Market Opportunity Identification of VAF Products by Rapid Market Appraisal (RMA) Methodology

Agroforestry and Sustainable Vegetable Production in Southeast Asian Watersheds - SANREM Project

Authors:
Iwan Kurniawan, James Rossetto, Denza Anggakusuma and Lia Dahlia

RMA (Rapid Market Appraisal):
“An iterative and interactive research methodology used to better understand complex market system in the short time”

RMA Steps

1. Selection of existing VAF Products
   - Honje
   - Katuk
   - Kacai
   - Tebu ketan

2. Review of literature

3. Determine market survey objectives and target locations and informants

4. Field survey and interview key market informant

5. Visit ‘best practice’ VAF management sites

6. Share and discuss finding

7. Develop marketing plan and strategy

Findings:

- Katuk and Kacai maintain a good market price, which increases with time.
- Traders confirm that demand for Katuk and Kacai is higher than the supply, especially in Jakarta's market.
- One trader is willing to harvest and transport the product from Hanggung, with all harvesting and transportation costs covered by the trader.
- The farmgate price is Rp 1600 - 1700/kg (US$ 0.2 - 0.22/kg) for both Katuk and Kacai.
- Based on farmers' experiences, the yield of Katuk is 4-5 tons/ha and can be harvested 5-6 times per year planted in open area with cassava as intercrops. Through this system a farmer can also produce 8-10 tons of cassava per year.
- The yield from Kacai is 7-8 tons/ha and can be harvested 7-8 times per year planted in open area, in monoculture.
- The crops can be harvested for 5 years before replanted (from seed).

- Chicken and goat manure are the recommended fertilizers for both crops.
- Katuk grows well under 20-25% of shading; farmers believe Katuk produces better if planted under cassava compared to papaya.
- Farmers have no experience to plant Kacai under the shading.
- Katuk and Kacai farmers are willing to share their technical knowledge and skills through cross-visits by other farmers to Hanggung.
- Partner farmers have showed their enthusiasm and interest in developing Katuk and Kacai farming in Hanggung.

Further information:
- Turla Maril, Dr. Ir. Nani Amin, Ph.D.
- World Agroforestry Centre
- PO Box 30080, Jogja 55280, Indonesia
- Tel: +62 274-950406
- Fax: +62 274-950407
- www.fao.org/ag/AGP/AGP1/agp1prod189.htm