



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

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Activity 1.2

Baseline socio-economic research study, including a gender focus

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Implementing Agency



Funding Agency



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Introduction

- ▶ Design, test and implementation of a baseline socio-economic survey of mango farming households in the three targeted districts
 - ▶ To capture HH situation before and after (end line survey) project interventions, with key areas of enquiry including:
 - ▶ Socio economics, demographics, education and skill levels, HH characteristics (roles, responsibilities and time spent by gender), finance and endowments, production and marketing practices.
- ▶ Understanding of gender issues in the project sites and rapid appraisal of their possible impact or meaning for project implementation and research.



Research aim

- ▶ Improve knowledge about:
 - ▶ the impacts (in terms of income, gender empowerment, practice changes) of project interventions.
 - ▶ key household-level socio-economic factors that determine production scale and efficiency, technology adoption, innovation and market focus for mango farmers.
 - ▶ the roles of men and women in mango supply chains, and how and where women could be more empowered.

Method

- ▶ Questionnaire design: several versions with inputs from the different partners, including gender specialists.
- ▶ Workshop: final design, set up in a tablet format via Kobotool box software and enumerator training
 - ▶ Balance between information needs and time and interviewee fatigue constraints, ensure consistency, accuracy and non-redundancy across questions, ease of administration.
- ▶ Pre-testing, survey refinement and final survey administration on tablets.
- ▶ Data cleaning and curation.
- ▶ Preliminary data analysis: descriptive statistics.
- ▶ Gender workshop: awareness raising and capacity development of the research team.
- ▶ Gender segregated focus groups (care analysis framework):
 - ▶ gender balance tree tool to elicit labour division and decision making
 - ▶ and vision journey tool to enquire about women and men perception of mango production in terms of:
 - ▶ (i) income; (ii) labour and technical requirements; and (iii) aspirations in production.

Data collection

- ▶ Individual survey at HH level of 227 mango farmers out of the list of 270 targeted mango producers for project intervention

Districts	Nb farmers / district
Cao Lanh City	81
Cao Lanh district	75
Cai Be	71
Total	227

- ▶ All the interviewees are from the Kinh ethnic group. Only 10 interviewees are women. Not interviewed 43 HH: either not available or not actual mango producers.
- ▶ Nature of collected data (about 450 questions):
 - ▶ HH characteristics & assets (including agricultural equipment use), general livelihood characteristics, mango production and post production (labor differentiating between men and women, and input use) & marketing, quality standards, farmer networks and access to services, saving & credit, consumption and decision making patterns.
 - ▶ Distinction between in and off seasons with regard to production and marketing data.
- ▶ Survey administered by the 9 enumerators using tablets in the 3 project districts:
 - ▶ Cai Be, Cao Lanh City and Cao Lanh district - between the 20th and the 24th of May
- ▶ Gender segregated focus groups: in Cai Be in Tien Giang and Cao Lanh in Dong Thap.



Key results/outcomes

Agricultural endowment, equipment use and gender considerations

- ▶ On average, the surveyed households are farming on 9540 m².
- ▶ Only 11 households are employing permanent workers for agricultural activities.
- ▶ According to interviewees, most agricultural equipment is being used almost only by men or at least more by men (except for picking crates where a significant proportion of women are also using them).

Agricultural equipment use (in %)	Total sample %	Men only	More men	Both	More women	Only women
Harvesting poles	99,5	61	27	10	3	0
Water pump	99,5	69	26	10	1	1
Pruning equipment	98,5	81	16	5	1	0
Motorised sprayer	98	91	8	1	0	0
Picking crates	95,5	39	79	22	8	0
Grass chopping machine	67	89	8	2	1	0
Own irrigation system	48	62	38	11	3	0
Hand sprayer	32	61	27	10	3	0
Hand tractor	2	69	26	10	1	0



