

Key Concepts of Value Chain Mapping

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**Value Chain Analysis Training
ACIAR Project ASEM/2014/053**



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Key Dimensions

- Core Processes
- Main Actors
- Main Activities
- Product Form
- External Services
- Constraints
- Volumes
- Value
- Relationships
- Geographical Location



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Core Processes

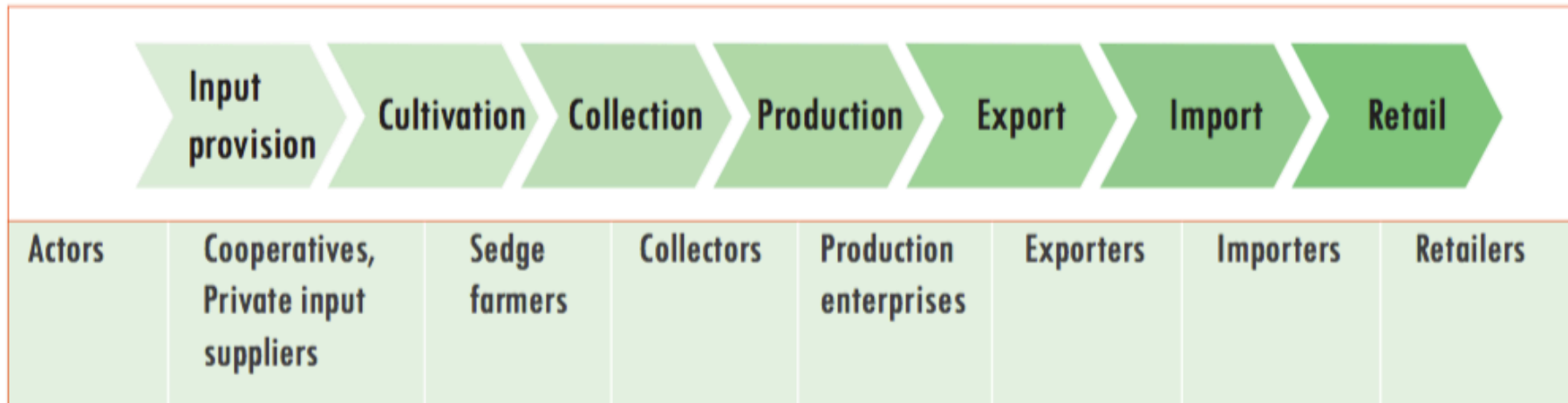
What processes occur from inputs to raw material through to final consumption of end products?



