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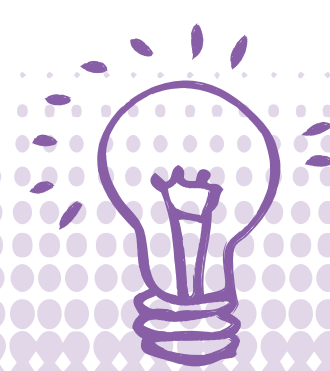
DEVELOPING A FARM BUSINESS MODEL FOR LIVELIHOOD ENHANCEMENT OF SMALLHOLDER FARMERS IN NORTHWEST VIETNAM

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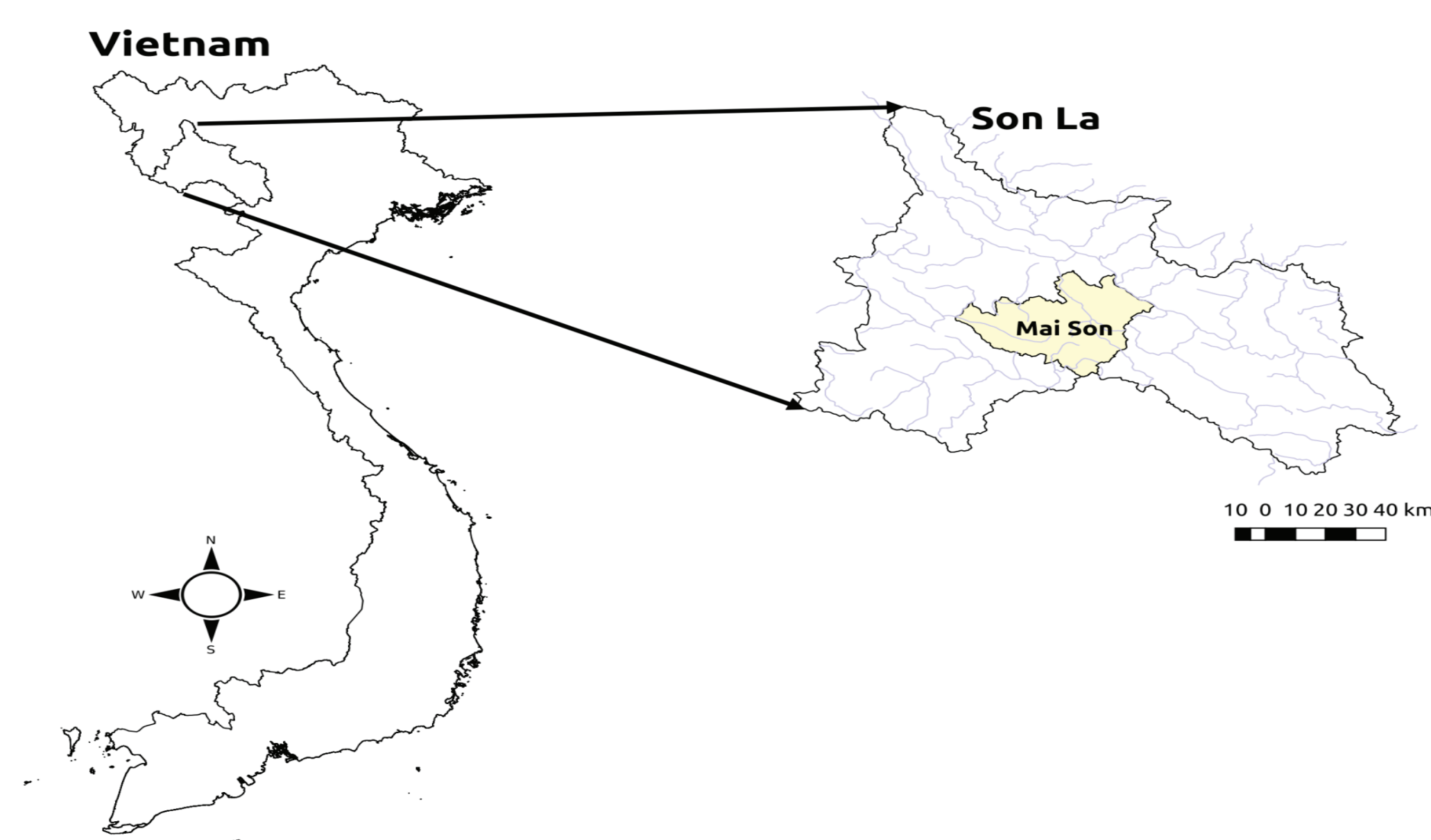
²World Agroforestry Center (ICRAF), Vietnam.

