

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



7. Develop marketing plan and strategy



2. Review of literature



Market Survey Objective

Inform VAF producers:
what to produce and how to
make the VAF's products
available to the consumer in
the most desirable and
efficient way

3. Determine market survey objectives and target locations and informants

6. Share and discuss finding



4. Field survey and interview key market informant



5. Visit 'best practice' VAF management sites



Findings:

- Katuk and Rucal maintain a good market price, which increases with time.
- Traders confirm that the demand for Katuk and Rucal is higher than the supply, especially in Jakarta markets.
- One trader is willing to harvest and transport the product from Nangung, with all harvesting and transportation costs covered by the trader.
- The farmgate price is Rp 1800/-/kg (USD 0.23/kg) for both Katuk and Rucal.
- 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 intercrop). Through this system a farmer can also produce 8-10 tons of cassava per year.
- The yield from Rucal is 7.6 tons/ha and can be harvested 7-8 times per year (planted in open area, in monoculture).
- The crops can be harvested for 3 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 Rucal under the shading.
- Katuk and Rucal farmers are willing to share their technical knowledge and skills through cross-visits by other farmers to Nangung.
- Partner farmers have showed their enthusiasm and interest on developing Katuk and Rucal farming in Nangung.