



**CGIAR**  
Science for a food secure future



## 9. Value Chain Map

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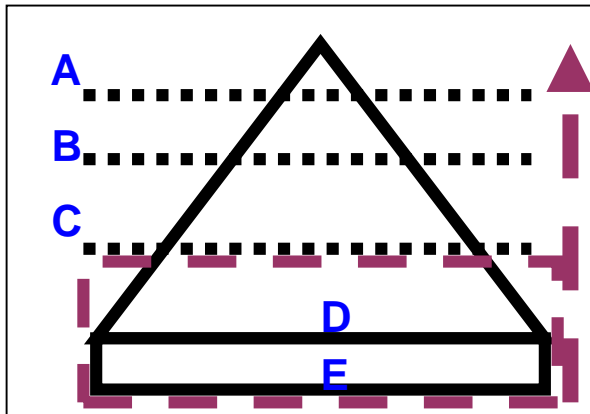
Workshop Value Chain Development for Agricultural Biodiversity  
Yerevan, Armenia, 26-27-28 September 2017

# outline

- Setting the scene
- What, Why and When Value Chain Map
- How Value Chain Map
- Experiences from the field

# Main problem

- ❖ How to create overview and insight of the value chain?
- ❖ How to identify constraints & problems in the value chain?





# Participatory Value Chain Map



1. Provides overview – the larger picture
2. Facilitate learning & understanding
3. Identify constraints or potential market channels
4. Identify knowledge gaps & monitor increase

# Value Chain Map

## **Key questions:**

- Where does the product (or service) originate from and where does it go?
- What are the core processing steps in the value chain of the product?
- Who are the actors involved in these processes and what do they actually do?
- What are the different market channels and linkages from producers to consumers?
- What is the volume of products, the number of actors and jobs?
- What is the price at various levels within the chain and what are the margins?
- What type of services (e.g. finance) or additional inputs are feeding into the chain?

