



PROJECT DURAS

Promotion du Développement Durable dans les systèmes de Recherche Agricole du Sud
Promoting Sustainable Development in Agricultural Research Systems

PROJECT SUMMARY

This form should be filled up and sent together with the full proposal. It should not exceed two pages.

PROJECT INFORMATION	
<i>Project ID</i>	2 DCG 4-13
<i>Project title</i>	Improving the pig and pig meat marketing chain to enable small producers to serve consumer needs in Vietnam and Cambodia
<i>Theme</i>	Linking farmers to market and support to small and medium agro-enterprises
<i>Lead proponent</i>	(VASI). c/o Dr. Vu Trong Binh, Vice director of Agrarian Systems Department
<i>Stakeholder group</i>	NARI
<i>Organization</i>	Agrarian Systems Department of Vietnam Agricultural Science Institute
<i>Contact detail</i>	Postal address: Bo mon He Thong Nong Nghiep – Vien Khoa Hoc Ki Thuat Nong Nghiep Viet nam, An Khanh – Hoai duc – Ha tay – Viet nam Email address: binhcv@fpt.vn and trongbinh@fpt.vn Telephone/Fax numbers: 84-34650793
<i>Collaborator 1</i>	Centre for Livestock and Agricultural Devt., Univ. of Tropical Agriculture – Cambodia
<i>Collaborator 2</i>	Heifer Project International – Cambodia
<i>Collaborator 3</i>	CIRAD (MALICA-Markets and Agricultural Linkages for Cities in Asia and PRISE, Pôle de recherche en Intensification des Systèmes d'Elevage)
<i>Collaborator 4</i>	Prash Punlear Slaughterhouse- Cambodia
<i>Collaborator 5</i>	Srah Takoun Farmer Association, Takeo province, Cambodia
<i>Collaborator 6</i>	Lok Farmer Association, Takeo province, Cambodia
<i>Collaborator 7</i>	Women's Union of Nam Sach District, Hai Duong Province, North Vietnam
<i>Collaborator 8</i>	Nam Sach Animal Production Cooperative, Hai Duong Province, North Vietnam
<i>Collaborator 9</i>	Long Co Company Limited-Vietnam
<i>Collaborator 10</i>	International Livestock Research Institute- Philippines
<i>Countries covered</i>	Viet nam and Cambodia
<i>Project Duration</i>	From: Month/year: 01/2006 To: Month/year: 12/2007
<i>Project cost</i>	Total Project cost: 269 880 Euros Funding requested to DURAS: 150 000 Euros Other funding sources: 119 880 Euros
Problem statement <i>Please give a concise description of problems and issues the proposed project will address</i>	<p>Pig meat account for three quarter of total meat production and consumption in Vietnam and Cambodia. Demand for pig meat has been increasing rapidly due to rising income and urbanization of population. A dual market structure is emerging in the pig industry - a small commercial sector (large scale production and processing enterprises) side by side with a large sector composed of small scale producers raising pigs under mixed farming systems. The large farms/processors are capturing the high-end market that can pay premium price for quality products, while smallholders have limited access to such market because of resource constraints and inadequate market institutions. From a pro-poor perspective, this trend is limiting the livelihood opportunities of many smallholders, especially women. While improved technology (crossbreeds and feed packages) interventions have been provided to smallholder farmers by government extension as a development policy response, market access by smallholders and women is not addressed in these intervention programs. Thus, strategies to improve market access for small and geographically marginal producers are essential to complement technology interventions to make commercial pig production a viable enterprise for poverty reduction.</p> <p>This project will investigate the following issues: (1) existing and potential market opportunities that can be feasibly accessed by smallholder pig farmers and the conditions for their participation; (2) assistance that can be provided to ensure their active and remunerative participation in these markets; (3) market aspects that can be addressed through interventions in technology, institutions, and policy; (4) How can organization and information be used in more innovative ways to develop more sustainable pig commodity chains that facilitate market linkage of smallholders; and (5) How can new market opportunities for smallholders be stimulated ?</p>
Project objectives <i>Kindly present briefly project objectives. (In itemized form)</i>	<ol style="list-style-type: none"> To enhance smallholder access to high-value markets for pig and pig meat. To increase the share of end-market prices obtained by smallholders for their pigs and pig meat. To increase the scale of operation and total value of pig and pig meat marketed by

