

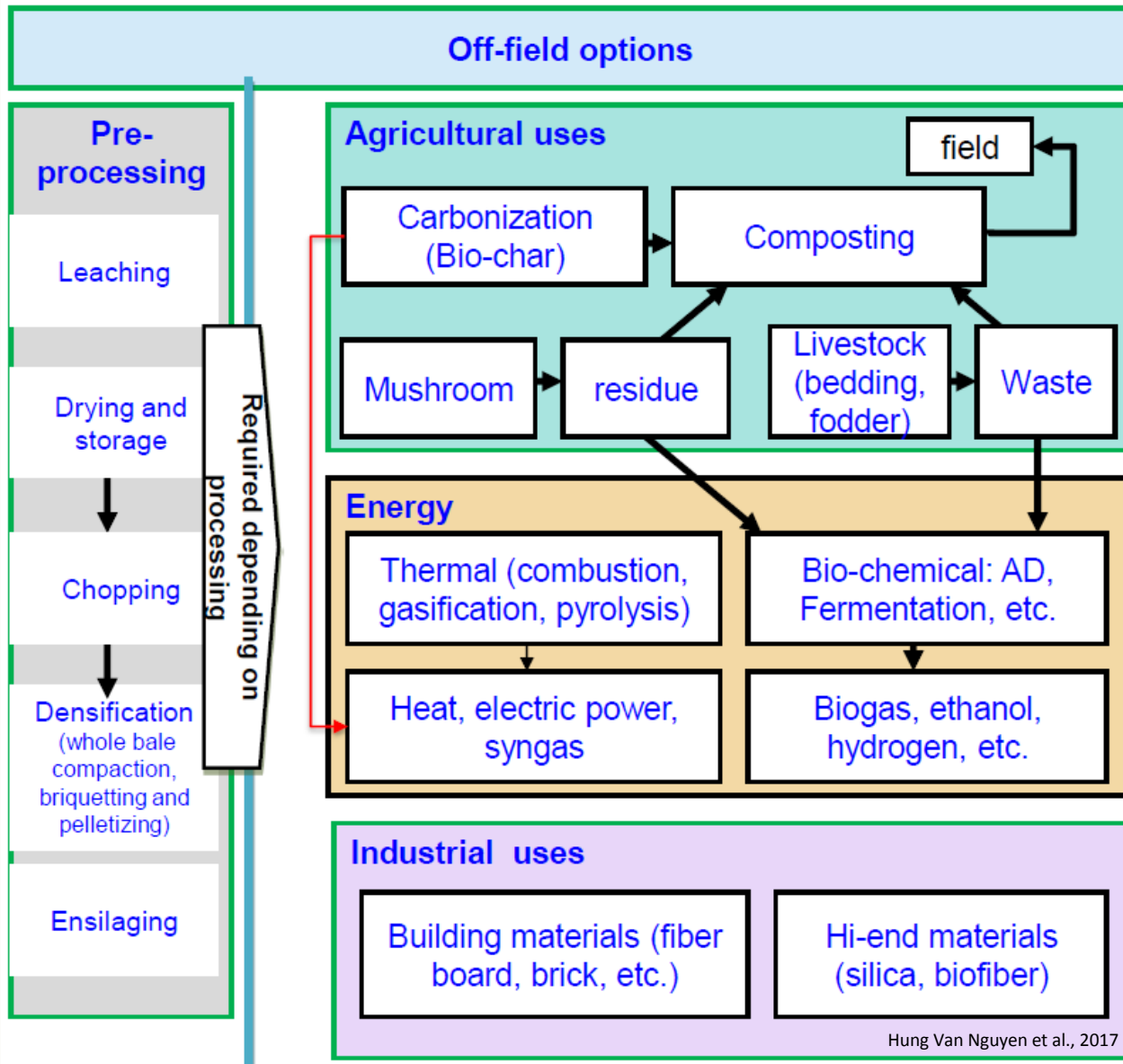
Determining future market prospects for rice straw and rice straw products

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IRRI-BMZ Rice Straw Management Project's Review
and Planning Meeting, My Tho, March 28, 2017