Key results/outcomes

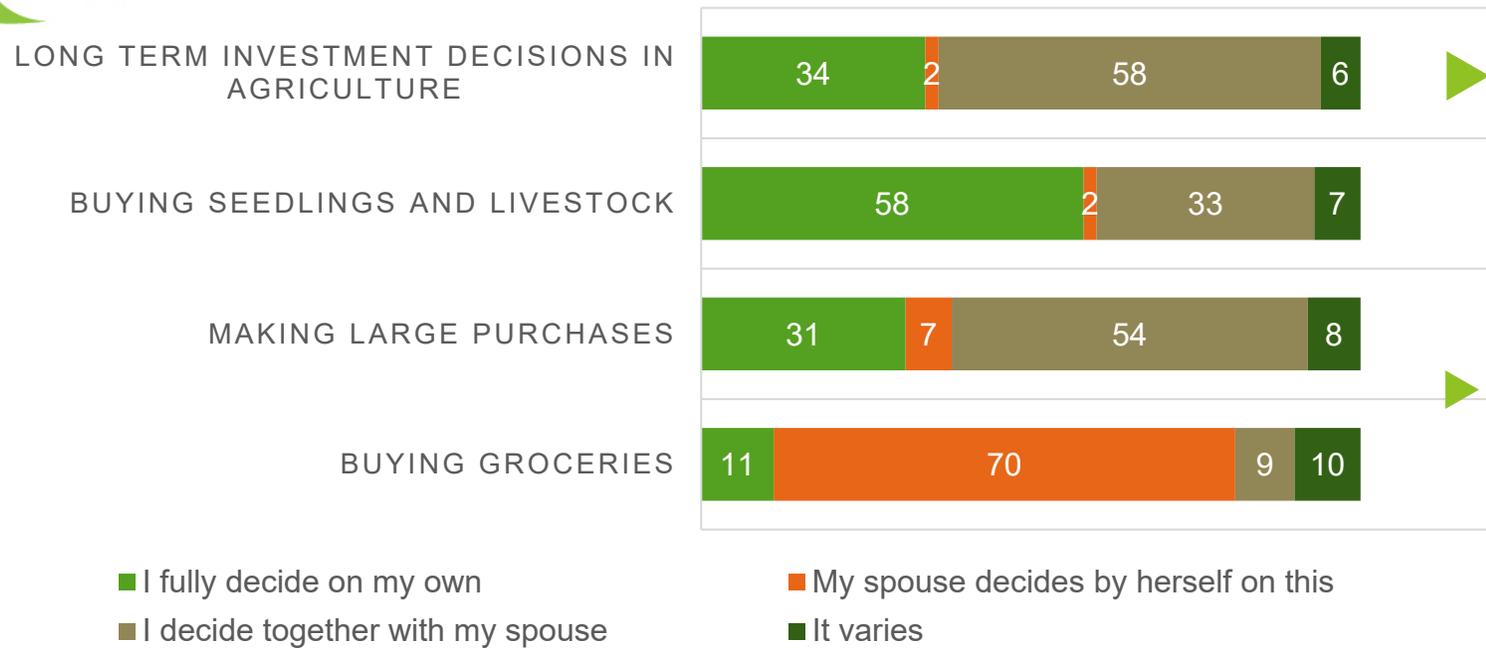
Gender based perception and behaviours

- ▶ Even if not reflected in male farmer perception, women do as much as men—even in very important steps such as flowering intervention or fruit pruning.
- ▶ Men are decision-makers for almost all tasks in mango production; however women also have power in decision-making regarding harvesting and sales.
- ▶ In general, men are more likely to have access to all types of resources (information and techniques). The burden of housework would limit women's availability to attend training or meetings
- ▶ Lack of aspiration to upgrade mango production and value chains. Climate change seen as a threat.