	<p>smallholders.</p> <p>4. To increase the number of smallholders marketing pig and pig meat.</p>
<p>Project activities</p> <p><i>Kindly explain briefly schedule of activities. (In itemized form)</i></p>	<ol style="list-style-type: none"> 1. Implement a study to assess the current and emerging demand for pig meat in urban and rural areas in North Vietnam and Cambodia, and identify market opportunities for smallholders to supply such demand. 2. Conduct stakeholder participatory assessment of constraints to smallholder participation in pig/pig meat markets and meeting the emerging market requirements, including an assessment of demand for inputs, technology and information for enhancing smallholder market participation, and identification, characterization, and mapping of pig and pig meat market flows from/to Haiduong in N. Vietnam and Takeo in Cambodia. 3. Design a pilot activity in Haiduong in North Vietnam and Takeo in Cambodia for testing selected options in technology (e.g., production, processing) and institutions (e.g., quality control and service provision arrangements including price information) to overcome the identified constraints along the market chain from producer to consumer. Given the different levels of market orientation of smallholders engaged in the pig commodity chain in N. 4. Improve local capacity for pig/pig meat production, processing, and marketing. 5. Disseminate findings and recommendations in various forms and media.
<p>Expected outputs</p> <p><i>Kindly provide concise description of expected outputs of the project, including specific figures if possible. (In itemized form)</i></p>	<ol style="list-style-type: none"> 1. An assessment of demand for pig meat from selected regions in urban areas in N. Vietnam and Cambodia, and an evaluation of alternative marketing channels and arrangements, that will guide the identification and development of market opportunities for smallholders (completed eight months after project inception). 2. Constraints to smallholder participation in high-end markets and possible solutions for action identified through stakeholder consultation (completed 10 months after inception) 3. More effective institutional arrangements (e.g., for quality management, information exchange, access to inputs) including technical, economic, and management aspects for more remunerative market participation of smallholder producers and processors (including women), implemented and monitored in pilot sites in N. Vietnam and Cambodia (22 months after project inception) . 4. Enhanced ability of 100 smallholder farmers and processors (including women) in each country to improve their skills in marketing for better income from pig production and processing (through increased capacity to participate in input and output markets, reduced production risk, increased scale of production; also improved capacity for negotiating, bargaining, contracting, etc.) (24 months after project inception). 5. Policy briefs and other documented information for effective and widespread dissemination of findings and recommendations by the 24th month.
<p>Monitoring and Evaluation (M&E)</p> <p><i>Kindly explain how the progress of the project will be monitored and how the outcome and impact will be evaluated.</i></p>	<p>A participatory monitoring and evaluation (M&E) mechanism will be put in place in consultation with key stakeholders about the indicators that will be monitored. These indicators will include the expected outputs indicated above, which will be refined (and others added later upon identification) together with the stakeholders. Monitoring will be done on a regular basis by the stakeholders, where time lines for activity implementation and achievement of identified indicators will be assessed, and adjustments made as needed.</p> <p>Apart from the identified proponents and partners, other partners (that will be identified later) will also be involved in the implementation of the project and in the M& E system that will be put in place</p>
<p>Project's INNOVATIVENESS, VALUE ADDED and CONTRIBUTION to SD</p>	
<p>Innovative aspects of the project</p>	<p>The project builds on approaches tried and tested elsewhere in the development context such as mobilization of communities, organization and empowerment through participatory approaches.</p>
<p>Project's value added</p>	<p>The project will contribute to better income and employment generation, especially for women, in Cambodia and the Red River Delta in N. Vietnam. It will specifically enhance livelihood opportunities and improve rural income through diversification of household activities into production and marketing of pig as a high-value commodity. Through capacity building and strengthened institutions serving women, the project will help increase women's income opportunities by enabling them to become active participants in rural development.</p>
<p>Project's contribution to sustainable development</p>	<p>The project will also improve the competitiveness of local resource based livestock commodity chain and thereby provide entry points for pro-poor livestock development strategies that can be pursued by development agencies. It will also establish information sharing mechanisms between Cambodia and Vietnam that will facilitate cross-country learning and trading opportunities, and enhance stakeholder dialogues within and between the two countries.</p> <p>The Project activities are consistent with increasing new interest in strengthening mechanisms and approaches for voluntary associations (e.g., specialized cooperatives in N. Vietnam) vis-à-vis imposed associations (e.g., traditional coops). It is expected that the findings from this project will generate new insights to tackling the issues of intensification and increasing feed costs through the technology and institutional options introduced, tested and monitored. Such insights will be useful in facilitating pro-poor livestock development pathways through appropriate choices of technology-policy interface that has potential for generating public goods for the region.</p>