Intermediate rice straw products and their markets



Research objectives

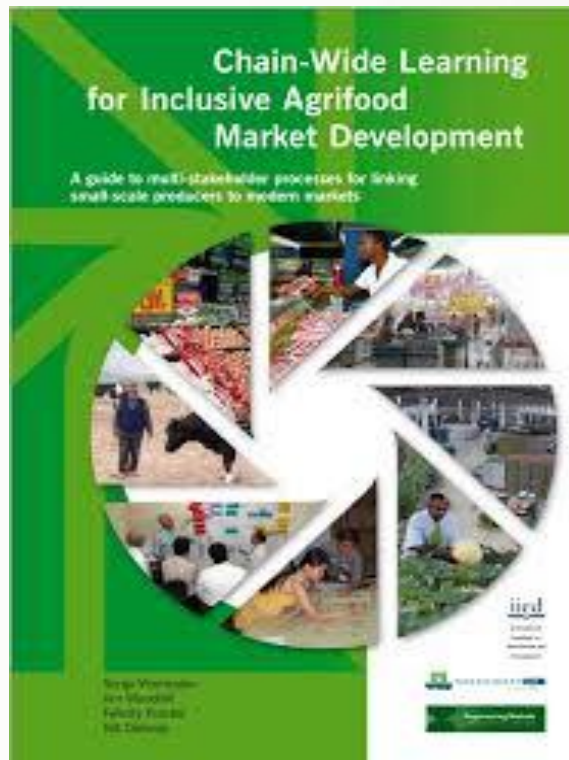
- Evaluation of existing rice straw markets and their potential
- Identification of future rice straw products and market sectors
- Conducting a participatory workshop with stakeholders
 - ❖ To give actors opportunity for knowledge exchange
 - ❖ To get more qualitative insights into rice straw value chains and the big issues affecting them
- Develop practical strategies in order to upgrade rice straw value chains and identify most promising market options