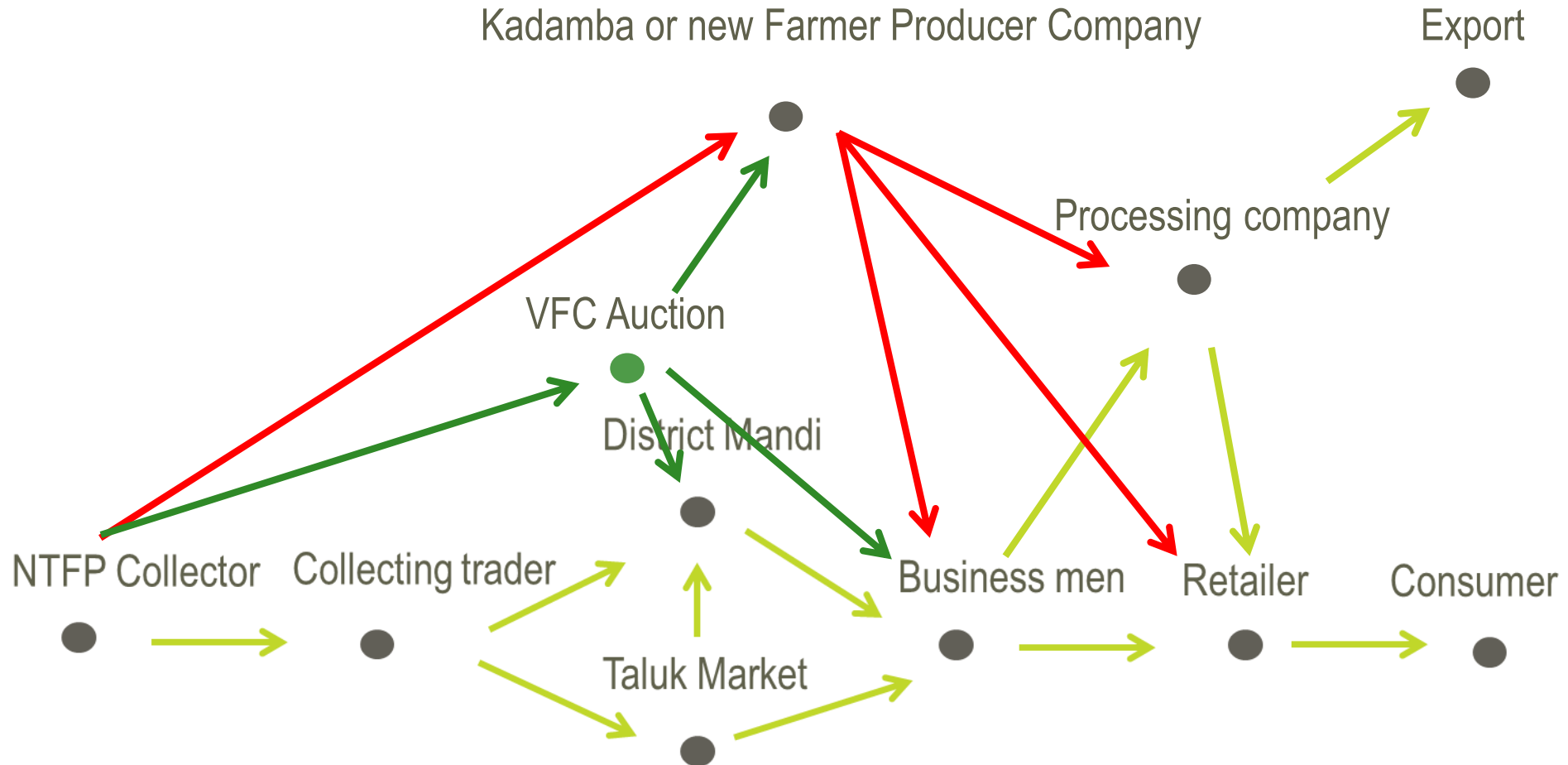
# Key elements of VCM

- Functions of the value chain on the side
- Operators or actors and their linkages
- Different channels and products
- Enabling environment

## Assessment:

- Number of actors
- Price levels (added value per channel)
- Volumes traded per channel
- Female participation

