



Australian Government

Australian Centre for
International Agricultural Research



THE UNIVERSITY
of ADELAIDE



HELVETAS | VIETNAM

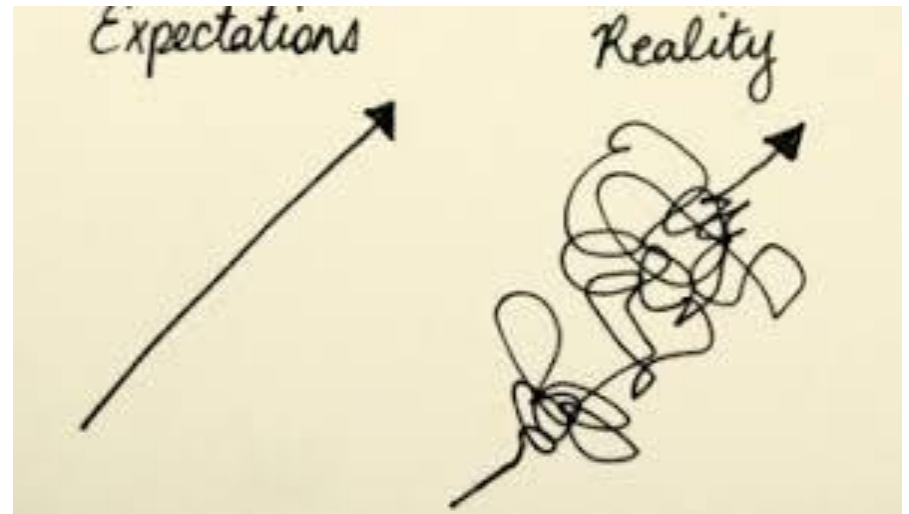


Agribusiness Master Class - Module 2

*Developing the skills to tackle real-world agribusiness
research problems in developing countries*

Agribusiness Master Class (AMC)

Write down ONE
expectation from
the AMC on a card



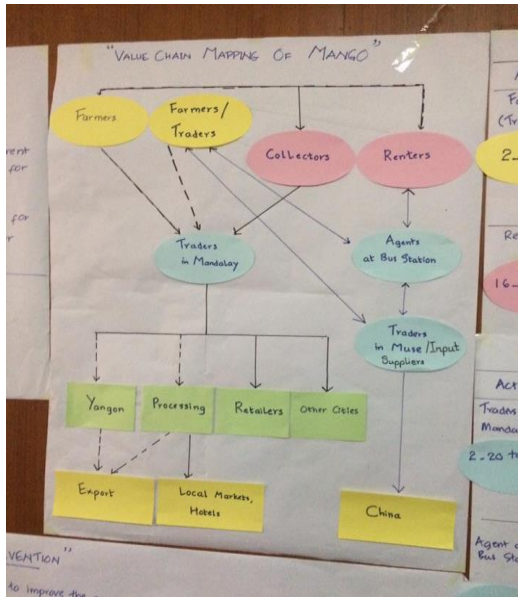
Learning Outcomes



- ✓ Identify real-world issues, opportunities and constraints in market, consumer research
- ✓ Identify and define relevant and important research questions;
- ✓ Apply methods in consumer, market research;
- ✓ Apply appropriate experimental design and sampling methods;



Learning Outcomes



- ✓ Develop effective communication, facilitation and data collection skills;
- ✓ Analyse and present results and conclusions; and
- ✓ Effectively communicate results and findings both orally and in brief written reports;

KEY FINDINGS

Actors	Perception on Mango Quality	Practices to increase the quality	Constraints to increase quality
Farmers (Trade to Muse) 2-3 tons/season	Colour of fruit skin (Yellow, Bright, Even, Clean, Tight) Texture (Original farmers) Freshness Size ("A" the biggest are > 300 gm) Variety (Semi-Talun, Trame-hait) Qualities are set up by Muse market.	Irrigation, Pesticide spraying, Fruit pruning, One month early bagging, Used Skilled labours, Harvesting without removing bag, Harvesting (8-10 am), Upright the harvested fruit, Packaging of the harvesting point, Paper wrapping, Used plastic crates and corrugated fiberboard boxes, Transporting within 12 hours.	No training by any organisations No technology Overloading on transportation Raining Pest infestation.
Renters 6-20 tons/season	Same as above	For orchard selection, loamy soil, canopy shape, tree age/size, background history. For the fruit quality - Bagging after fruit pruning to meet the market demand (early April), used the local blankets to reduce latex at harvesting, choose the reliable agent at the bus station and other practices are same above.	Uneven size due to different maturing times and tree age weather Pest infestation.

KEY FINDINGS (continued)

Agenda

Day 1

- Market trends and implications in agri-food chains
- Basics of market research: market fundamentals
- Case studies

Day 2

- Application of Market Fundamentals - with examples
- Markets versus Marketing and Market Segmentation
- Mini projects – overview, team formation & research questions

Day 3

- Consumer Market Segmentation
 - Consumer Research and Behaviour /Consumption
 - Consumer Research Methods; Case studies
 - Mini project - preparation for field day
-

Agenda

Day 4

- Mini project field day & data analysis + preparing for presentation

Day 5

- Lessons learned on field day
- Team presentations
- Recap
- Evaluation
- Closing



KEY FINDINGS.

Actors	Perception on Mango Quality	Practice to increase the quality	Constraints to increase quality
Farmers (Trade to Muse) 2-3 tons/season	<ul style="list-style-type: none"> Colour of fruit skin (Yellow, Bright, Even, Clean, Tight) Texture (Original firmness) Freshness Size ("A"-the biggest are) > 300 gm. Variety (Sein-Ta-lone, Thone-Hnit). Qualities are set up by Muse market. 	Irrigation, Pesticide spraying, Fruit pruning, One month early bagging, Used skillful labours, Harvesting without removing bags, Harvesting (6-10 am), Upright the harvested fruit, Packaging at the harvesting point, Paper wrapping, Used plastic crates and corrugated fiberboard boxes, Transporting within 12-hours.	<ul style="list-style-type: none"> No training by any organisations No technology. Overloading on transportation Raining Pest infestation.
Renters 6-24 tons/season	Same as above.	<ul style="list-style-type: none"> For orchard selection - loamy soil, canopy shape, tree age/size, background history. For the fruit quality - Bagging after fruit pruning to meet the market demand (early April) - used the local blankets to reduce latex at harvesting, choose the reliable agent at the bus station and other practices are same above. 	<ul style="list-style-type: none"> Uneven size due to different maturing times and tree age Weather Pest infestation.

KEY FINDINGS (continued):



ENJOY!