-value chains: A case study from the northern uplands of Vietnam</p> <p>Tiago Wandschneider</p> <p>Discussion</p>
3:15 – 3:45 pm	Coffee break
3:45 – 4:30 pm	<p>Mini projects</p> <ul style="list-style-type: none"> • Describing context, situation, challenges and opportunities • Mapping the chain • Research questions

Wednesday, April 26, 2017

	<p>Day 3: Methods, Tools and Analysis</p>
8:00 – 8:30 am	<p>Reflection and evaluation</p> <p>Research scope and methods: An introduction</p>
8:30 – 9:00 am	<p>Luong Pham – Helvetas</p> <p>Discussion</p>
9:00 – 10:00 am	<p>Sampling and data collection methods for rapid appraisal of value chains: “There is method in the madness” – Part 1</p> <p>Tiago Wandschneider</p>
10:15 – 10:30 am	Coffee break
10:30 – 11:15 am	<p>Sampling and data collection methods for rapid appraisal of value chains: “There is method in the madness” – Part 1</p> <p>Tiago Wandschneider</p> <p>Discussion</p>
11:15 – 12:00 pm	<p>Value Chain Analysis: Mapping and Governance</p> <p>Tiago Wandschneider</p> <p>Discussion</p>
12:00 – 1:30 pm	Lunch
1:30 – 2:45 pm	<p>Panel session 3 – Chain governance in Myanmar (3-4 private sector participants from different chains: e.g. rice, pulses, vegetables, beef, maize and aquaculture)</p> <p>Moderator – Rodd Dyer</p>
2:45 – 3:15 pm	Coffee break
3:15 – 4:15 pm	<p>Mini projects</p> <p>Teams work together to finalize research protocol (quantitative and qualitative survey tools) and triangulation strategy</p>

4:15 – 5:30 pm

Teams present survey tools, get feedback from trainers and participants, and review and adjust survey tools

Thursday, April 27, 2017

Day 4: Applying Methods and Skills

ALL DAY

Mini-projects

Rapid market and chain appraisal

Teams meet to discuss and distil findings. Commence preparations for presentation on Saturday.

Friday, April 28, 2017

Day 5: From analysis to intervention

8:00 – 9:15 am

Value Chain Analysis: Farm profitability, Margins, Employment and Income

Luong Pham

Discussion

9:15 – 9:45 am

Upgrading strategies and models for the mango chain in eastern Indonesia

Tiago Wandschneider

Discussion

9:45 – 10:15 am

Coffee break

10:15 – 11:00 am

Development of safe vegetable chains in Moc Chau district, northern Vietnam: Achievements, challenges, prospects and lessons

Rodd Dyer – ACIAR

Discussion

11:00 – 11:45 am

Product branding interventions: The case of avocado in the central highlands of Vietnam

Esther Wintraecken – Fresh Studio

Discussion

11:45 – 12:15 am

Public-private partnerships for pro-poor innovation in the poultry chain in Myanmar: The experience and perspective of an agribusiness firm

May Zin Myo – De Heus

Discussion

12:15 – 1:30 pm

Lunch

1:30 – 1:50 pm

Energizer – Facilitator

1:50 – 3:00 pm

Plenary discussion – Comparative assessment of the morning presentations about chain interventions / innovations

	Participants are asked to compare the different chain upgrading processes / innovations in terms of chain selection, intervention entry points, stakeholder roles, target groups, key outcome and impact indicators, scalability, challenges, social inclusion,...
3:00 – 3:30 pm	Coffee break
3:30 – 5:30 pm	<p>Mini projects</p> <p>Teams prepare 15 minute poster presentations for Saturday, including research questions and objectives, survey tools used, reflection on the methods employed and interviewing process, necessary improvements to survey tools and interviewing strategies, key findings, and implications for research and development interventions</p>

Saturday, April 29, 2017

	<p>Day 6: From Analysis to Intervention (continued)</p> <p>From analysis to intervention: some guidelines and reflections on good practice</p>
8:00 – 8:45 am	<p>Tiago Wandschneider</p> <p>Discussion</p>
8:45 – 9:30 am	<p>Evaluation of chain interventions: Thinking and practice</p> <p>Luong Pham – Helvetas</p> <p>Discussion</p>
9:30 – 9:45 am	Coffee break
9:45 – 10:45 am	World Café: Mini-project posters
10:45 – 11:30 am	Feedback and discussion on mini projects
11:30 am – 12:15 pm	<p>Workshop close</p> <ul style="list-style-type: none"> • Presentation of certificates • Closing remarks
12:15 pm	Celebratory lunch