

Targeting Poor, Ethnic Minority Women for Participation in High-Value Chains: A case study from the northern uplands of Vietnam



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Mandalay, 25 April 2017



Structure of the Presentation

1. Chain interventions
2. Market participants and market intermediaries
3. Categories of chain participants
4. Outcomes
5. Income impacts



Intervening agencies and organizations

Provincial, District and Commune Agencies

- ✓ Funding of crop establishment costs (crop pilots)
- ✓ Initial training of farmers

Helvetas

- ✓ Funding of CDFs

CIAT

- ✓ Facilitation of chain development





Geographical area: the uplands of Tan Lac district

- Poor
- Disconnected
- Muong population
- Good agro-climatic conditions for off-season vegetable production
- Within 2.5 – 3 hours only from Hanoi



Target crop: chayote shoots



- High value: opportunity to supply Hanoi during the off-season (Jun -Sept)
- “Female” crop
- Easy to grow and relatively low input requirements / costs
- Cash flow over 7-8 months
- Leaves are a source of protein for animals
- Excellent erosion-control crop

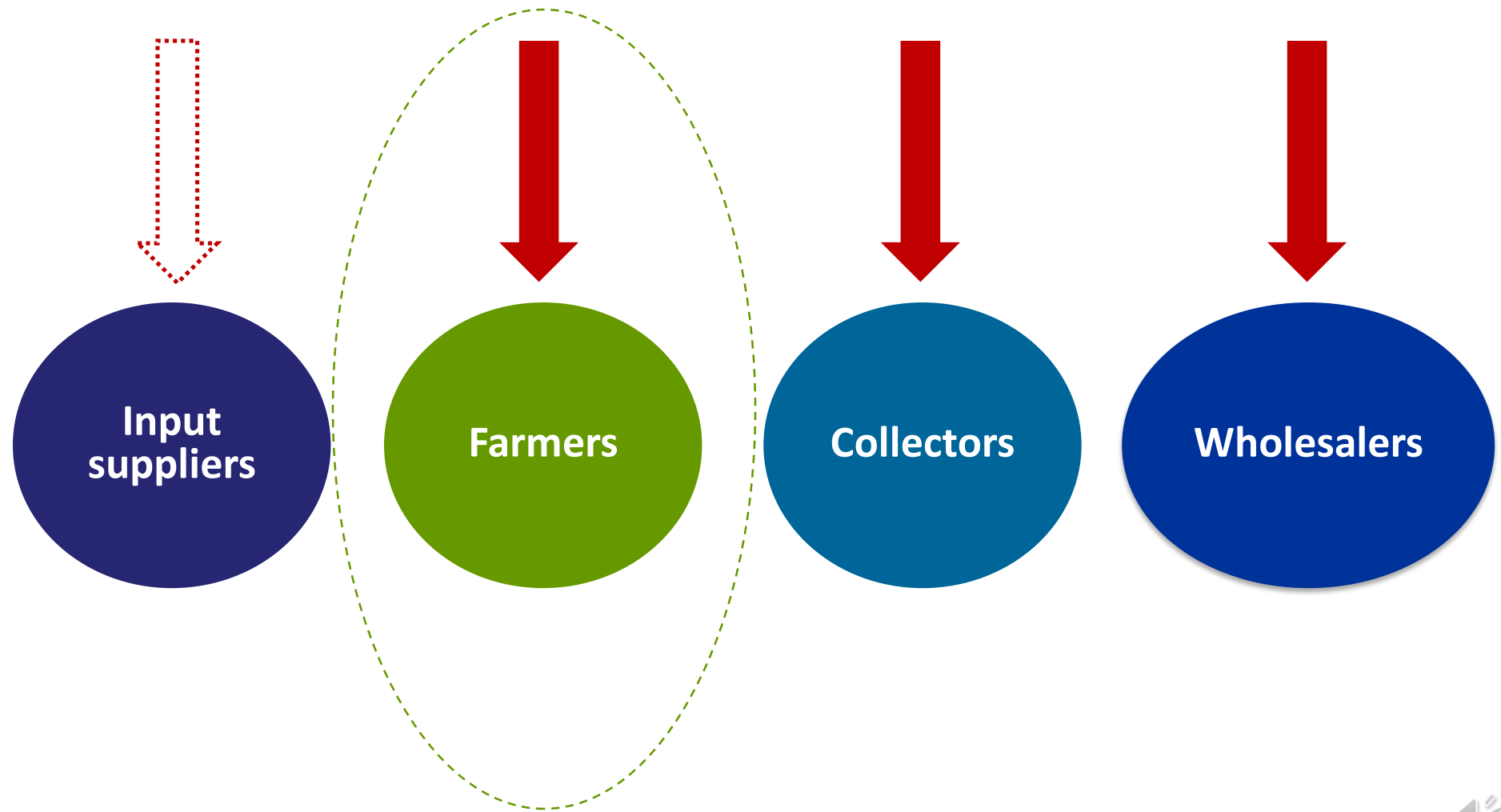


Initial challenges

1. No local tradition of commercial vegetable production
2. Limited ability to invest and high levels of risk aversion by local farmers
3. Crop perishability
4. No local vegetable trading network
5. Urban wholesalers require consistent daily deliveries
6. Strong competition from farmers in Tam Dao district