Hung Van Nguyen et al., 2017



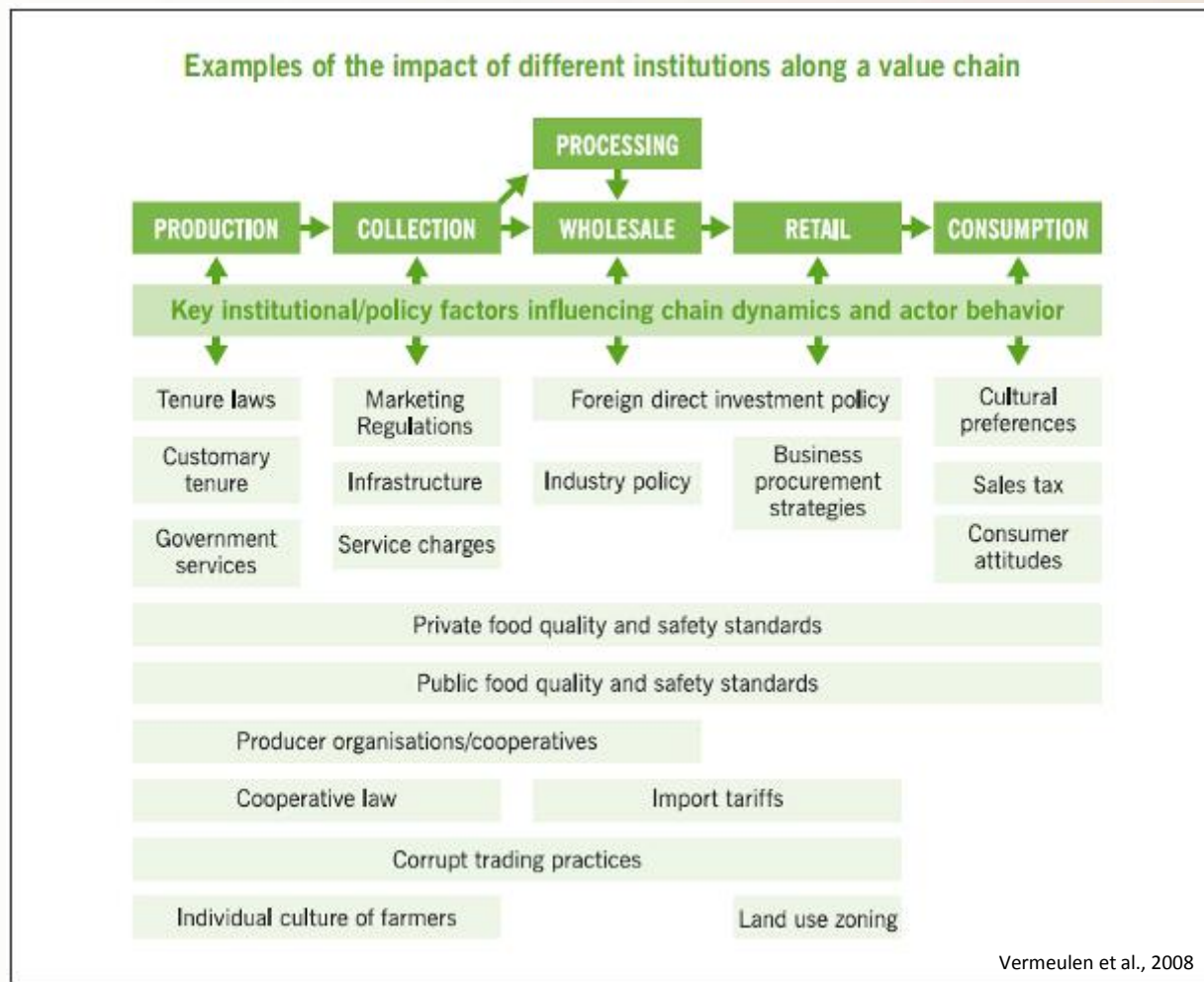
Workshop guideline



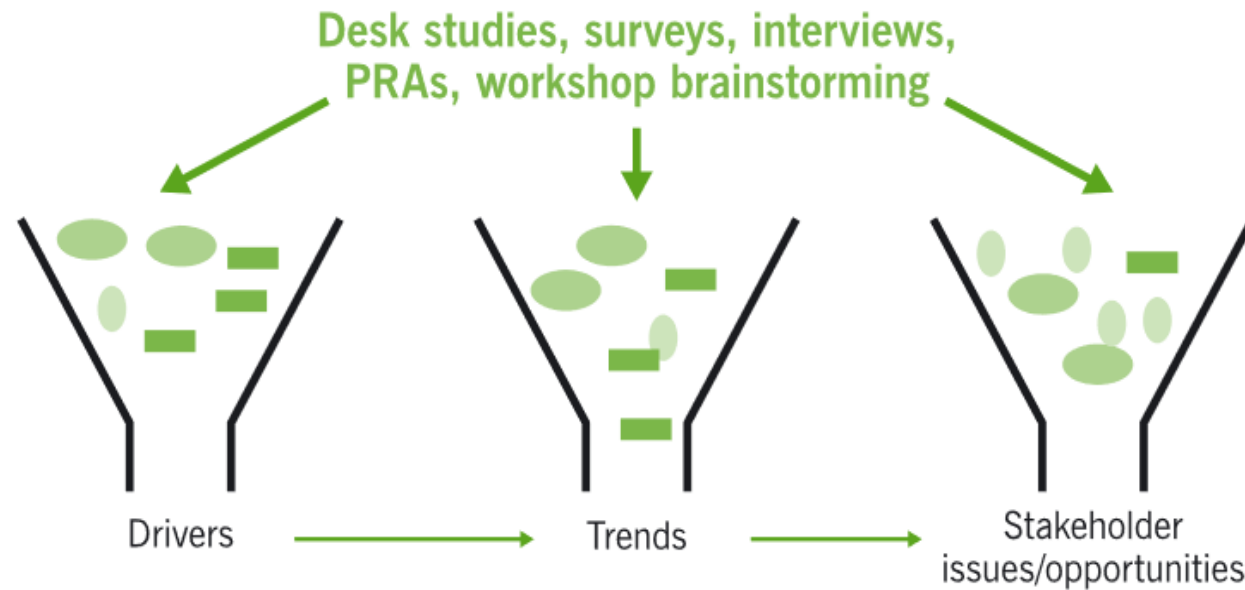
- Book “Chain Wide Learning for Inclusive Agrifood Market Development – A guide to multi-stakeholder processes for linking small-scale producers to modern markets” (Vermeulen et al., 2008)
- Will be used during stakeholder workshop for development of upgrading strategies in rice straw value chains
- Original core methodology of six steps summarized into four



