

Improving smallholder farmer incomes through strategic market development
in mango supply chains in southern Vietnam

Mid-term Review
June 2021

Activity: A2.3

Title: Demonstration Chain Study:
Improving productivity & quality in fresh mango supply chains

Team: Le Minh Hung, SIAEP
Dr Nguyen Van Hoa, SOFRI,
Hoang Vu Quang, SCAP
Peter Johnson, Griffith University



Activity 2.3

Demonstration Chain Study: Improving productivity & quality in fresh mango supply chains

Activity focus

- ▶ To build commercial linkages between farms, packhouses & modern retailers in Ho Chi Minh City

Research questions

- ▶ What on-farm, post-harvest and marketing innovations are likely to generate the most significant impacts to reduce losses, increase productivity and quality outputs that will improve returns directly related to smallholder incomes?
- ▶ What innovations have the most cost-effective and positive impacts on productivity, losses, quality and harvest timing, leading to improved price and farmer income?
- ▶ What processes will strengthen markets linkages and agribusiness partnerships and enhance innovation adoption along the chain?



Background

- ▶ Project AGB 2012-061 has been developing a series of interventions what will improve the quality outturns of mango produced in the MRD.
- ▶ This activity brings together the various interventions into a single chain.
- ▶ For adoption of these interventions it is necessary to evaluate them under full commercial conditions within a modern retail chain.



Achievements

- Working towards producers being able to meet the requirements of modern retail chains with the goal of meeting quality, shelf life, compliance, traceability and MRL requirements.
- The first step for business to progress towards meeting market requirements in compliance, technical and customer specifications.
- Develop better communication linkages within the chain so information on requirements, specification and product performance can be disseminated to key stakeholders.

Lessons learnt

- Benefits will give retailers exposure to best practice mango chain
 - Reduce blemished fruit
 - Extended shelf life
 - Reduced impact damage
 - Improved presentation and display potential.
 - Maximise saleable potential.
 - Introduction of continuous improvement system
- ▶ Build confidence in the product with retailers in fruit quality outturns (Repeat orders)
- ▶ Create market demand for improved quality.
- ▶ Adoption of practices within system adding a critical step for the chains ability to supply modern retailers domestic and export.



Pathway to completion

July '21 – March '22

- ▶ Retailer engagement
- ▶ Implementation & overseeing best practices operations for demonstration chain
- ▶ Set up monitoring system with retail collaborator
- ▶ Undertake first demo shipment, evaluate & identify quality control points.
- ▶ Working Paper report linked to quality outputs, comparing to traditional chain.

Future Opportunities

- ▶ Upscaling the demonstration chain for commercial adoption including applying to export chains
- ▶ Development of a continuous improvement system.
- ▶ Incorporating compliance traceability programs into chains