Entry points for intervention



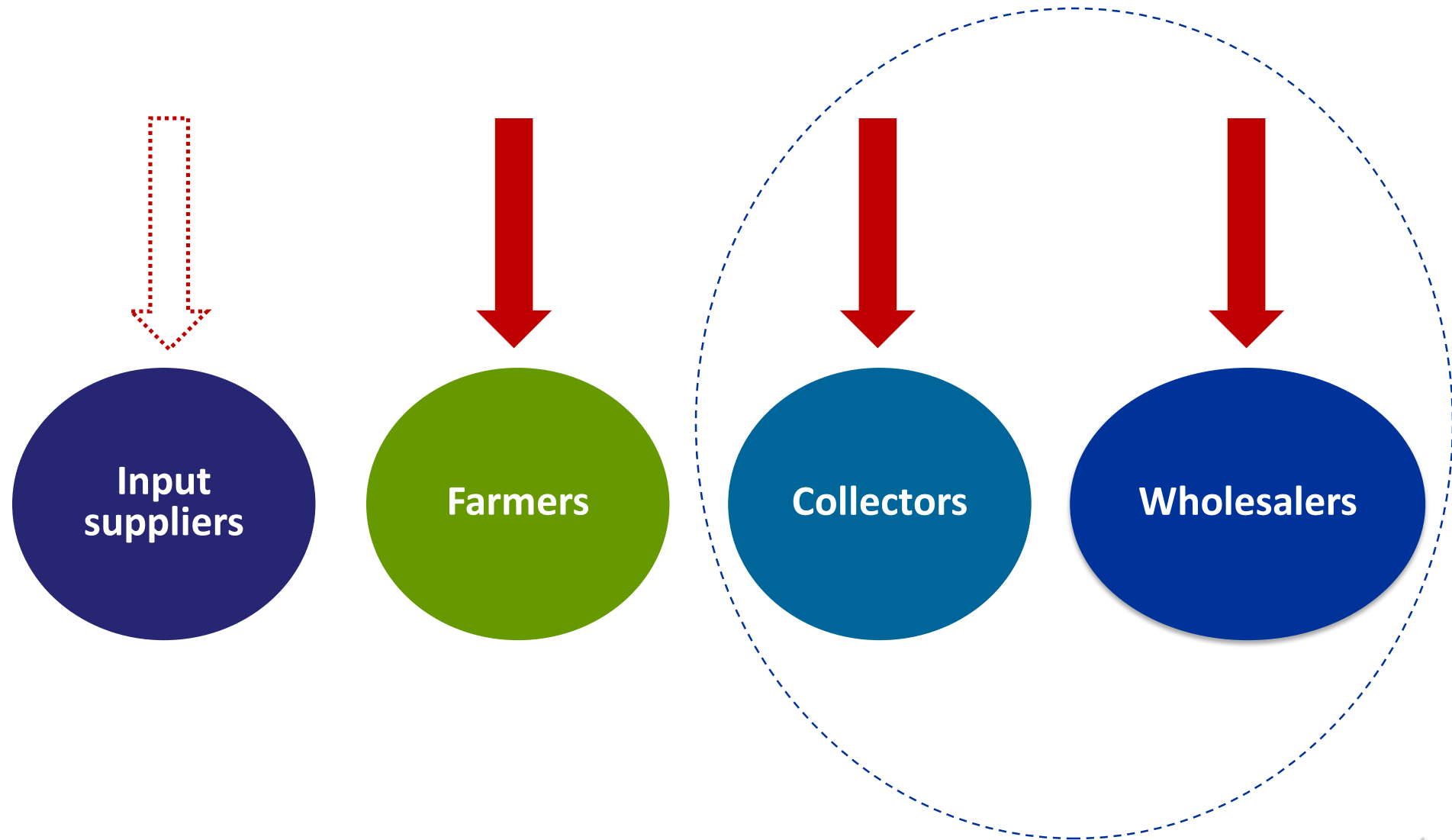
crop production pilots



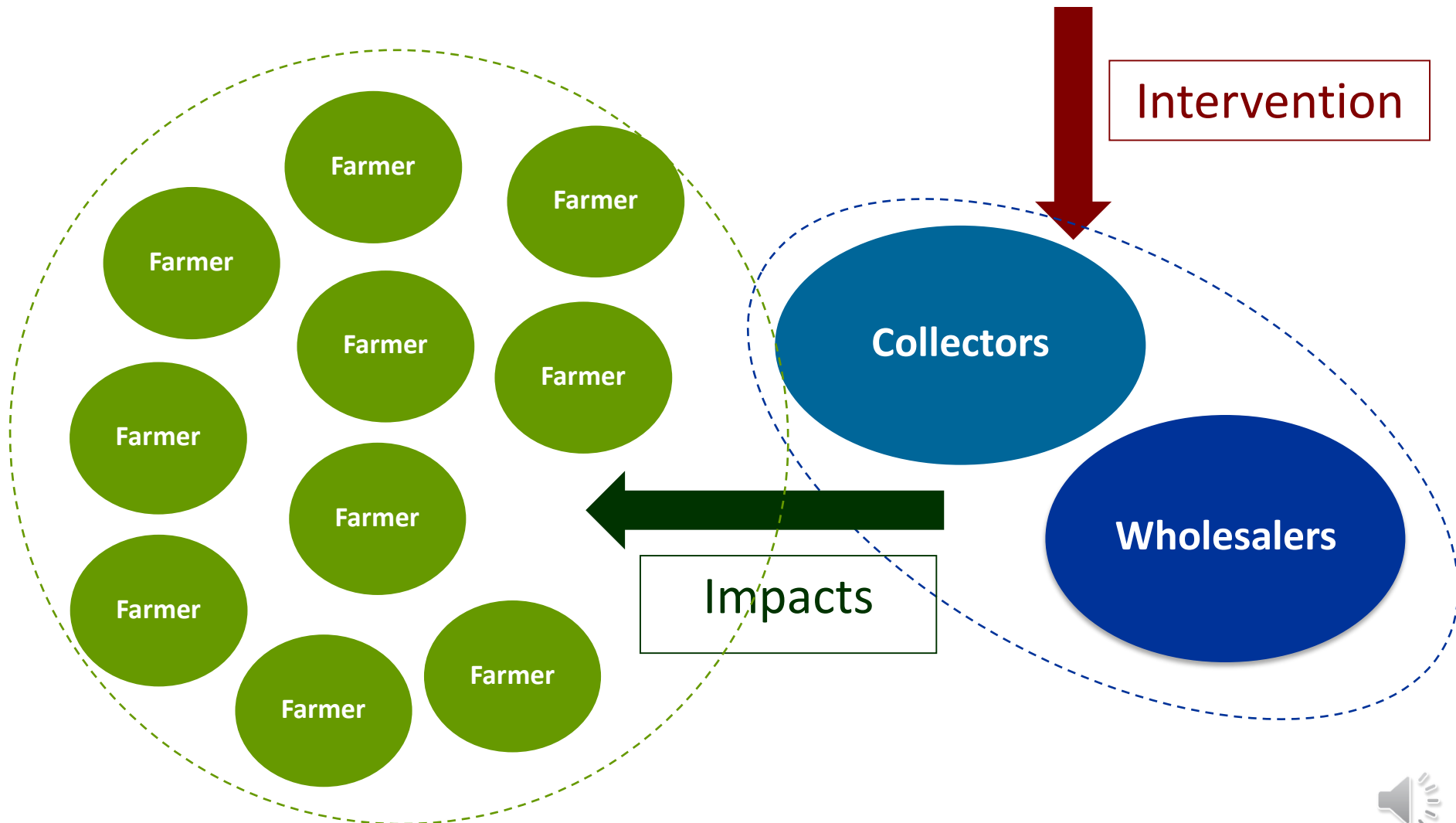
farmer training,
advisory services



Entry points for intervention



Indirect targeting strategies were very important for outreach and sustainability of outcomes and impacts