# Value Chain Map

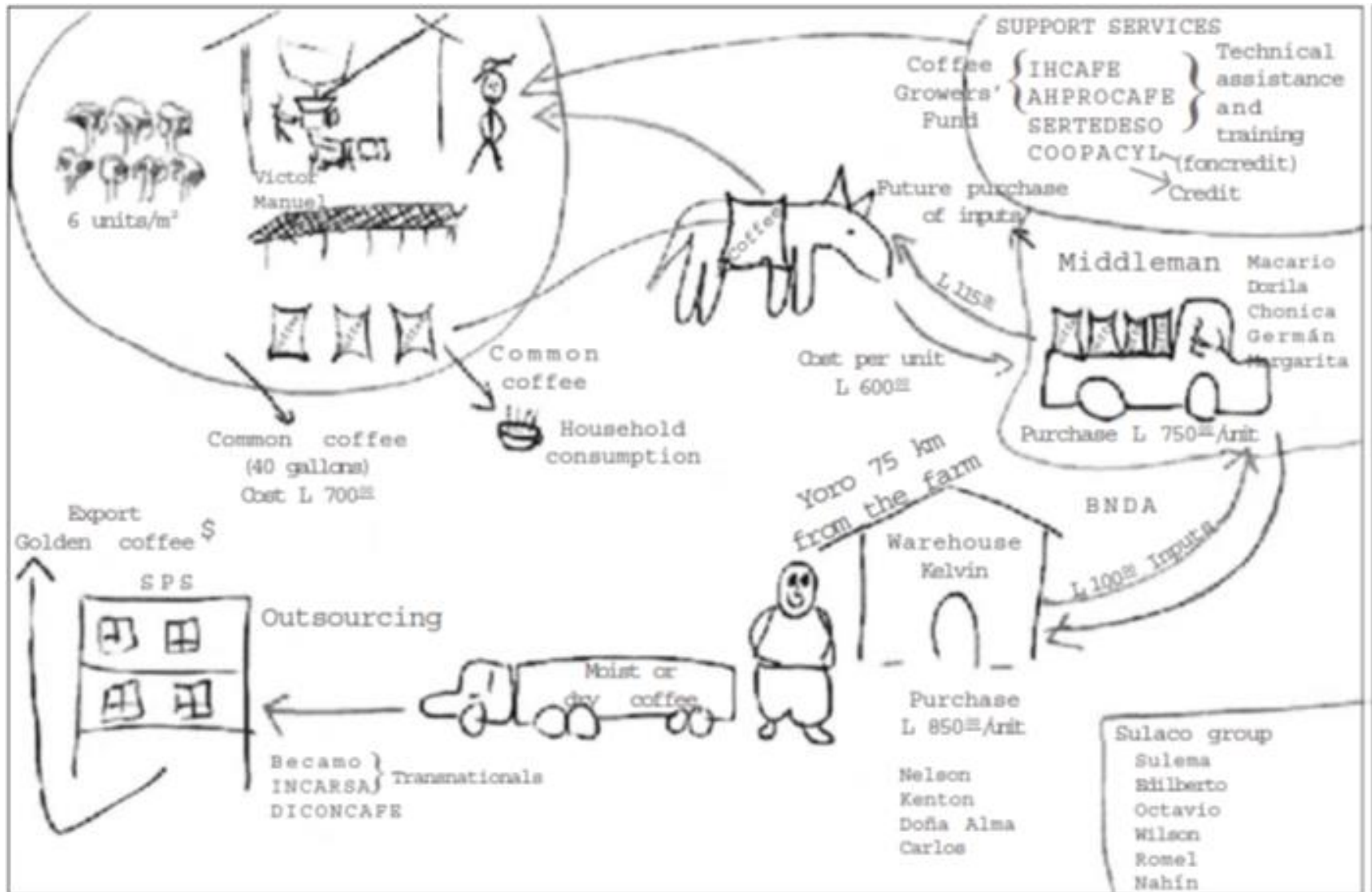


*Collection and Drying*

