

ABSTRACT SUBMISSION

Abstracts are invited for papers from anyone with an interest in rural entrepreneurship; we encourage contributions from academics and practitioners alike. Please indicate which of the conference themes you think is/are most appropriate and limit your abstract to 400 words.

Your Details

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Please use the following headings: (boxes will expand as you type)

Title: Adding Value to the Agri-food Sector: Evidence from Vietnam
<p>Purpose of this paper (please also indicate whether empirical, conceptual or case study etc)</p> <p>The Vietnamese agricultural sector plays an important role in the economy, accounting for 17 per cent of the country's GDP and 47 of total employment in 2015. However, value added per worker is poor when compared against other countries in south-east Asia and farmers' incomes generally remain low and unstable. A British Council Newton Fund project seeks to enhance value added in the agri-food sector, with a particular focus on the Fresh Fruit and Vegetable (FFV) sector. This empirical paper presents preliminary evidence from the project. It details the main production and marketing characteristics of FFV supply chains in Vietnam and assesses the extent to which precision agriculture can be applied to improve performance.</p>
<p>Design/methodology/approach (including limitations if applicable)</p> <p>The analysis draws on interviews, site visits and a consumer choice experiment.</p>
<p>Findings</p> <p>The analysis concludes that the application of precision agriculture to production systems is limited by the size (small-scale) of farms but it may play an important role in terms of breeding and research and development. Regarding standards, commercial producers have to adhere to the domestic third party certification system, VietGAP, to supply supermarkets but there is little pressure to apply the more rigorous, internationally recognised, GlobalGAP requirements. The latter limits opportunities to supply Western markets but is not essential for sales to neighbouring countries, such as Cambodia and Laos.</p>

<p>Practical implications</p> <p>Lessons for improving added value in FFV supply chains are detailed, paying attention to the application of precision agriculture, regulatory standards and marketing of 'safe food'.</p>
<p>Policy Implications (if applicable)</p>
<p>What is the originality/value of paper</p> <p>The paper provides an integrated evaluation of selected strategies for improving added-value in Vietnamese FFV supply chains, paying attention to both supply (precision agriculture) and demand side (consumer) factors.</p>
<p>Please state if your paper is a:</p> <p>Refereed research paper</p>
<p>Please indicate the theme(s) that you consider most appropriate for your paper:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Entrepreneurship, farming and the natural environment <input type="checkbox"/> Digital Rural Entrepreneurship <input checked="" type="checkbox"/> International dimensions of rural entrepreneurship <input type="checkbox"/> New approaches in rural theory, method and measurement <input checked="" type="checkbox"/> Opportunities and challenges for rural development <input type="checkbox"/> Rural Innovation, EU funding and the role of Universities <input type="checkbox"/> Rural Social Entrepreneurship <input type="checkbox"/> Rural Place Marketing

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Yes No

To apply to participate in the Early-Career research development seminar, PhD applicants must submit a short project description (max 4 pages) with name, project title, affiliation, outline of methodology(ies) and a letter of recommendation from their supervisor. Post-doctoral researchers should submit a short description of their current research interest (max 1 page).