

**Activity 1.8**  
**Wholesale market monitoring study (update & next steps)**

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Implementing Agency



SIAEP



Funding Agency



Australian Government  
Australian Centre for  
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## Activity 1.8

- ▶ Undertake wholesale market monitoring

### Focus

- ▶ To capture & track domestic mango pricing information in HCMC and Hanoi wholesale markets

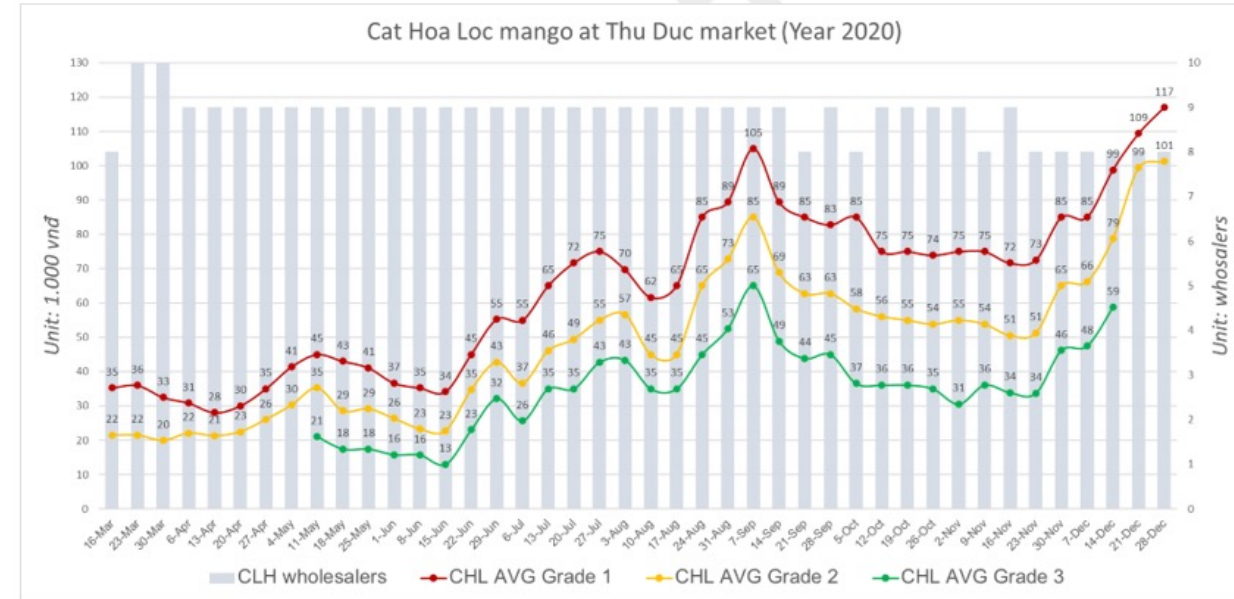
### Research questions aligned to this activity

- ▶ What innovations have the most cost-effective & positive impacts on productivity, losses, quality & harvest timing leading to improved price & farmer incomes?
- ▶ What is the relative attractiveness of Hanoi compared to HCMC for smallholder farmers in southern Vietnam?

# Achievements/Output

## Key insights

- ▶ Cat Hoa Loc mango - most popular, in southern wholesale markets
- ▶ Variety is considered premium & achieves highest price point
- ▶ Weight – criteria for grade measurement
- ▶ Thu Duc Market mangoes are received from western, eastern & south-central provinces – all year round
- ▶ Binh Dien Market mangoes – majority from western provinces
- ▶ Southern mangoes available at Long Bien market (Hanoi) mainly come from Dong Thap;
- ▶ Main mango suppliers - collectors in the wholesale markets
- ▶ Main buyers - vendors and stall owners operating in wet markets
- ▶ Mango prices - highest in December & January, lowest in March
- ▶ Mango prices - Long Bien Market are higher than in southern wholesale markets
- ▶ COVID19 has impacted Cat Chu & Cambodian Keo mango prices & less so on Cat Hoa Loc mango prices.



(Source: Weekly mango prices at Thu Duc wholesale market)





Online courses & training has provided improved skills & experience in:

- ▶ research design
- ▶ checklist design - qualitative research
- ▶ semi-structured interview techniques
- ▶ descriptive analysis statistics
- ▶ team working & networking
- ▶ synthesising & writing up qualitative research reports



## Capacity Building

- ▶ Alec Zuo
- ▶ Dieu Phan
- ▶ Thuong Truong
- ▶ Nhung Le





# Lessons learnt

## What worked well:

- ▶ Interviews with 3 Market Management Units
- ▶ Capturing of Weekly mango prices over a long period
- ▶ Mango trade data is dynamic



## What could be changed or improved next time:

- ▶ Weekly data could be collected using a smart phone application
- ▶ Investment of regular data capture – both in quality & quantity – along with pricing data
- ▶ The collecting of simultaneous wholesale pricing data from the northern & southern wholesale markets for comparative analysis



## July '21 – March '22

- ▶ Continuation of weekly data collection until Dec '21
- ▶ Yearly pricing analysis – presented at Nov '21 workshop
- ▶ Final reporting 2022

## Future Opportunities

- ▶ In the longer term – a broader understanding of national mango trade in VN to understand key wholesale markets (price, variety, seasonality) needs to be captured
- ▶ For example - northern markets (as well as Long Bien) & wholesale markets in MRD (My Hiep - Dong Thap; Cai Rang - Can Tho)
- ▶ Farmgate pricing & retail points captured to examine price transmission & margins for different varieties
- ▶ Full financial analysis of mango trade from southern Vietnam to Hanoi is needed

# Pathway to completion

Picture: Binh Dien Wholesale Market at night



Source: (Binh Dien Market, 2020)

Picture: Cai Rang floating market, Can Tho province



(Source: MAV.vn, 2021)