INTRODUCTION



- The establishment of exemplar landscapes (EL) in Mai Son, Son La province promoting market-based agroforestry and forest rehabilitation options.
- Tree species selected for the ELs of Mai Son are fruit trees (mango, longan, pomelo, lemon and plum) intercropped with maize and forage strips.
- Expected sharp increase of fruit harvest volumes in two to three years.
- Local markets in Mai Son are saturated, and present linkages to bigger markets are inconsistent and informal.
- Linking smallholders to markets is a pressing challenge.

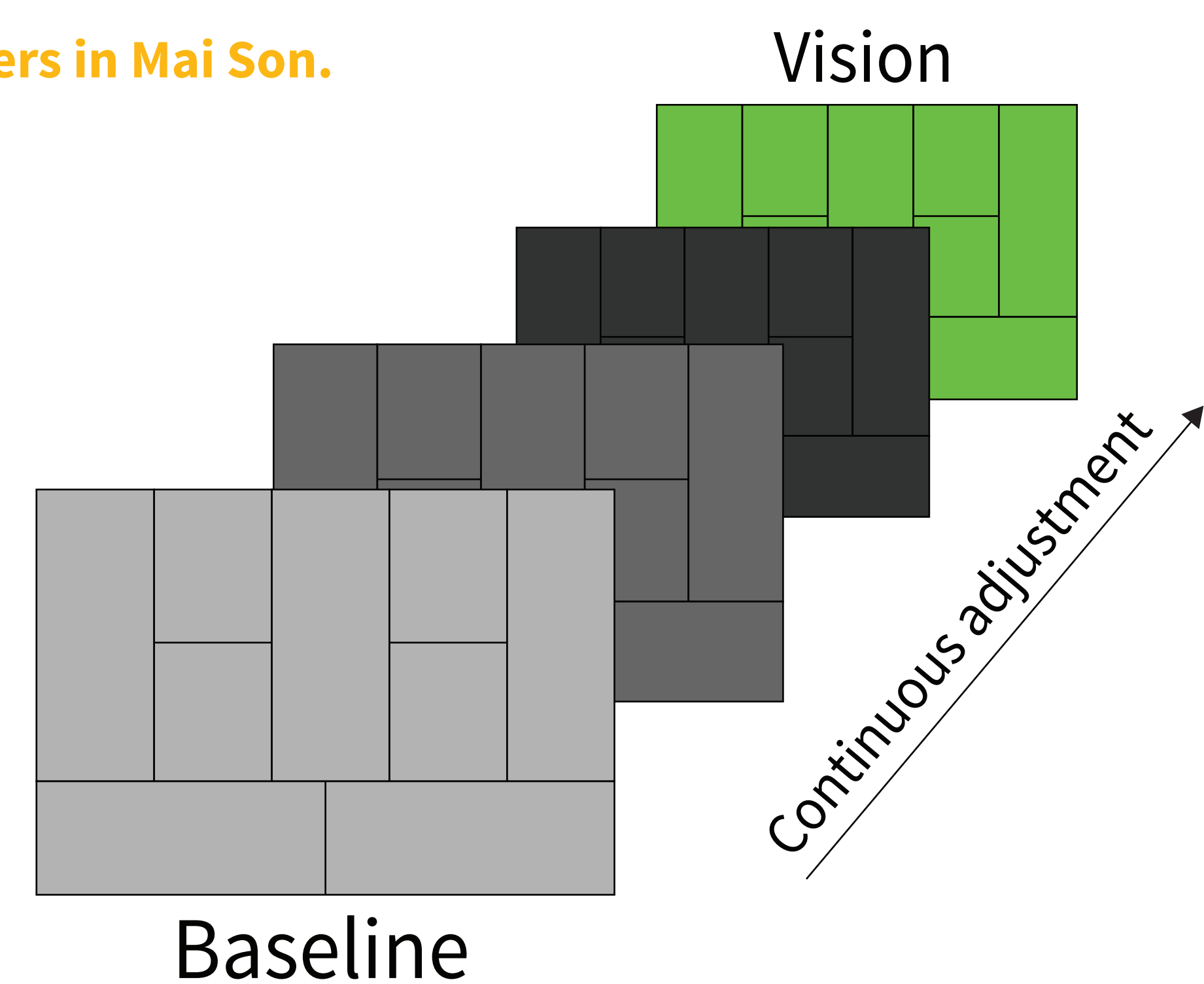
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RESEARCH APPROACH



- Participatory business model canvas analysis to guide farmers on linking to formal markets.
- Iterative design of future business models to create market linkages for smallholder.
- Fruit farmers in Mai Son.

