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PARTNERSHIP AND INFORMATION FLOW AMONG STAKEHOLDERS IN CASSAVA VALUE CHAIN IN DAK LAK PROVINCE

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INTRODUCTION

Dak Lak is one of the biggest cassava producing provinces in Vietnam. The province's cassava growing area has been increasing rapidly over the last few years.

There are many stakeholders, including farmers, small collectors, investors, cassava firms, local authorities and supporters, involved in the cassava value chain. The information flow, and especially the quality of the information shared among the stakeholders, has an impact on the partnerships between them and consequently influences value chain development and sustainability.

This research investigates the partnership and information flow among the stakeholders in the cassava value chain in Dak Lak and the impact on cassava industry development.

RESEARCH APPROACH

The study uses the methods of PRA and RRA with random sample. In RRA (Rapid Rural Appraisals) observers conduct informal interviews with local people, assessing rural issues from the perspective of the local informants.

PRA (Participatory Rural Appraisal) helps people living in the community to understand more about the environment in which they live by guiding them to identify problems, find the causes of those difficulties and develop solutions and implement solutions to overcome the difficulties.



DISCUSSION AND CONCLUSION

In Eakar, farmers and cassava firms have weak relationship and poor information flow. In contrast, the relationship between farmers and investors is very strong. Farmers in a village or commune also closely attached. Farmers usually communicate information about cassava plantation technologies and diseases, and exchange good seeds.

In KrongBong, the partnership and information flow among the chain is better than in Eakar. The trust among farmers and farmers, and between farmers and KrongBong cassava firm as well NGOs and local governments are quite good. The reason is that most cassava fields in KrongBong have been raw material area of the Krong-Bong cassava factory for a long time.

Adoption of new improved varieties, planting and fertilisation techniques would improve both the root yield and quality of cassava. The adoption would be enhanced with good partnerships and information exchange among stakeholders. The identification of these partnerships and their strength among stakeholders will be valuable for the development of cassava industry such as investigating ways of disease spread or how we should support for the farmers and through what channels we are able to support them.



RESULTS