mobilization of farmers to become collectors



market visits with collectors



linking collectors to
transportation and wholesalers



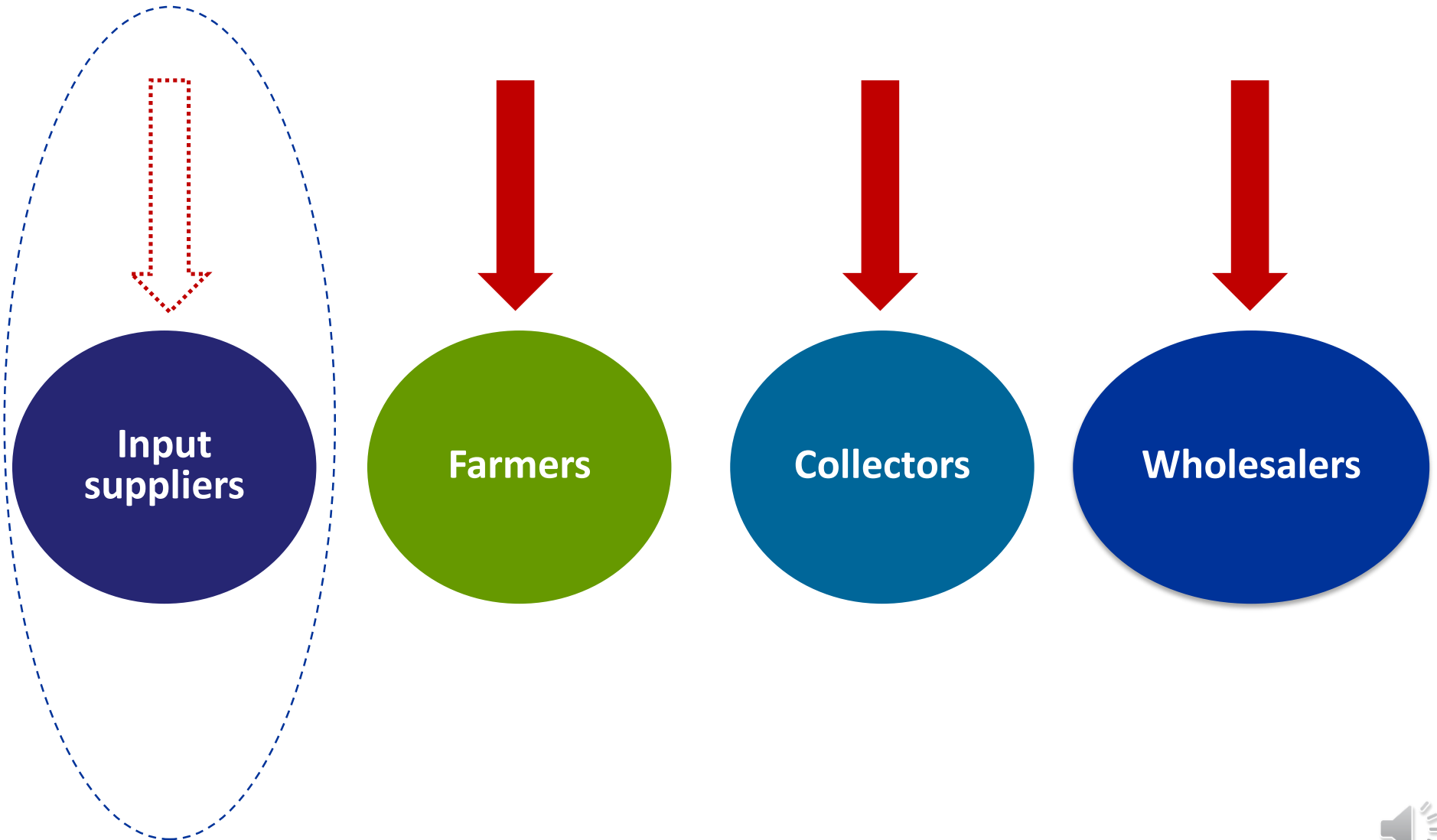
Exchange of market information



facilitation of investment by urban traders



Entry points for intervention



linking collectors to input suppliers



Intervention Strategy

	2007-08	2008-09
Target markets	Hoa Binh	Hanoi Hoa Binh
Target chain actors	Motorbike collectors	Collectors Wholesalers
Subsidies	No direct subsidies or allowances to famers, collectors or wholesalers	
Role of CIAT	Market research Provision of market information Market linkage facilitation Advisory and mentoring services Policy advice	



Benchmarking for competitiveness!