*Grading, Sorting, Storage*

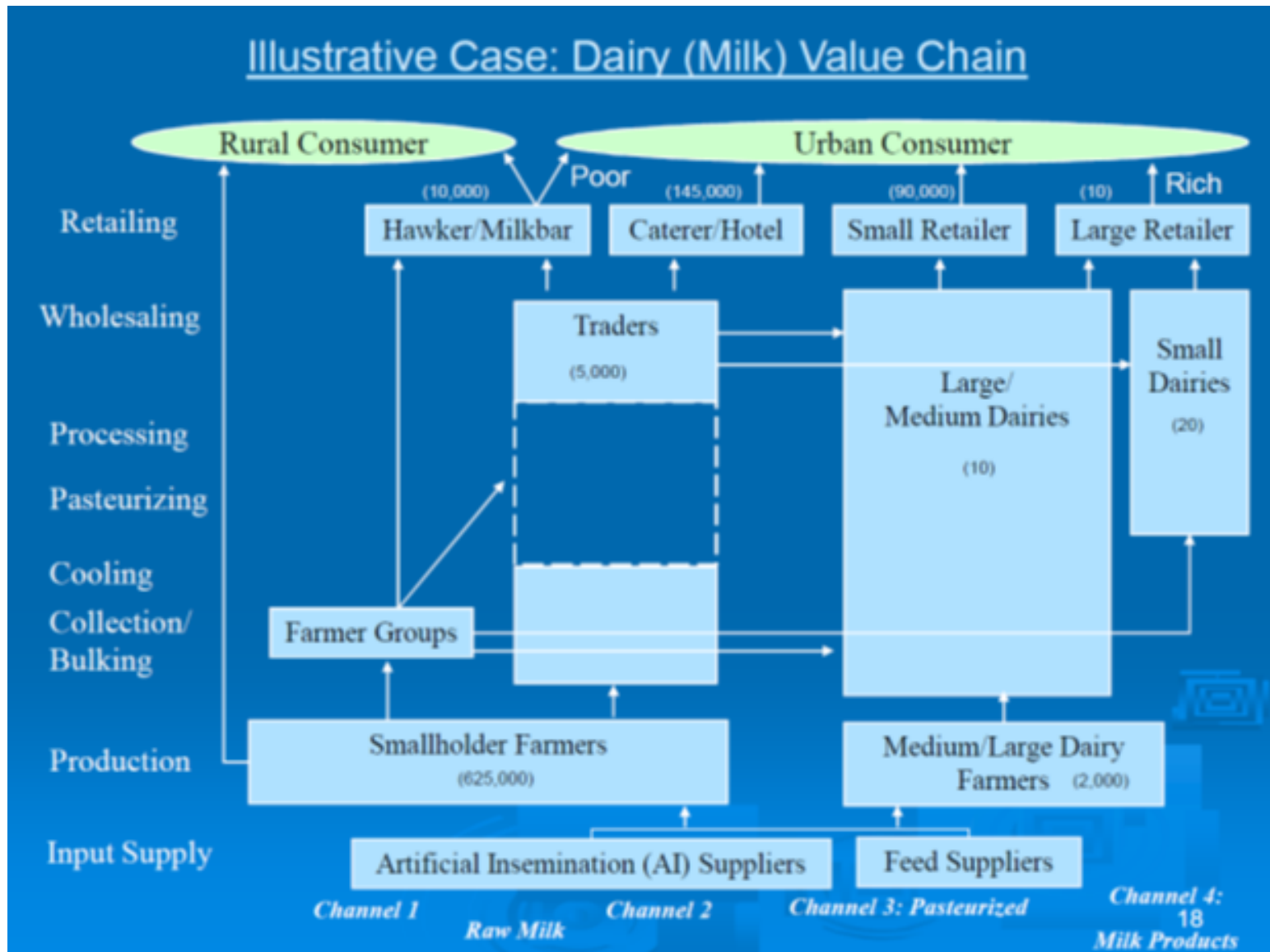
*Aggregation, Processing, Retailing*