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Actors



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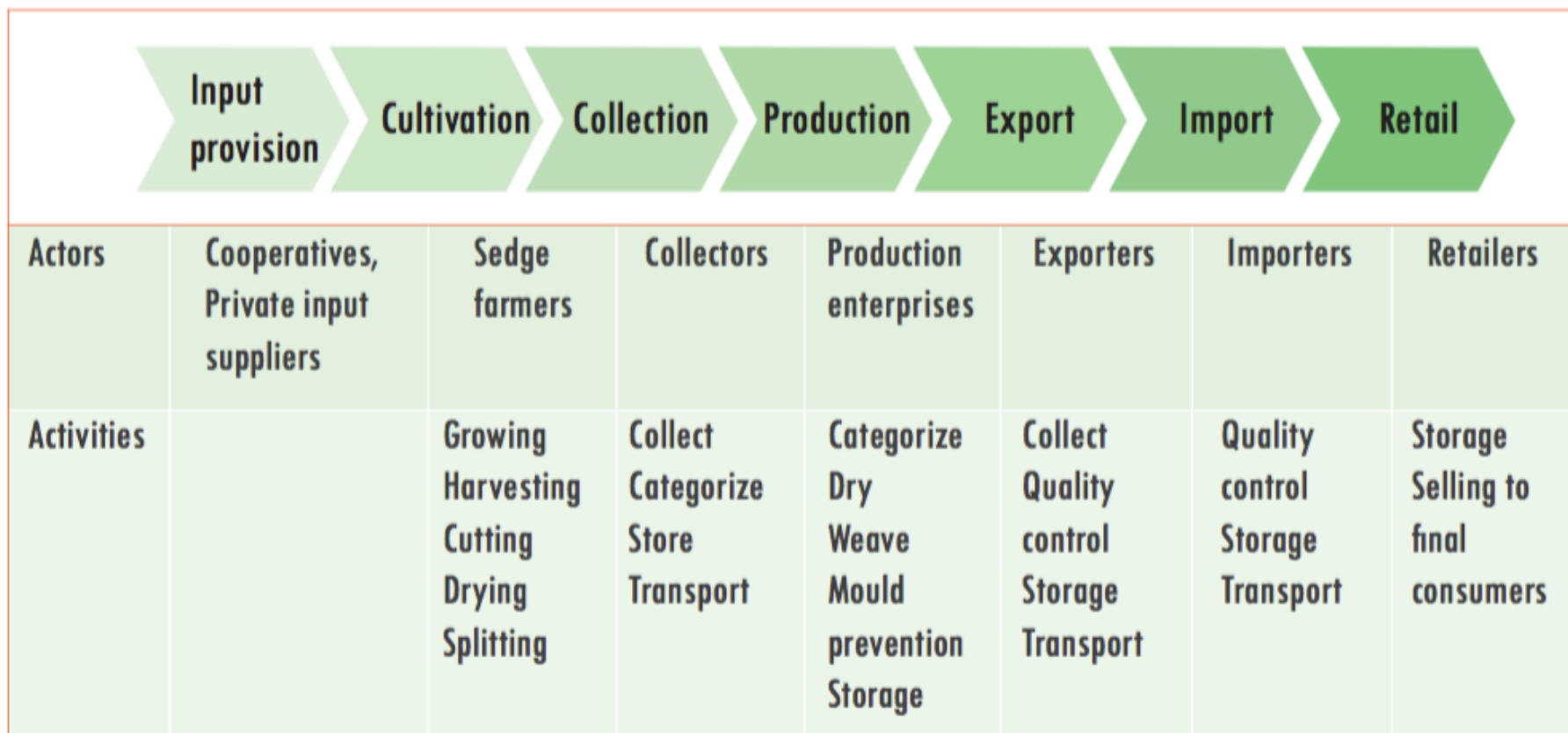


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Activities



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Product Form

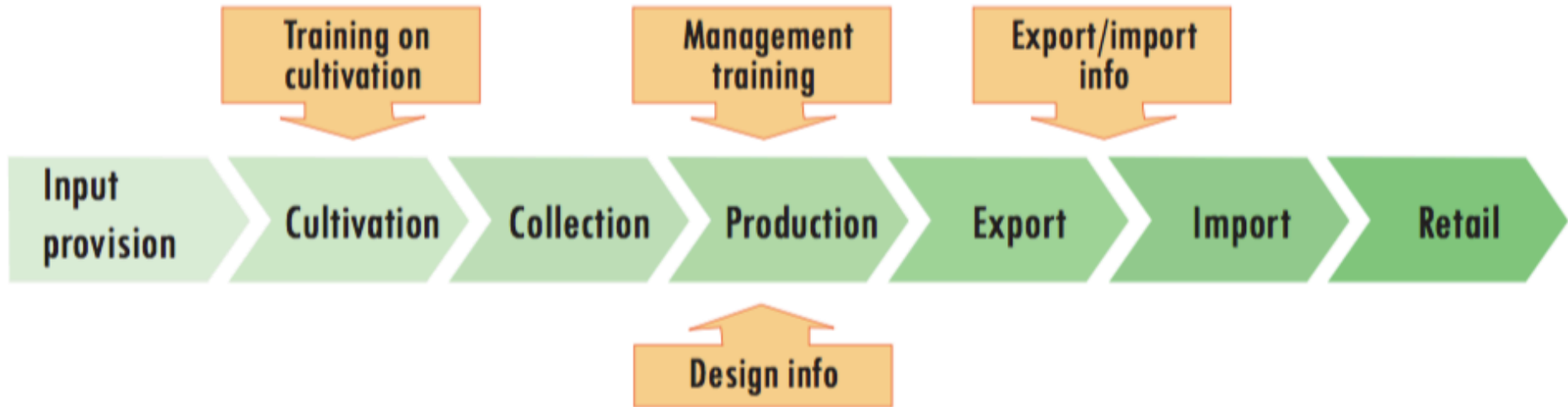
Process	Cassava production	Collection	Dry Chip Processing	Starch Processing
Input Form	Planting material, fertilizer, herbicide	Cassava Root	Cassava Root	Cassava Root
Output Form	Cassava Root	Cassava Root	Dry Chips	Starch



