

Title Marketing channel choice and marketing timing of peri-urban vegetable growers in Vietnam
Author Rolien C. Wiersinga, Maarten S. van Wijk, Pham V. Hoi, and Cao H. Luyen
Citation Abstracts of 27th International Horticultural Congress & Exhibition (IHC 2006), August 13-19, 2006, COEX (Convention & Exhibition), Seoul, Korea. 494 pages.
Keywords marketing timing; marketing channel; vegetable; household characteristics; peri-urban agriculture

Abstract

Peri-urban agricultural sector is important in Hanoi province. It supplies between 62 and 80% of vegetable consumption, of which 28% comes from Dong Anh district. Dong Anh borders Hanoi City. Growing vegetables is an important income source for the farmers in Dong Anh as it contributes 28% to their family earnings. Among other strategies, marketing channel choice and marketing timing can increase farmers profit on vegetables by increasing the output price without relatively big increases in costs. How marketing channel choice and marketing timing each influences the output price has been analysed by performing One Way ANOVA and Post Hoc Bonferroni Tests with data collected by VEGSYS project of 63 households in Dong Anh. The three most important vegetables in the area have been selected: Kohlrabi (*Brassica oleracea*), Wrapped heart mustard (*Brassica juncea var. Rugosa*) and Wax gourd (*Cucurbita hispida*). To analyse which household characteristics influence the choice of marketing channel and marketing timing, T-tests and logistical regressions have been performed, besides qualitative interviews with farmers and traders. Prices are significantly different between marketing channels. Remarkably, farmers receive significantly higher kohlrabi and field cabbage prices from the farm gate collector than when they sell it at the Hanoi wholesale market or the local market respectively. Farmers receive the highest wax gourd price at the Hanoi wholesale market, which requires good quality contrary to the local market. Farmers with high opportunity costs sell to the collector or at the local market. Farmers with large quantities will sell to the collector or at the Hanoi wholesale market. Timing of marketing also influences output price. Vegetables in early season receive significantly higher prices than in the rest of the year. Household heads selling in early season have a significantly higher education level than those selling in regular season.