**Value Chain SCOPING**

This tool aims at getting a good understanding of the value chains in terms of structure, and some understanding of the value chain governance and performance in the target sites (as selected in Stage 1)[[1]](#footnote-1). We also identify constraints and opportunities for value chain upgrading. This evidence is used to identify either best-bet interventions for value chain improvement for each site, and / or additional information needs (to identify the best-best interventions), for each site.

**Process:**

1. Identify actors to be interviewed, using a combination of snow balling and expert opinion.
2. Conduct KIIs (with traders, input and services providers, other actors for whom a group discussion would not be possible and /or would not provide the space to collect reliable data) and FGDs (with producers) using the checklists described below
3. Organize at each site a stakeholders’ workshop, with the persons interviewed in the 1st step (or representatives, in the case of FDG) as well as other knowledgeable persons of that site, to share the results and agree on the overall value chain opportunities and constraints using the tool below called ‘value chain mapping and description’
   * For example, from Step 1, inputs and service suppliers may have identified ‘producers have low market orientation’ as their main constraint, while producers identify ‘low output price’ as their major impediment to their business. One would therefore need to have a discussion with as many actors as possible to provide a balanced view of the value chain.
   * During that workshop, the 5 dimensions used to identify best bet interventions (economic, gender& social equity, political, environment and technical sustainability) are used to look at trade-offs to rank the different best bet interventions emanating from the analysis. To facilitate the discussion on best bet interventions, refer to the best bets protocol.

Good practices on how to organize, conduct and analyse KII and FGD are described in Chapter 2.

Depending on the evidence gathered, best bet interventions are identified through this process; alternatively and when evidence is scanty and insufficient validated, the stakeholders’ workshop output consist of a list of data and evidence that are required to identify best bet interventions, with more accuracy.

**Different types of Key Informants to be interviewed:**

* Producer Association leaders and individual producers
* Key input and service suppliers
* Key Traders
* Key processors and retailers
* District or Provincial Extension Officer / District Livestock Specialist / Fisheries Officer – or whoever the appropriate, knowledgeable official
* Consumers – talk to individuals in local markets.

**FGD (producers) or KII (other actors) interview checklist-to be used for all except consumers**

1. Map the value chain. Using cards, write the key actors in advance (e.g. feed suppliers; vet inputs; credit suppliers; extension; AI services; hatcheries; producers; traders; processors; transporters; retailers; consumers etc.). Give the cards to the participants and ask them to position the cards according to the flow of products through the value chain. They can use additional blank cards to write additional actors, as needed.
2. Seasonal calendar – proportional piling to indicate months of most production / sales / purchases / etc. in case this is relevant
3. List the top five key constraints that limit the effectiveness of the value chain. Rank the top three constraints.
   1. For each of these constraint, why is this a constraint, and why is it important? What are the issues behind these constraints? Discuss each constraint until you have a detailed understanding of each constraint, including how the constraint might affect men/women, rich/poor, and young/old in different ways.
4. How do you see this value chain evolve in the next 15 or so years? E.g. more or less actors; move toward specialization; change in consumers’ preferences for some products etc
5. Keeping in mind these likely changes, list five opportunities that can increase the effectiveness of the value chain. These can be based on existing innovations occurring in the value chain, on a small scale or in specific area. Rank them based on their perceived effectiveness in enhancing the value chain.
   1. For each of these opportunities, discuss the associated potential strengths and weaknesses, including how the opportunity might benefit or disadvantage men/women, rich/poor, and young/old. Facilitate until you have adequate understanding of each opportunity.
6. Of these opportunities, what would an intervention look like? Who needs to be involved? What is needed? Refer back to the value chain that was created earlier, and identify entry points for the interventions discussed.

**KII for consumer checklist:**

1. Do you regularly buy the value chain products (e.g. milk/ pork/ farmed fish?) If no, why not?
2. If yes, why?
3. Where do you buy? And what makes you buy at this point of sale?
4. Who in your household consumes this product?
5. Who in the household doesn’t consume this product? Why?
6. How often is the product consumed?
7. What are the constraints to more frequent consumption?
8. Do you consume the product on its own, or with other food items? Which ones?
9. If the product is temporarily not available, do you replace it with another food item? If yes, which one? Would you consider making a permanent shift to this other product?
10. How do you decide which type of milk / pork / fish to buy? What are the characteristics that you look for? Are you looking for products from specific producers (e.g. nearby producers, or from specific areas)
11. How did you get to the market today? Does your HH own your own car / motorbike / bicycle?

[Availability, Affordability, Quality]

**Value Chain mapping and description to be used at the stakeholders’ workshop (step 3 of the process described above)**

1. Current situation- mapping and describing the value chain
   * Ask the participants to draw themselves on the sheet of paper
   * Draw the main locations where product buyers operate, and their distance from the community
   * Then, ask them to identify and draw the sales channels (buyers from the producer), Indicate this for each product type separately (include also home processed product types).
   * How many buyers are there in each channel (or the proportion)? Indicate this on the map. If needed, used beans to get proportions
   * To whom do these buyers sell onwards to? Draw the next product destination(s)
   * What are the final products at retail or consumer level? Indicate on the map
   * Who are the final consumers? Are they in urban or rural places? Draw on the map
   * Do consumers care whether products are local, or whether they are produced by small vs industrial producers?
   * Do imported products compete directly with local products, and to what extent?
   * Identify the channels through which producers buy animals for fattening and/or breeding / purchase fry / fingerlings/ semen/ old day chicks etc
   * What are sources of market information for inputs and outputs, how reliable?
   * Identify and draw purchase channels for feed and other inputs & services like animal health (indicate which inputs)
   * Identify, describe and Draw credit sources available
   * Discuss whether sales to these channels/locations vary during the year, due to fluctuations in demand or supply
   * What are the main infrastructure and or transportation issues?
   * Which policies or regulations affect VC opportunities, and the key gov or other agencies that decide and implement?
2. Visioning exercise: how will this value chain evolve in the next 15 or so years?
   * Create 2 or 3 scenarios (for example: ‘there will no longer be indigenous pigs in North West Vietnam in 15 years’) and ask people for their opinions and reasons
   * Based on these different scenarios, what best bet interventions can be identified and what evidence is required to identify these?

1. At this stage, the data collected are insufficient to get a detailed assessment of the governance and performance of the value chains. [↑](#footnote-ref-1)