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External Services



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Constraints and Challenges

	Input	Corn production	Procurement	Processing
Input		Seed Land Fertilisers Agronomic practices	Corn pips	
Activities	Supply of inputs	Corn planting Crop husbandry Harvesting Semi-processing Pip preparation	Packing Transporting	Drying Milling
Actors	Input suppliers (e.g. fertilisers) Extension officers (crop husbandry techniques) Agricultural research stations Farmer Unions Material supply agents	Farmers planting, managing the crop, harvesting and semi-processing	Commune collectors, District collectors, Province collectors	District trading companies, Small milling households
Difficulties		Untimely fertilisation Thorn worm epidemics Lack of production techniques Too high expenses for good quality seed Lack of capital	Lack of corn for procurement High transportation cost Difficult transportation High tax	Spoilt corn Lack of drying technology
Feasible solutions		Selling fertiliser on credit earlier Training agricultural promotion staff at village level Supply quality seed on credit Lending	Suitable tax policies	Investment in drying technology

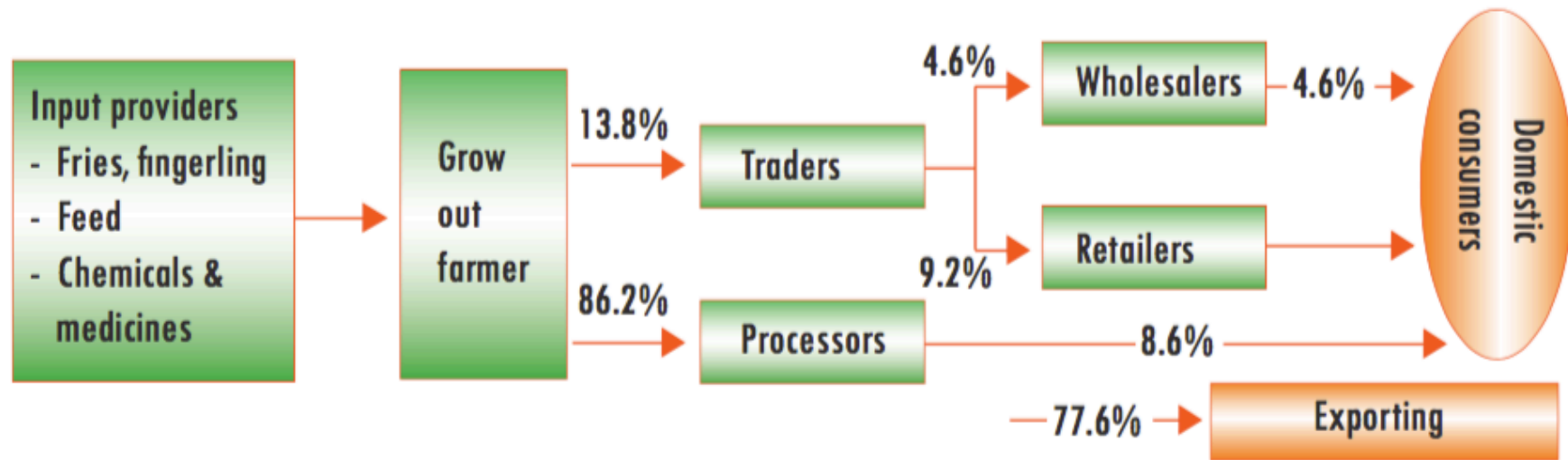


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Volume Mapping



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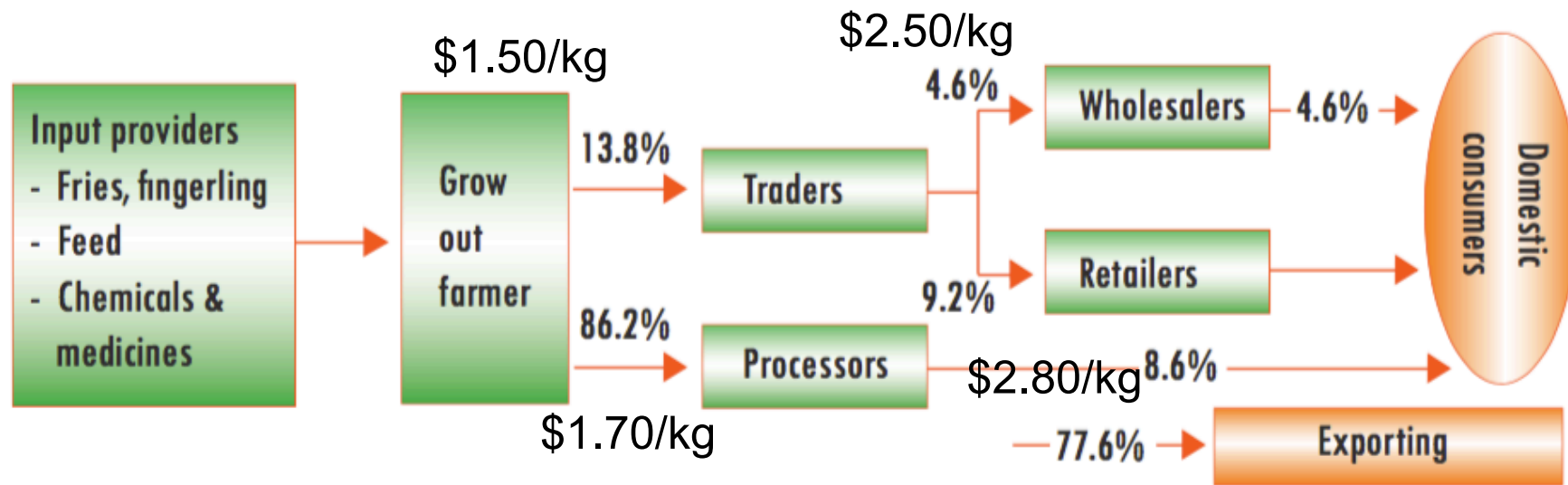
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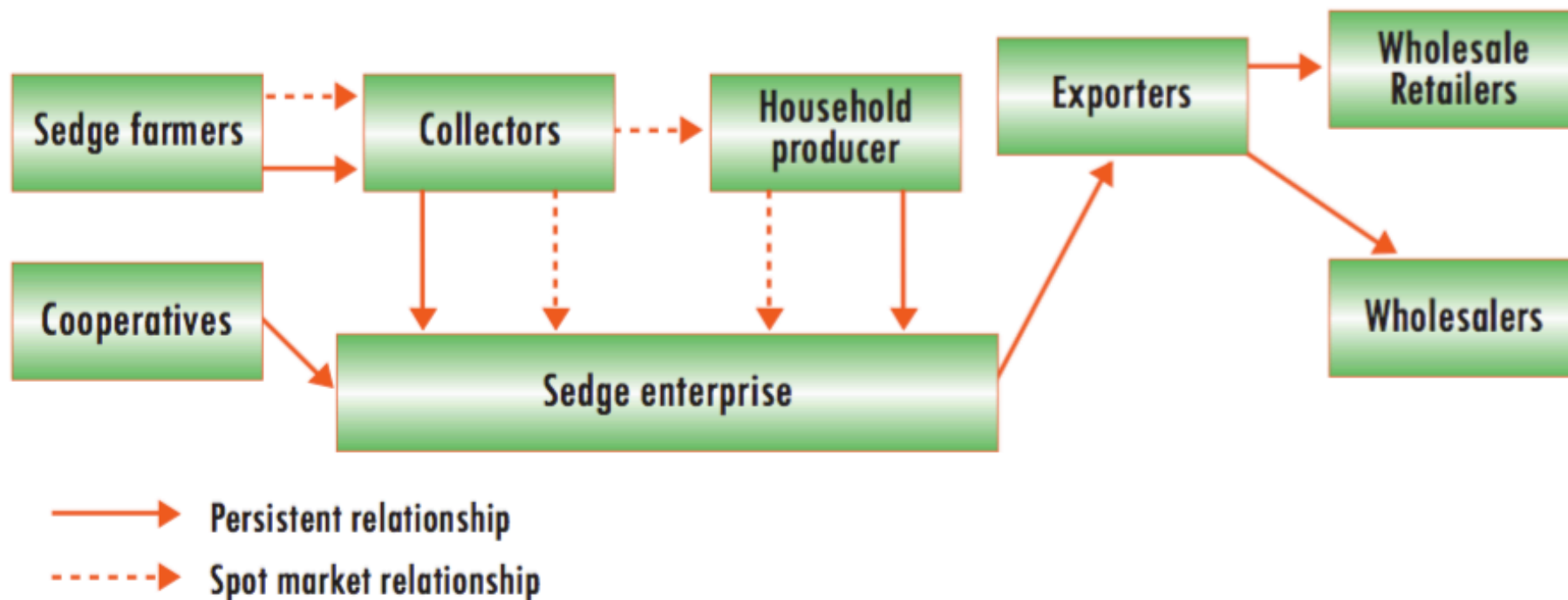
Value Mapping



