

Title The ability of flower farmers in Da Lat to meet the needs of Downstream buyers
Author B.N. Le and P.J. Batt
Citation Book of Abstracts.International Conference on Quality Management in Supply Chains of Ornamentals. 21-24 February, 2012. Golden Tulip Sovereign Hotel, Bangkok, Thailand.
Keywords buyers; flower; farmer

Abstract

The purpose of the study was to explore the gaps between what cut flower growers in Da Lat, Viet Nam, were able to deliver to their downstream customers and what their downstream customers actually wanted. Identifying and rectifying these gaps offers a means of improving the performance of the supply chain and of offering superior value to all actors in the value chain. In this study, 206 farmers, 41 traders, 41 wholesalers and 42 retailers in Da Lat were interviewed. The major gaps in the farmers quality offer were identified. Results suggest that farmers need to improve the quality of the cut flowers offered for sale and their ability to deliver in sufficient quantities when required.