freshness



eating quality



Outcomes



2008

5 collectors

2009

9 collectors

2010

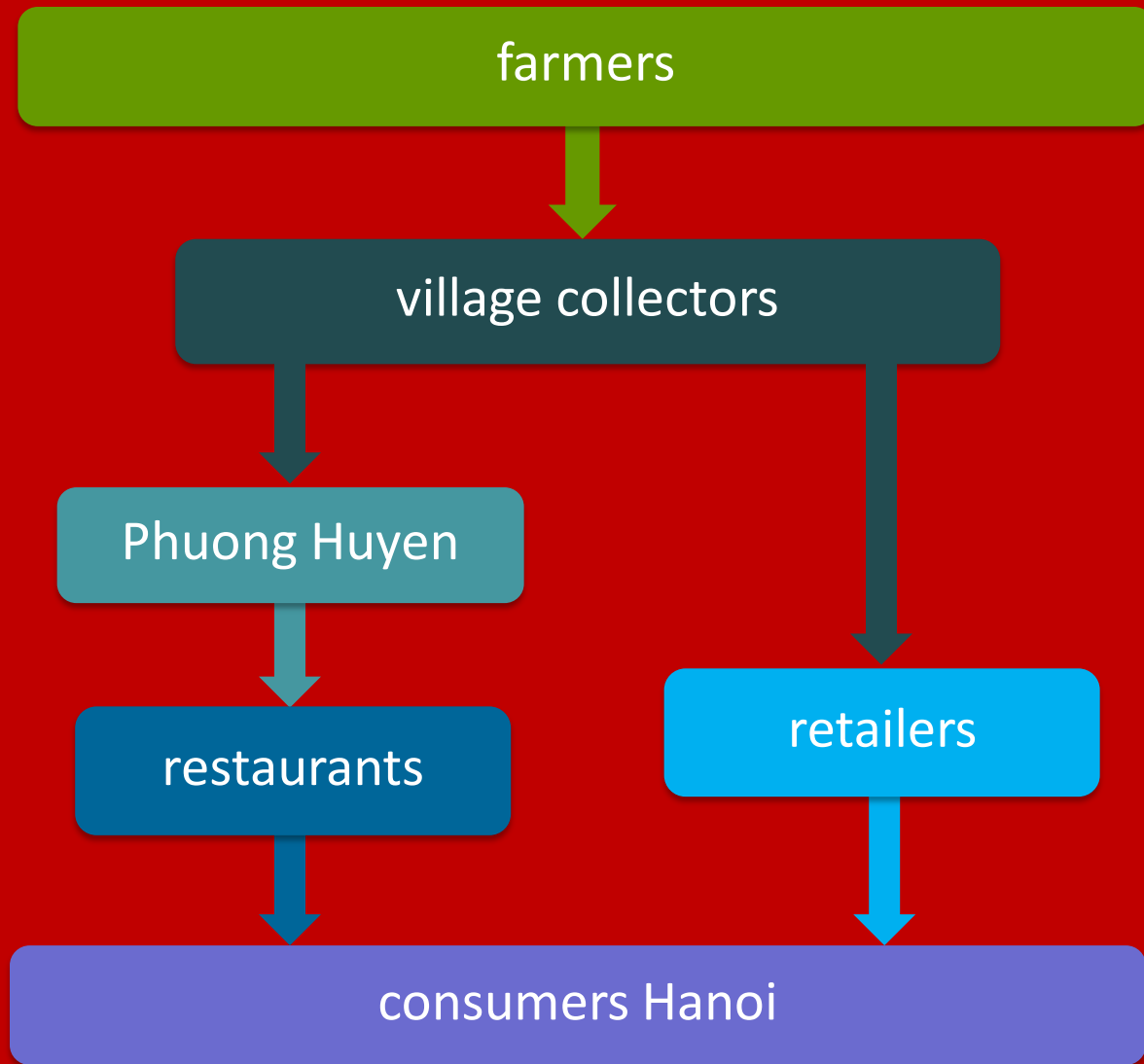
16 collectors



daily sales to retailers and consumers in Hoa Binh (2008)



Chayote Chain (2008)

