



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

AGB/2012/061

Activity 3.1 Project Reference Group

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Implementing Agency



Funding Agency



Australian Government
Australian Centre for
International Agricultural Research

Activity aim

- ▶ Identify and establish a multi-stakeholder mango reference group with representation from agro-chemical companies, traders, processors, exporters, commercial firms, policy makers and farmer grower groups

Purpose

- ▶ The group will strive to share ideas related to project development seeking input and engagement into research strategies



Terms of Reference

Overarching project objectives:

- ▶ Identify opportunities to increase competitiveness and empower women in fresh and processed mango value chains;
- ▶ Evaluate options to overcome selected barriers to competitiveness in fresh and processed mango value chains; and
- ▶ Improve capacity, industry stakeholder linkages and knowledge sharing.



Projected outcomes

Long-term research design provides:

- ▶ an increased capability within Vietnamese institutions to undertake scientific research and associated enhance program delivery capacity
- ▶ improved collaborative engagement between key stakeholders including commercial chain partners and regional and provincial government institutions to drive ongoing industry development, and
- ▶ greater understanding of innovative adoption pathways to continue ongoing development in the mango sector in southern Vietnam.

Terms of Reference

Project timing: September 2018 – June 2021

Beneficiaries:

- ▶ Farmers, farmer cooperatives & communes
- ▶ Packhouse & processors
- ▶ Collectors, traders, supply chain stakeholders
- ▶ DARD – District engagement with farmers and communes (capacity building)

Farmer / Packhouse / Processor outcomes:

- ▶ Better understanding of the market
- ▶ Better understanding of quality loss, ICM & IPM
- ▶ Understanding of value chains (collegial approach)
- ▶ Opportunities to be gained from processing

Farmers & chain collaborators by participating can expect:

- ▶ identification of impediments impacting their return for effort
- ▶ working with farmers & their immediate chain partners to define practical solutions
- ▶ working with farmers & their immediate chain partners to facilitate practical solutions (pilot interventions)
- ▶ undertaking training programs & introduction and testing new practices
- ▶ engagement in monitoring, evaluating innovations & impact adoption activities

Project expectations from participants:

- ▶ long-term cooperative commitment
- ▶ active encouragement of gender equity
- ▶ practical exposure to farming & chain practice change
- ▶ demonstrate a willingness to adopt / change ideas
- ▶ cooperate with monitoring and evaluation of intervention adoptions



Attendees – Cao Lanh City meeting 20 August, 2019

- ▶ Dr Nguyen Phuoc Thien - Vice Director, DARD, Dong Thap province
- ▶ Mr Nguyen Tan Quoc - Director, Center of Extension and Agricultural Services, Tien Giang Province
- ▶ Prof Tran Van Hau - Can Tho University
- ▶ Dr Nguyen Thanh Tai - Vice Director, Department of Science and Technology
- ▶ Mr Phan Duc Cuong - Director, Long Uyen Co Ltd
- ▶ Mr Nguyen Dinh Muoi - Vice Director, Vina T&T Import Export Trading Service
- ▶ Mr Vo Minh Duc – Vina T&T Group
- ▶ Mrs Dinh Kim Nhung - Director, Kim Nhung Packhouse, Dong Thap
- ▶ Mr Tran Hoang Van - Director, Ba Xoai Packhouse
- ▶ Mr Dang Phuc Nguyen - General Secretary, Vietnam Fruit Association
- ▶ Dr Le Minh Hung - Director, SIAEP
- ▶ Dr Nguyen Duc Loc - Director , SCAP
- ▶ Dr Nguyen Van Hoa - Director, SOFRI
- ▶ Mr Doan Huu Tien – SOFRI
- ▶ Nguyen Van Son - SOFRI
- ▶ Dr Robin Roberts - Griffith University
- ▶ Mrs Tracey White - Griffith University



Next Reference Group meeting

- ▶ February 2020
- ▶ Cai Be, Tien Giang
- ▶ Venue: SOFRI
- ▶ Agenda
 - ▶ Project update
 - ▶ Interventions
 - ▶ Discussion