# Simplified Value Chain Map

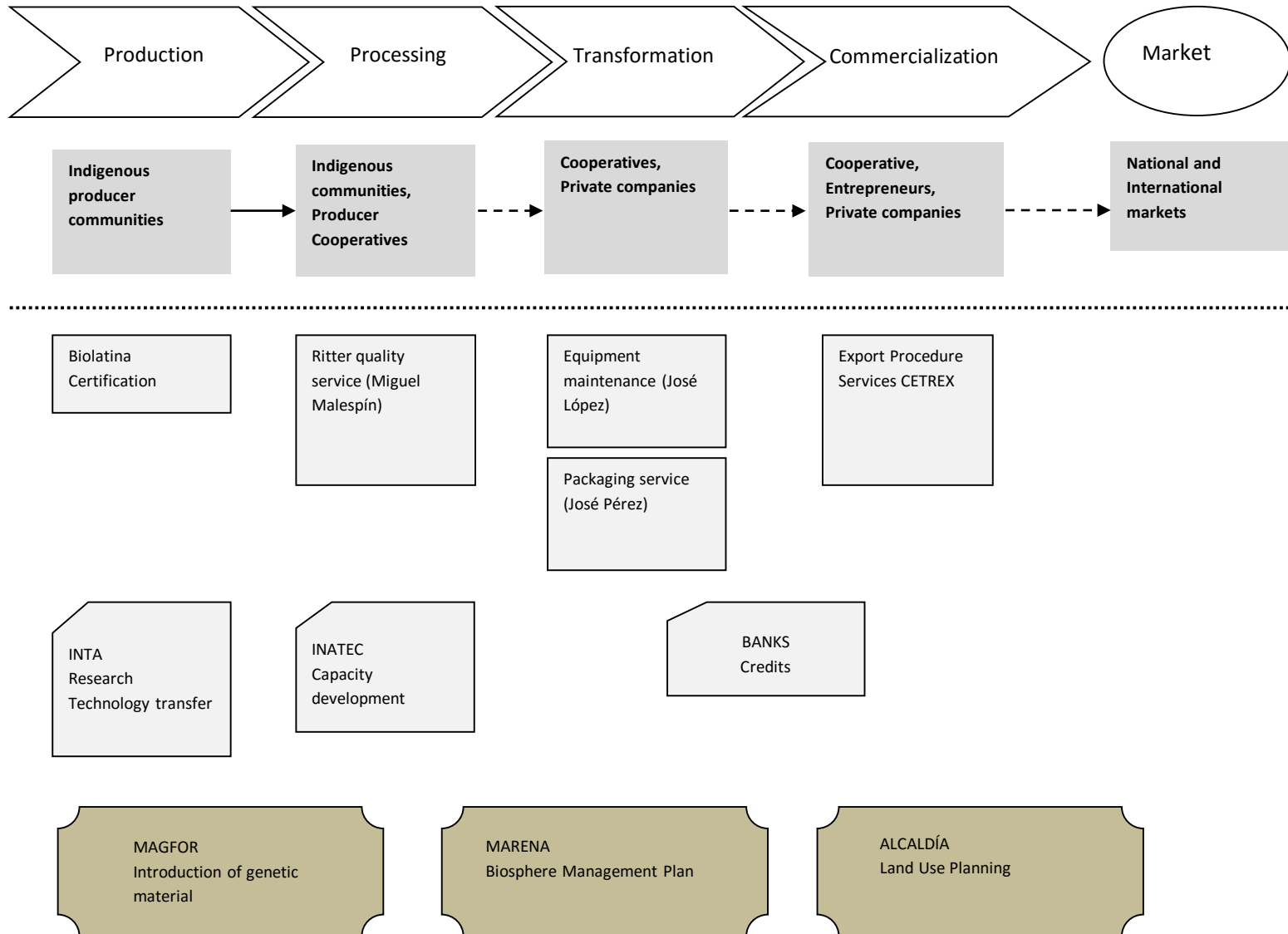




# Value Chain