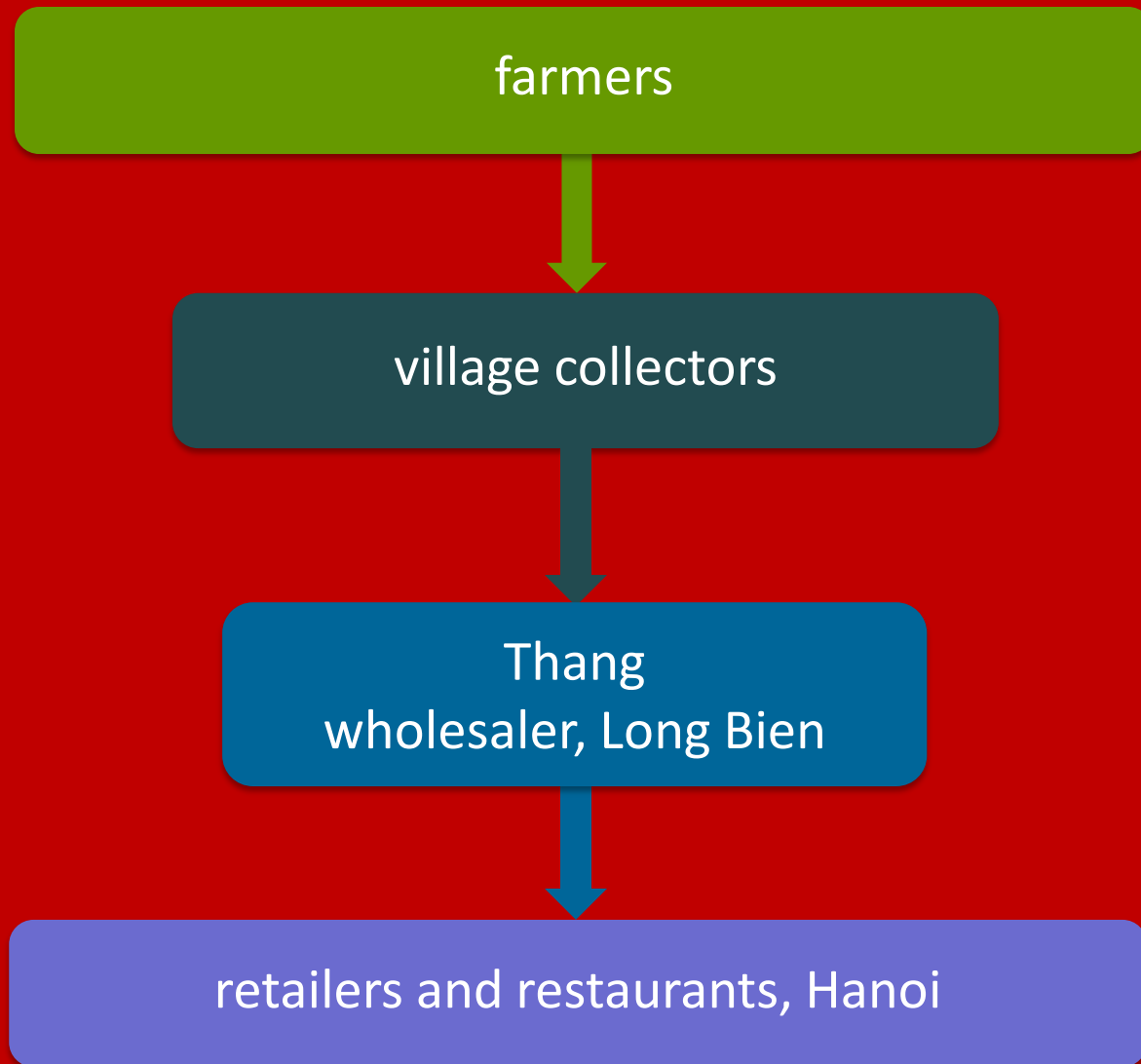




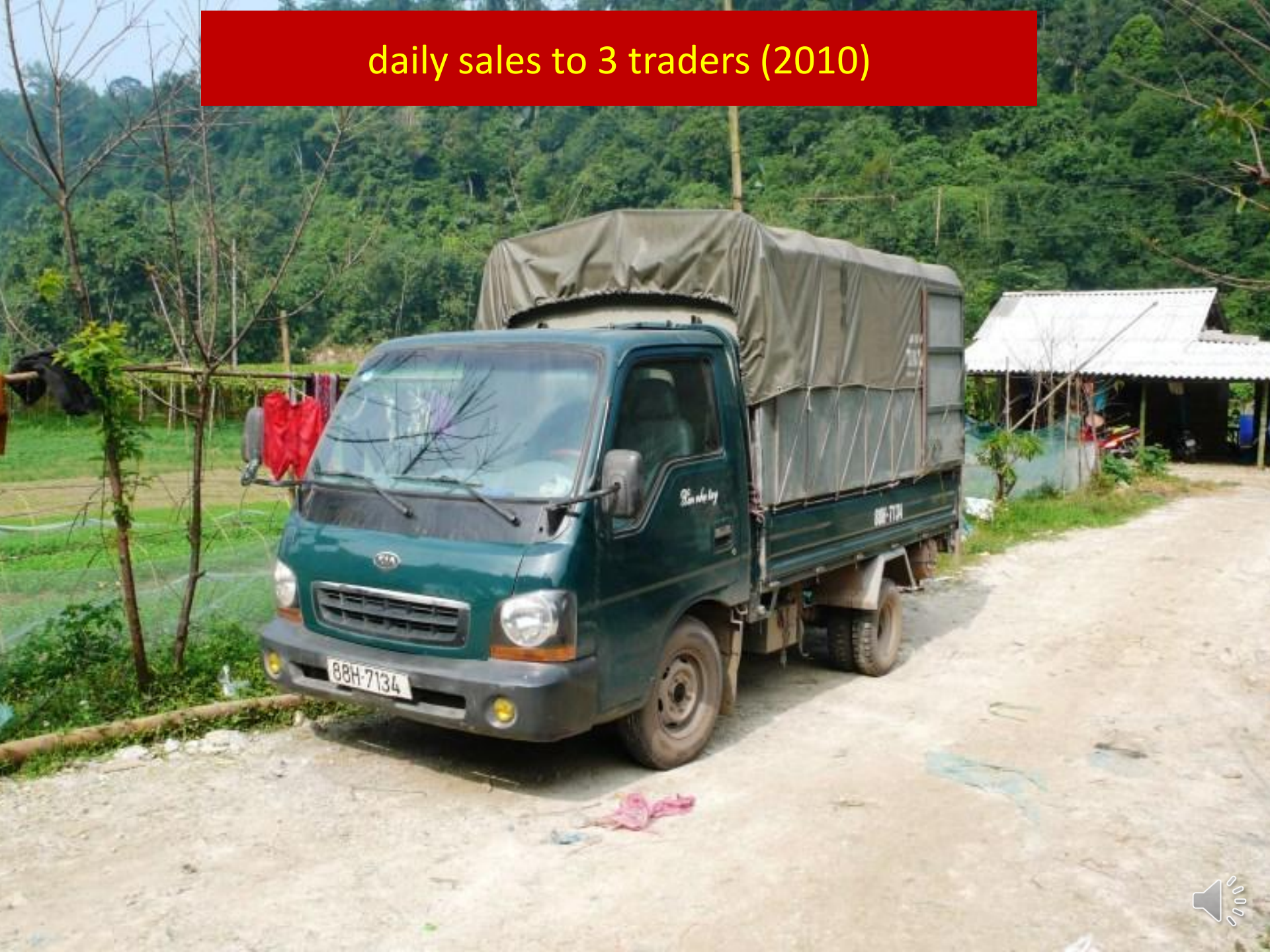
daily sales to one wholesaler in Long Bien (2009)