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Relationship Mapping



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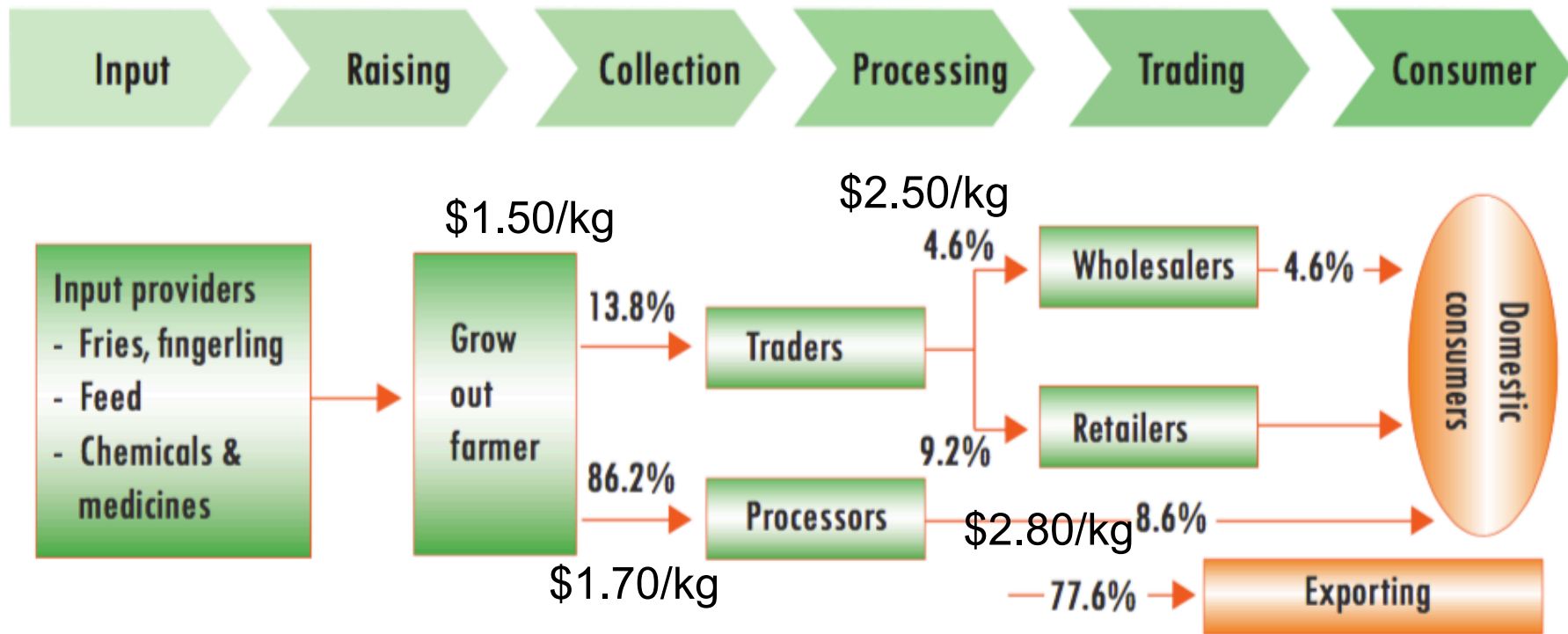
Mapping Exercise



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Map 1



Also include information about relationships



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Map 2

	Input	Production	Collection/trading	Processing	Export
Actors					
Activities					
Input Form					
Output Form					
External Services					
Constraints					
Possible Solutions					



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