Map



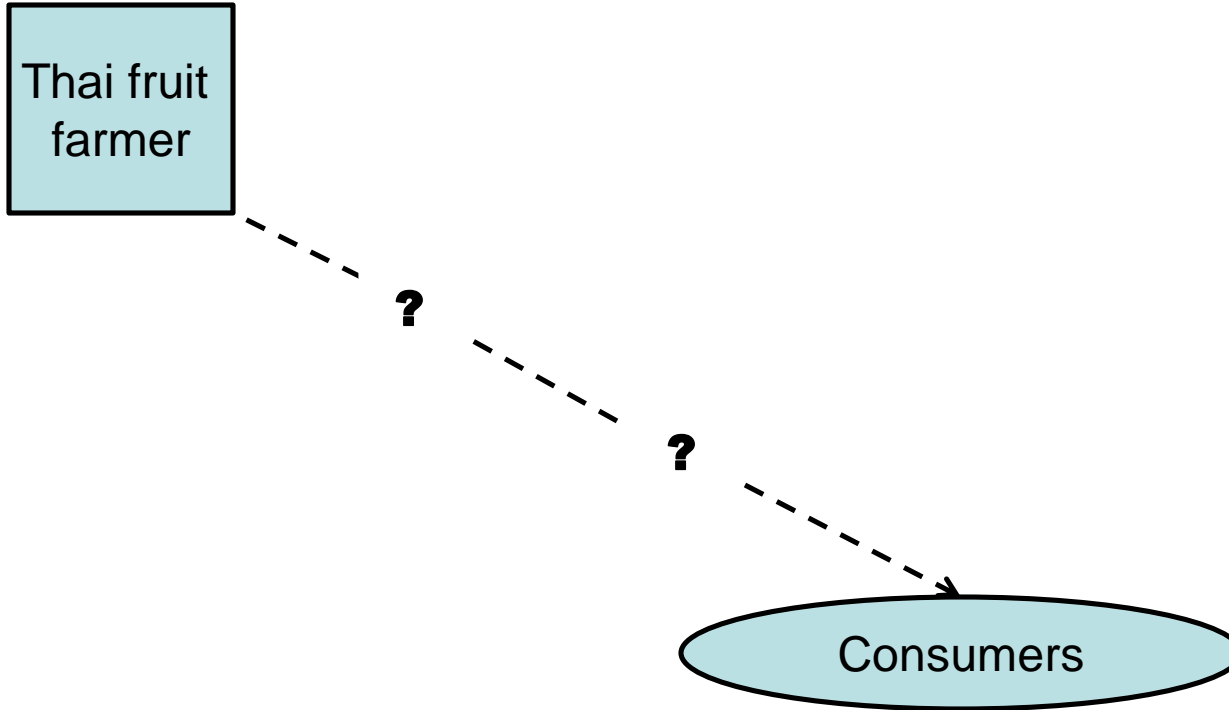
# Value Chain Map with Enabling Environment