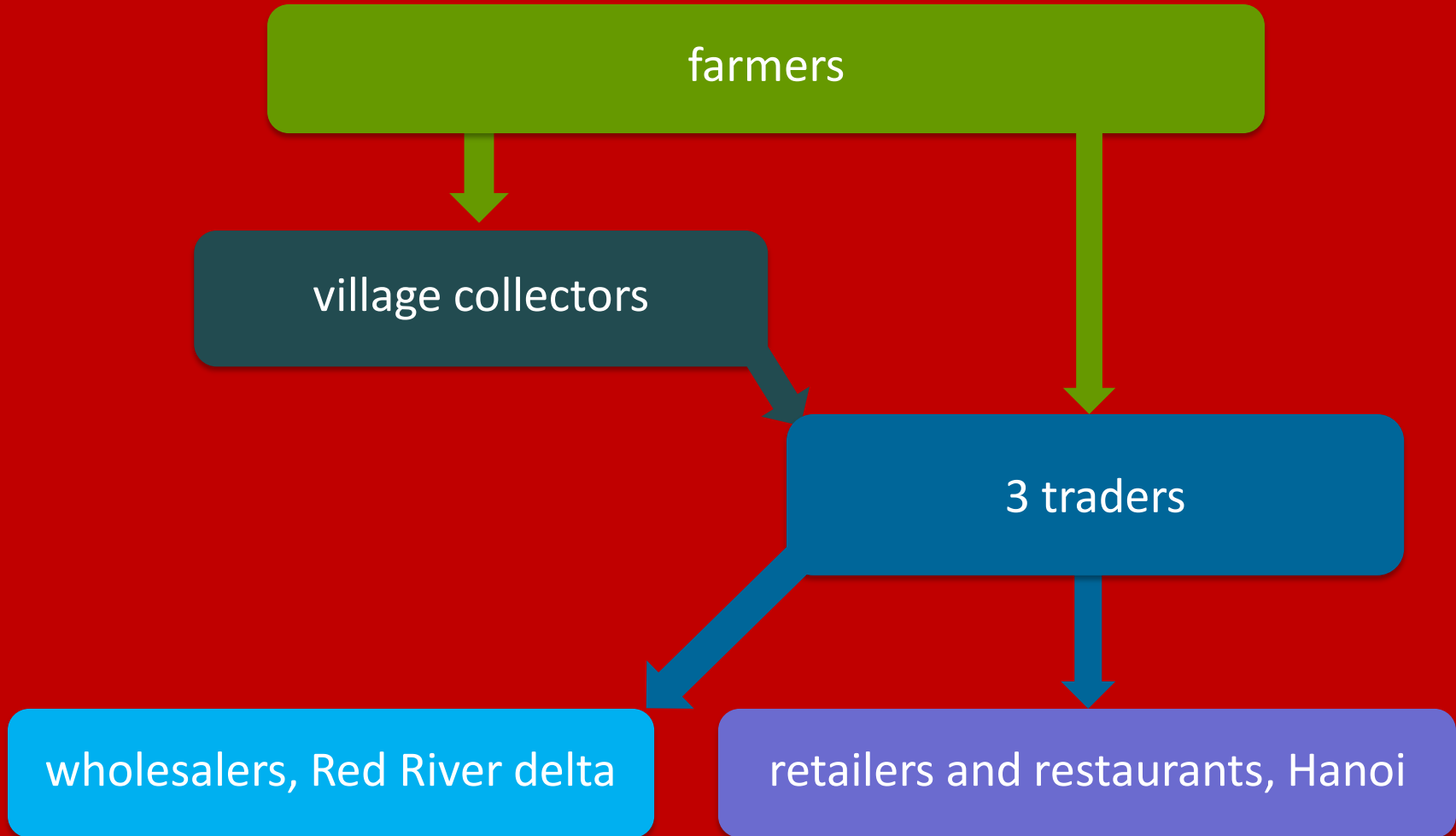
Chayote Chain (2009)



daily sales to 3 traders (2010)



Chayote Chain (2010)



Smallholder sector (2010, one year after the project)

	Chayote shoots	Chayote fruit
No. villages	17	
No. farm households	>600	>150
Production area (ha)	16	5
Production (tons)	397	
Yield (tons/ha)	24.8	
Average price (VND/kg)	5,600	
Farm revenue (VND)	2,223,200,000	
Farm revenue (USD)	117,011	



“large” farms (2010, one year after the project)

Large farms	Crop portfolio (ha)		
	Chayote shoots	Chayote fruit	Other
Thao, chayote trader from Tam Dao	5	0	1.5
Long, trader from Hanoi	0	3	1
Quang, farmer from lowlands of Tan Lac	1.5	1.5	0.1
Total	6.5	4.5	2.6



market share (chayote shoots) in 2010 (1 year after the project)

2010	
Average daily consumption, Red River delta (tons)	8
Average daily supply to Long Bien market (tons)	5
Average daily supply from Hoa Binh to Long Bien (tons)	2.5
Hoa Binh share of Long Bien market (%)	50



Income Impacts



direct income impacts in the smallholder sector,
excluding chayote fruits and pigs (US\$)

2010	
Net farm income (smallholder sector)	80,000
Collector's net income	6,500
Wage income	30,000
Total net income	116,500
Loss of maize income	12,500
Loss of maize collection income	500
Additional net income	103,500
Additional net income per household	170



Some considerations and reflections



How were the poor / ethnic minority / women targeted?

1. Geographical targeting
2. Crop selection
3. “Smart” (one-off) crop establishment subsidies
4. Type and location of training and advisory activities
5. Criteria for selection of participants in exchange visits



Social inclusion outcomes are influenced by many factors...

- ☐ Target areas
- ☐ Product choices
- ☐ Targeting strategies
- ☐ Market channels / segments
- ☐ Chain structures
- ☐ On-farm and off-farm employment
- ☐ Use of subsidies



Collective action, collectors and outreach



Traditional markets, supermarkets and outreach



off-farm employment, income and livelihood options



Ethnicity, gender and local trading networks



Ethnicity, gender and local trading networks

