

Final summary report of SUSPER (Sustainable Development of Peri-Urban Agriculture in South-East Asia)

Rapport final de SUSPER

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Avec synthèses en français

April 2007



SUSPER

**Sustainable Development of Peri-urban Agriculture
in South-East Asia Project**
(Cambodia, Lao PDR, Vietnam)

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Moustier P., Final summary report of SUSPER
(Sustainable Development of Peri-Urban Agriculture in South-East Asia). Hanoi, The Gioi
edition, 152 p.

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2.7 Strategies of Stakeholders in the Vegetable Commodity Chain Supplying Hanoi Markets

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Date: 2003

Pages: 50

Published on website: Y

Published on hard copy: Y

The study focuses on four product flows from four different supply districts. Firstly, the safe vegetable flow from Dong Anh, the main safe vegetable supplier of supermarkets, stores of state-owned and private companies, canteens of schools and kindergartens. Secondly, the normal vegetable flow from Me Linh, an important vegetable supplier of the Dich Vong wholesale market. Thirdly, the vegetable flow from Gia Lam, the main vegetable supplier of the Bac Qua-Long Bien wholesale market. Finally covered is the vegetable flow from Thanh Tri, the main vegetable supplier of the Mo and Nga Tu So markets. It is based on in-depth interviews of a panel of farmers and traders belonging to each selected vegetable chain.

The relationship between the producing areas and markets is dependant on the distance from producing region to markets and the strategies of quality management. The safe vegetable channel is characterised by a close relationship between stakeholders. The retailers are the stakeholders regulating the chain. They inform the stakeholders upstream about the demands of the market and induce them to be more efficient. The biggest constraint to this flow chain is that consumers have little confidence in product quality. The demand for safe vegetables is increasing but producers often cannot find regular outlets for their safe vegetables.

In the normal vegetable chain (supplier-wholesale market), the assignment of the different actors is relatively clear. However, in almost all three flows, the relationships among them are very loose. The irregular involvement of many farmers in the market (although some peri-urban farmers participate more frequently) makes the flows less centralized. This is a reason why information transmission from the market to producing regions is very scattered, and this affects the income of the stakeholders.

Product quality is one of the key factors. This is a common link to connect the actors participating in the commodity chain and is clearly expressed in the safe vegetable flow. Presently, in peri-urban districts, the pressure of urbanisation and the reduction in cultivated area have led farmers to change their strategy. They choose vegetables that are more profitable and strive to improve quality to raise the income generated per area unit. Nevertheless, to entice customers to buy at higher prices, it is important to build consumer trust that the produce meets the quality mentioned on the labels. A good first step is to help actors themselves raise the standard of product quality. In addition, it is necessary to enable consumers to have the means to check produce quality. In any case, the State should act as a referee to make sure that actors comply with the regulations.