



Improving smallholder farmer incomes through strategic market development in mango supply chains in southern Vietnam

Project: Activities and Research Partnerships

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Dong Thap Province, southern Vietnam*

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Partnerships

- ▶ Dong Thap Province
- ▶ Tien Province

Vietnam research institutions

- ▶ SIAEP
- ▶ SOFRI
- ▶ SCAPS

International research institutions

- ▶ Griffith University, Griffith Asia Institute
- ▶ CIRAD, Hanoi
- ▶ Northern Territory, Dept. Primary Industries
- ▶ University of Adelaide
- ▶ CIP, Hanoi





Activities

Objective 1

Opportunities to increase competitiveness and empower women in fresh and processed mango value chains

- ▶ Stratified baseline socio-economic study
- ▶ Understand current season flowering and on-farm production issues
- ▶ Understand market situation and segments in Ho Chi Minh City and Hanoi
- ▶ Understand current mango value chains from Dong Thap and Tien Giang
- ▶ Evaluate factors affecting mango quality benchmarks
- ▶ Participatory appraisal, selection and evaluation of interventions



Activities

Objective 2

Evaluate options to overcome barriers to competitiveness in fresh and processed mango value chains

- ▶ Develop fruit productivity and quality improvements through on-farm innovations
- ▶ Expand seasonal flowering
- ▶ Develop mango productivity and quality improvements in FRESH supply chains
- ▶ Develop mango productivity and quality improvements in PROCESSED supply chains
- ▶ Undertake financial, economic and business feasibility analysis on selected trial interventions



Activities

Objective 3

Improve capacity, industry linkages and knowledge sharing

- ▶ Development directed towards stakeholder engagement and linkage building activities
- ▶ Socialise and disseminate research outputs with dedicated communication activities
- ▶ Undertake capacity building and change management activities
- ▶ Develop pathways for mainstreaming outcomes and ongoing development from the project