

Agroforestry and Sustainable Vegetable Production in Southeast Asian Watersheds

NLU kick-off workshop (May 12, 2005)

Research plan for the market survey and market value-chain analysis

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NLU team

Objective

Conduct market value chain research at the local, regional, and national levels that builds upon existing marketing strategies, and develop interventions to overcome constraints and make use of opportunities.

Markets

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graph TD; Markets[Markets] --- RMA[Rapid market assessment (RMA)]; RMA --- DA[Data analysis]; DA --- RW[Report writing];
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Rapid market assessment (RMA) ⊕

Data analysis

Report writing ⊕

**Rapid market
assessment (RMA)**

Key informant interviews (selected SSFWM, small and large market agents/intermediaries, wholesalers, retailers in local and regional markets)

to be identify:

Vegetable, timber products (their specifications, quantities, seasonality, etc) that hold potential for collaborating SSFWM

Marketing problems faced by SSFWM and market agents

Opportunities to improve quality, quantity of SSFWM's vegetable and timber products.

Market channels that are used and have potential for SSFWM products

Data analysis

Report writing

A draft report of the rapid market assessment that identified major characteristics of vegetable and timber products in the study area; marketing channels, major actors, their specifications, quantities, seasonality, etc of these products; commodity specific marketing problems faced by SSFWM and market agents, and perspectives of SSFWM, processors, traders, other marketing agents and related institutions such as marketing boards, input suppliers and credit institutions.

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