# Farmers in Chanthaburi



# The Thai fruit chain



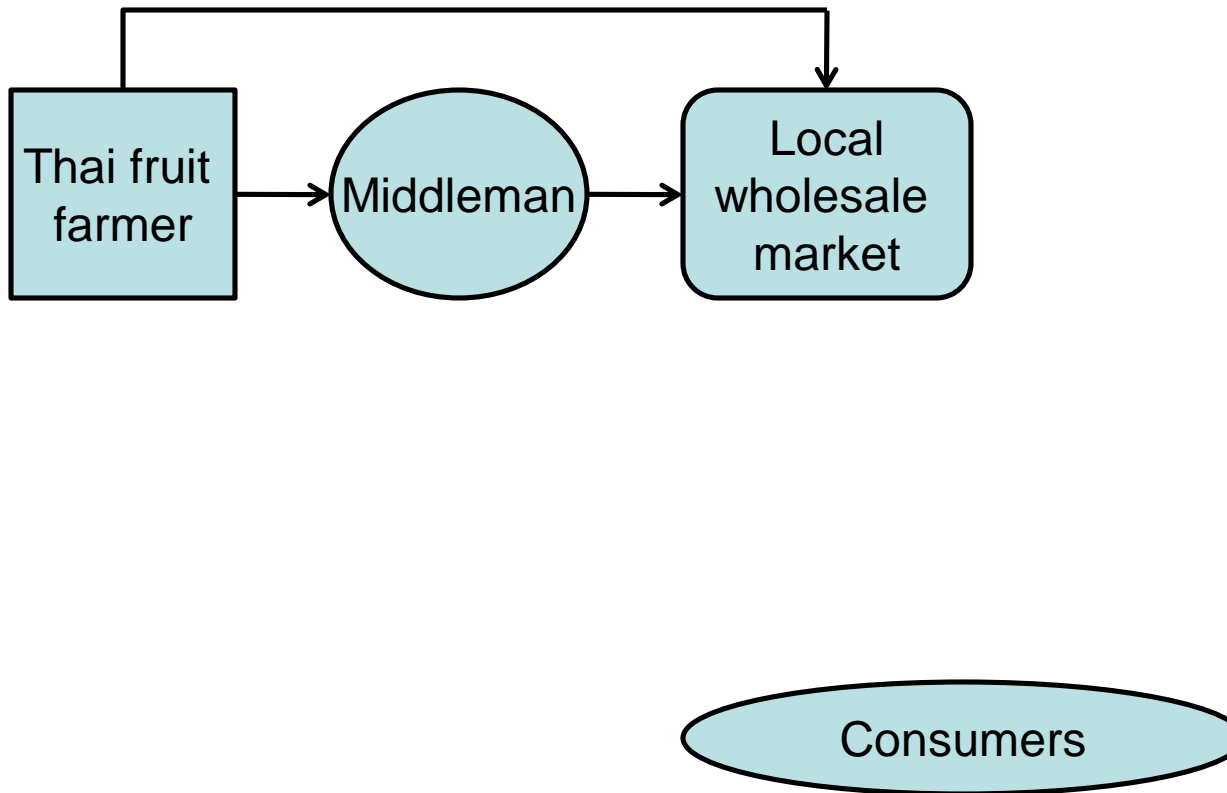


# Wholesale market Chanthaburi





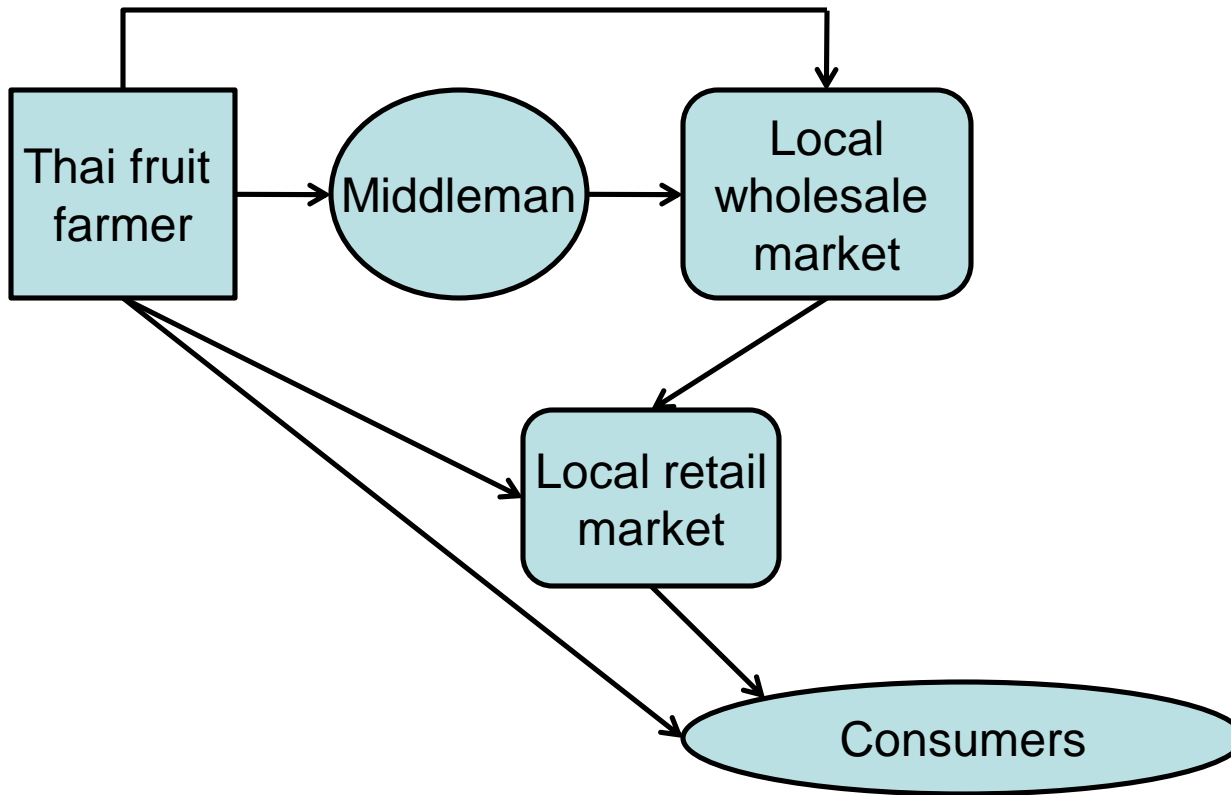
# The Thai fruit chain



# Retail market Chanthaburi



# The Thai