1. Mapping of value chains, key policies and institutions



2. Establishing the key drivers, trends and opportunities



List drivers

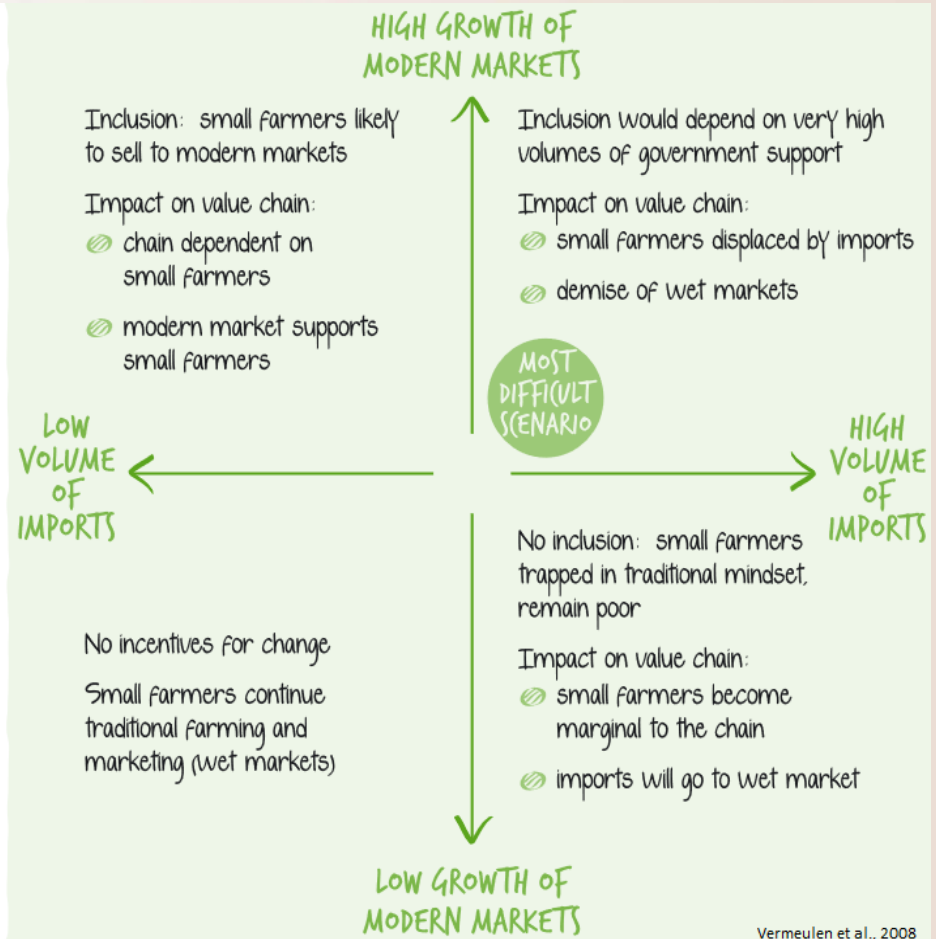
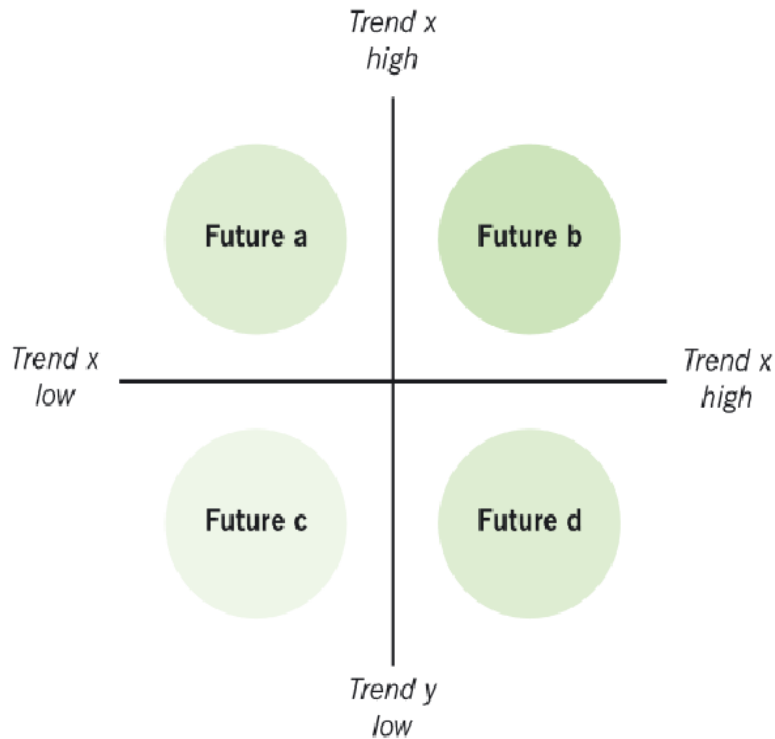
Certain trends	Uncertain trends

Stakeholder	Issues/opportunities
A	
B	
C	

Vermeulen et al., 2008



3. Exploring future scenarios



Future scenarios of the tomato market in India (Vermeulen et al., 2008)



4. Upgrading strategies

- Since institutional factors, trends and issues for stakeholder and scenarios are known, key opportunities and barriers to enter a market can be identified
- By the use of future scenarios, strategies can be developed for supporting change of policies and institutions
- What needs to be put in place:
 - ❖ To achieve desired scenario (e.g., grasp market opportunity)
 - ❖ To avoid negative scenarios



Stakeholder workshop

- To be conducted in 3 countries with ~ 20 experts
- Quality of outcome depends on careful selection of experts
 - ❖ Complete representation of diverse stakeholders important
 - ❖ Out of the box thinking highly appreciated



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Thank you for your attention!
Cảm ơn!



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