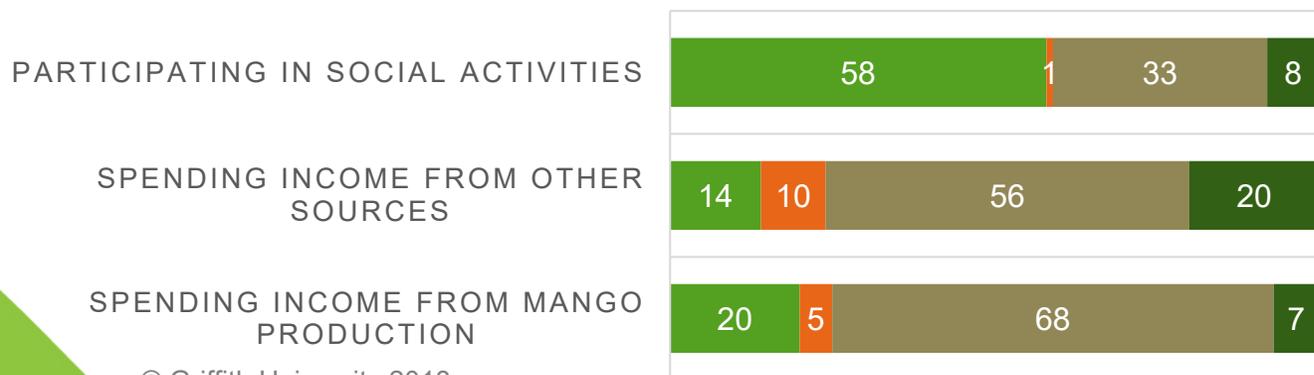
Key results/outcomes

Decision making and gender considerations



► Overall, except for groceries, interviewees indicate that the spouse rarely decides by herself.

► And participation to social activities is mostly decided by the interviewees in their own.



► However, decisions on long term investment in agriculture as well as on large purchases mostly done jointly with the spouse.



Key results/outcomes

Finance and collective action

Healthy HH financial management:

- ▶ More than 60% state have not borrowed money in 2018 as did not need it.
- ▶ Almost 74% indicate having savings:
 - ▶ 42% indicate total savings above 50 million VND.

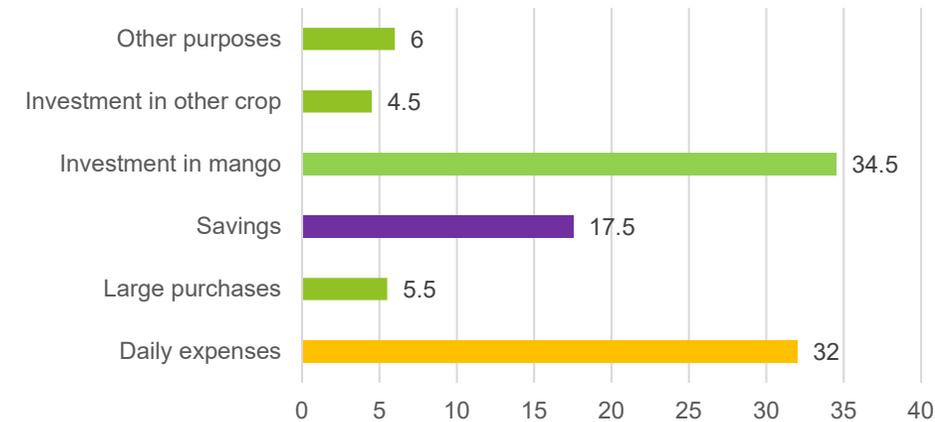
Collective action:

- ▶ Main reasons for membership in farmer group or cooperative (multiple choice question):
 - ▶ 1) Access technical advice and 2) access training
 - ▶ 3) Access to markets
- ▶ High proportion of farmers having collective responsibility.

Gender concern:

- ▶ Only in 10 cases, both men and women are members of collective organisations (else only the interviewee).