fruit chain





# Wholesale market Thalaad Thai



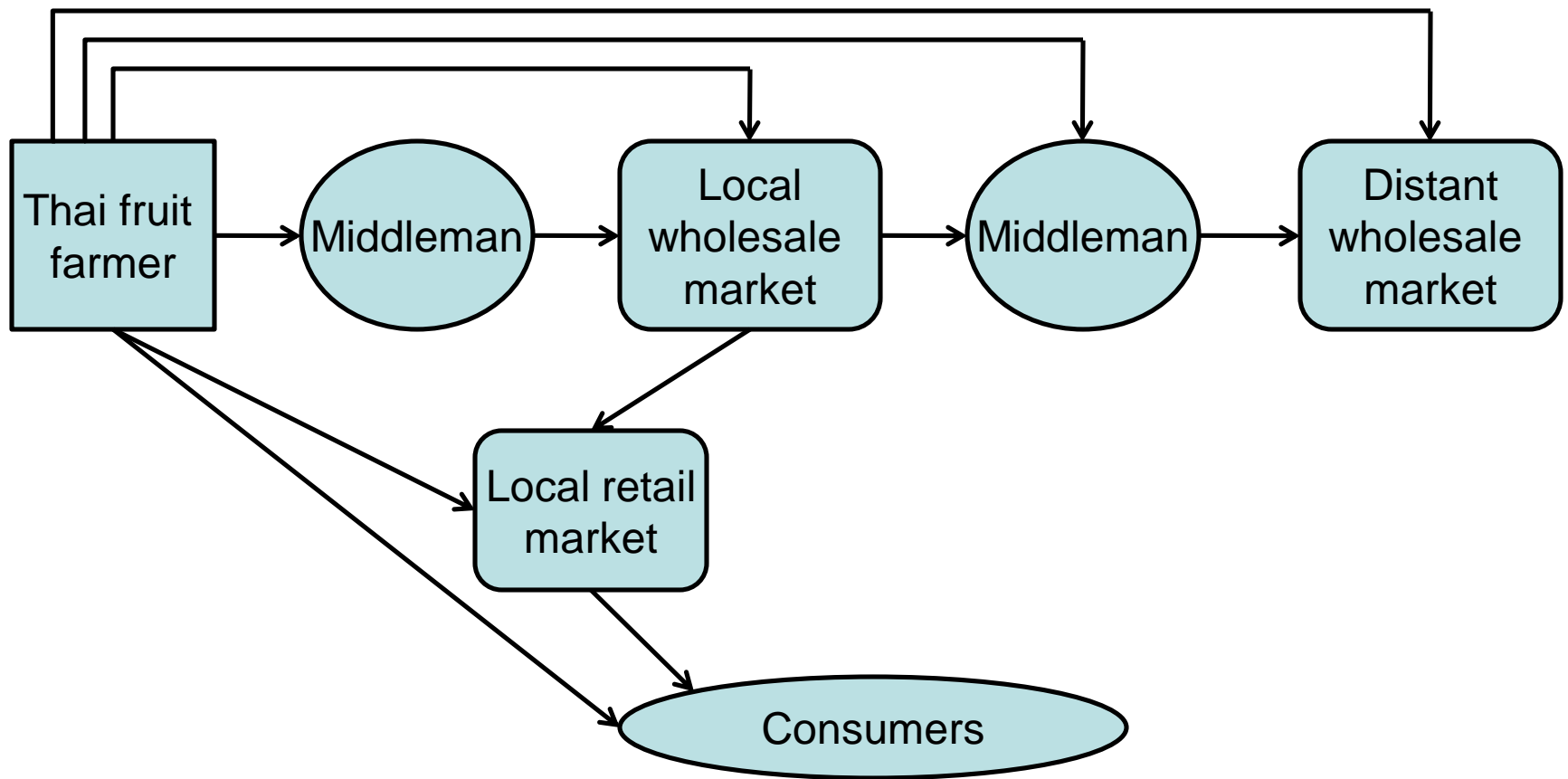


# Wholesale market Thalaad Thai





# The Thai fruit chain



# Retail market Bangkok





# Supermarkets in Thailand



# The Thai fruit chain