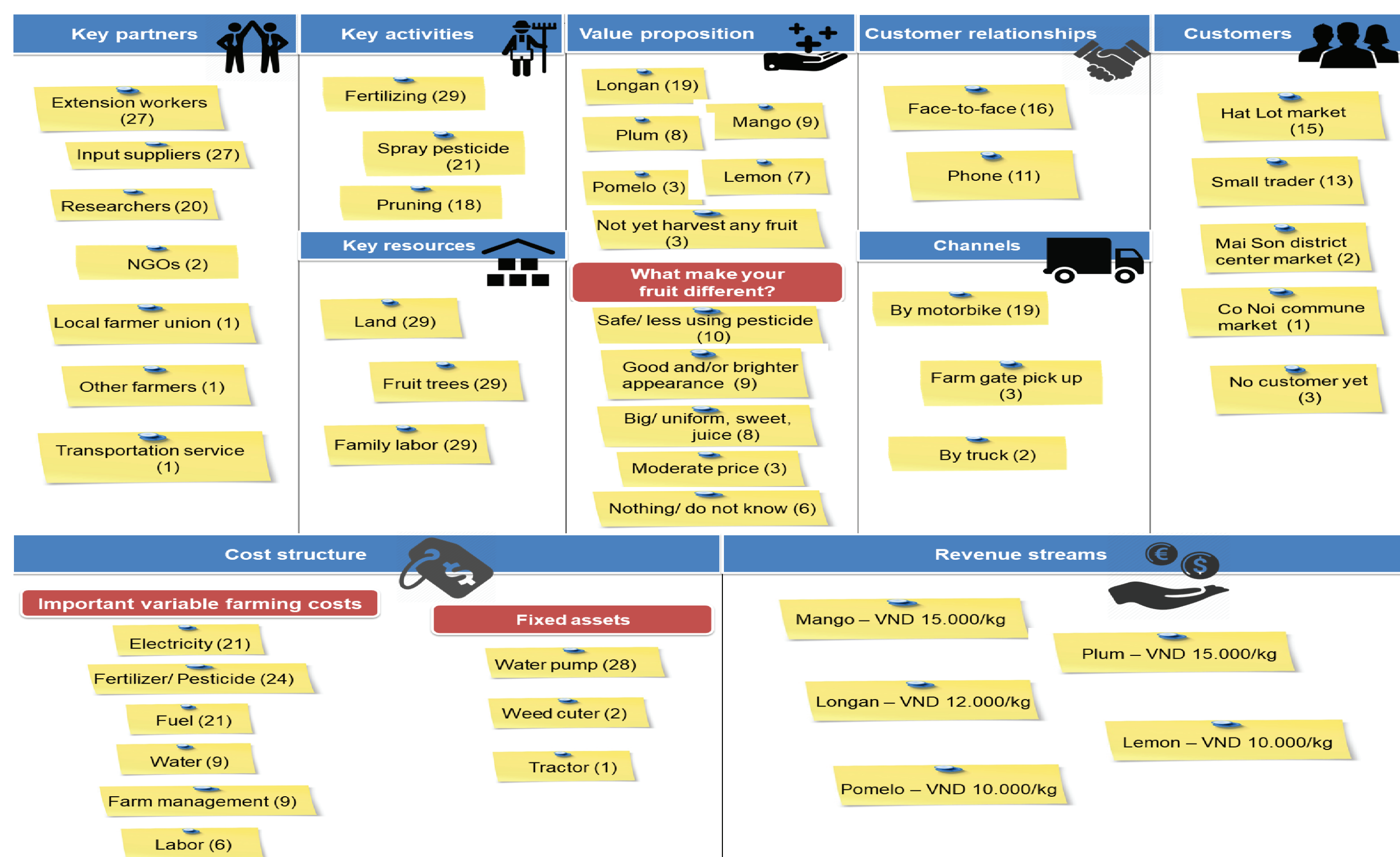


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RESULTS



Status quo business model canvas for smallholders in EL



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CONCLUSIONS AND RECOMMENDATIONS



Current market situation of smallholders in EL - dependency on traders



What creates value for buyers:

- Quality of supply
- Reliable supply
- Certificates and standards
- Competitive price
- Reliable quality
- Transparency of processes
- Additional processes that add value to the postharvest (selection, packing, washing)

What creates value for smallholders:

- Market information
- Collective action
- Stable and consistent demand
- Provision of supplies
- Training and technical assistance
- Financial services
- Contracts