Distribution of HH total income into different uses (in %)



Farmer membership to:	% sample
Farmer union	60,3%
Cooperative	54,2%
Farmer group	38,3%
Other union	30,8%
Credit group	12,3%
None	8,8%



Key results/outcomes

Farmer practices

- ▶ 41% farmers not undertaking post-harvest activities
- ▶ Input use and management:
 - ▶ more than 75% farmers using organic fertilisers
 - ▶ main input provider = private input provider (over 98% sample)
 - ▶ men in charge of input management:
 - ▶ interviewee being the one buying inputs (over 87% sample)
 - ▶ interviewee deciding on input needs and use (almost 80% sample)
- ▶ Economic incentives as the main stated reasons for changing practices:
 - ▶ better profit (79%) and cost reduction (57%) versus marketing requirements (55,5%) or compliance with regulations (37,5%).

Variety used	%
Cat chu	68
Taiwan	67,5
Cat hoa loc	47
Other	5,5
R2E2	1

Information sources	%
Other farmers	56
Farmer org ^o	54
Other	53,5
TV	31,5
Local input suppliers	30,5
Extension officers	19,5
Chemical companies	18,5
Internet	5,5
Project staff/ NGO	3,5

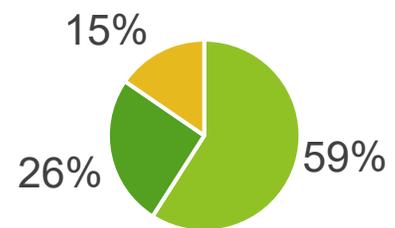
Key results/outcomes



- ▶ Most HH directly sell their mangoes at farm gate:
 - ▶ mostly to collectors outside village or to local wholesalers in provincial cities
 - ▶ off season, more village collectors as main buyer
 - ▶ HH sell 60% of mangoes to their main buyer in season.
- ▶ Working with 5-6 buyers (on average but wide variability):
 - ▶ half operate only with 2 buyers
 - ▶ half have been working with main buyers for at least 3 years.
- ▶ Price as the main determinant for choosing buyer, and fruit appearance (size, color, no defects) as most important criteria for buyers.
 - ▶ Only few farmers state benefitting from service provision from their main buyer.

Main selling point	%
At farm gate	66,5
In farmer commune	16
In district center	9,5
In province center	2,5
Outside the province	1,5

Change of buyers



■ Sometimes ■ Never ■ Often



Key results/outcomes

Price patterns

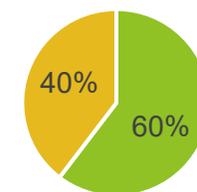
- ▶ Huge price difference according to the variety sold
- ▶ Much more remunerative prices during off season
 - ▶ all varieties: lowest off season price > average main season price.

Farmer price fluctuation in VND for 2018	For Cat Chu	For Cat Hoa Loc	For Taiwanese variety
Average price main season	10.300	31.000	16.200
Lowest price off season	15.300	41.300	18.400
Highest price off season	25.010	82.100	35.900
Average price over the season	18.450	55.100	25.000

Certification patterns

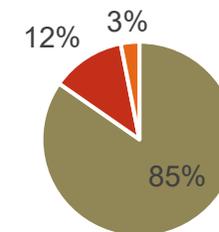
- ▶ Main reasons for not being certified:
 - ▶ lack of knowledge in applying standards (≈ 31%)
 - ▶ lack of access to adapted inputs and lack of demand (≈ 20%).
- ▶ Certification cost not born by farmers (mostly paid by local authorities)
- ▶ 60% of certified farmers did not actually sell certified mangoes in 2018.

Proportion of certified farmers



■ No ■ Yes

Standards used by the mango producers



■ VietGAP ■ Global GAP ■ Other standard

Conclusion

- ▶ Well equipped small-scale farmers in terms of:
 - ▶ equipment, social capital, healthy financial situation.
- ▶ Value chains rudimentary:
 - ▶ unsophisticated quality management and commercial transactions at farmer level.
- ▶ Potential for women empowerment.