

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 Kucai Tebu telur

2. Review of literature



7. Develop marketing plan and strategy



Market Survey Objective

Inform VAF producers:
what to produce and how to make the VAFs' 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 Kucai maintain a good market price, which increases with time.
- Traders confirm that the demand for Katuk and Kucai is higher than the supply, especially in Jakarta markets.
- One trader is willing to harvest and transport the product from Nanggung, with all harvesting and transportation costs covered by the trader.
- The farmgate price is Rp 1800,-/kg (USD 0.2/kg) for both Katuk and Kucai.
- 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 Kucai 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 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 Kucai under the shading.
- Katuk and Kucai farmers are willing to share their technical knowledge and skills through cross-visits by other farmers to Nanggung.
- Partner farmers have showed their enthusiasm and interest on developing Katuk and Kucai farming in Nanggung.