Report on a diagnostic survey of conservation problems and development opportunities in Khang Ninh Commune in the buffer zone of Ba Be National Park

by

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1. INTRODUCTION

The workplan for the marketing component of the Vietnam-IUCN project on Sustainable Use of Non-Timber Forest Products (Raintree 1999) calls for the use of a specially adapted form of an internationally recognized methodology known as Marketing Analysis and Development (Warner et al. 1995, RECOFTC 1997, Lecup et al. 1998, Lecup and Nicholson in press). In its generic form the MA&D methodology combines elements of diagnostic analysis, market channel analysis, enterprise planning and market development. It goes beyond normal business planning in providing environmental and social safeguards in the form of product screening procedures that deselect products likely to be environmentally unsustainable and/or harmful to disadvantaged social groups.

The "special adaptation" of the base-methodology is designed to meet the special needs of market development in the context of a protected area project. The main instrument for achieving this is the inclusion of a "strategic analysis" module on the front end of the MA&D Phase 1 procedures. An overview of the stepwise procedures is given in section 4 below. The basic analytical sequence consists of: 1) a diagnosis of the main conservation threats to the protected area environment, 2) a diagnosis of the main livelihood problems and strategies of the population that interacts most closely with this environment, and 3) an analysis of the intersection of these two spheres in order to identify 4) a development strategy that address both conservation and livelihood concerns in a creative and practical way.

This analysis defines the strategic context and starting point for the identification of product and market development opportunities. It ensures not only that harmful interventions are avoided, but that positive interventions capable of meeting both conservation and economic development objectives are proactively identified and developed (subject always to the full feasibility analysis). In normal "development-oriented" projects this preliminary
strategy-development step might not always be necessary, but for conservation-oriented projects in protected areas it is essential.

An additional feature of this "systems approach" is that it places market interventions in proper perspective by clarifying their scope and limitations within the total system of livelihood interactions. Thus, the NTFP marketing strategy must relate to the total NTFP use strategy of the household (which includes both market and non-market oriented components). This, in turn, is a part the whole livelihood strategy of the household (which is based on other resources in addition to NTFPs). In order for the entire household economy to be sustainable it must somehow come to terms with the constraints implied by the conservation strategy for the protected area. Likewise, in order for the protected area conservation strategy to have a realistic chance of succeeding, it must take cognizance of the real needs and constraints of the household economy of the area inhabitants. This, in the final analysis, is the only realistic starting point for useful planning and productive negotiation between the protected area authority and the local population.

The fieldwork was conducted immediately following a 9 day field training course on RRA/PRA methods for Project staff and partners in Ba Be (see Annex 1 for the full itinerary of the MA&D mission). This juxtaposition had both positive and negative impacts on the field exercise. On the positive side, it was possible to make use of the RRA data generated by the field exercises of the training course in four villages of Khang Ninh (Na Lang, Ban Nan, Na Kieng and Na Co). This was facilitated by participation of the Marketing Team in the training course and by close cooperation with those course participants who stayed on as members of the project’s Monitoring Team to collect baseline data, in parallel with the Marketing team’s diagnostic fieldwork. On the negative side, when conducted back-to-back like this, the entire field exercise became quite long and tiring. Ideally, it would have better to have been a little fresher on commencement of the diagnostic fieldwork.

2. MAIN FINDINGS

2.1 Diagnosis of problems and potentials

Main conservation threats

According to the National Park Director (based on interviews in May and August of 1999), the main conservation threats from households in the buffer zone of Ba Be National Park are:

- Illegal timber and firewood harvesting for household use (he claims that they have succeeded in stopping commercial timber harvesting)
- Hunting and trapping of wild animals
- Continued occupation of old agricultural areas inside the Park (he claims that expansion of agricultural land has stopped, but he says all agriculture inside the Park should stop so that the land can be replanted to trees)
- Free grazing of cattle inside the Park
- Illegal harvesting of other NTFPs inside the Park
- Pollution of the lake waters (due to fishing practices using dynamite, poison and electricity, as well as to trash and diesel leakage from tourist boats)
- Sedimentation of the lake – a long term threat caused by soil erosion from agricultural fields in the watershed of the three rivers which feed the lake (most of this watershed area is outside the Park and the proposed Extension; the Director feels it is a problem that there is no national buffer zone project for these areas)

Household dependency on NTFPs

On average NTFPs account for approximately 15% of total household economy (cash + subsistence use, including 10% firewood + 5% other); there is some variation between villages in the kinds of NTFPs they use most, but the main emphasis is on:

- firewood
- bamboo (truc, tre, mai for construction purposes)
- bamboo shoots (mang)
- other (of limited importance, no outstanding species)

All of the major NTFPs named above are reported to be declining in availability. Firewood is declining in the buffer zone areas (necessitating incursions into the Park) and the others are said to be declining even in the Park. Firewood and all forms of bamboo are or can be cultivated in the upland agroforestry gardens of the area, and many households have already begun to invest in such plantings. The main limitations at present appear to be: lack of a reliable source of seedlings of appropriate species and lack of knowledge of upland agroforestry techniques.
Significant knowledge of medicinal plants appears to be limited to specialists within the major ethnic groups interviewed (Tai and Dao), and is therefore not a major focus of collection in most households. Those few plants that are known and used regularly by the average household can be gathered from the upland agricultural lands.

**Timber for household use from the National Park**

Timber for household construction use — which is by definition not an NTFP — is also a major household need, particularly when a new house is to be constructed for a young married couple. Some household’s are able to meet most of their timber needs from stockpiles of old or used timber held by their relatives. In other cases, where the new household is able to afford the rice and other supports, villagers mobilize to assist the young couple to collect and process the needed timber from the National Forest under the cover of night. Most villagers are strong in their belief that they have a moral right to this resource, even if it is illegal, because they know of no alternative. Ultimately, they feel the same about firewood. Poorer members of the community have begun to adapt to the severe shortage of timber by constructing houses of lower quality material like woven bamboo (trúc), with and without a plaster covering. A few house of brick can be seen in the community but they are rare.

The best example of a solution to the timber supply problem, perhaps, was demonstrated by a farmer in Na Co who had constructed some of the walls of his large wooden house from sawn planks from a 9-year old *Melia* tree he had grown in his homegarden. Many people have made similar investments in their agroforestry gardens but the trees are still too young to have a present impact on the timber economy of most households.

**Landlessness and food shortages**

Up to 80 % of the households in the Khang Ninh Commune experience seasonal shortages of food (rice) lasting from 1 to 6 months every year. The main cause of such problems is insufficient paddy land. Because the Red Book land allocation process sanctioned the reversion of paddy land to the families of the traditional owners on the basis of their holdings in the pre-communal tenure system, some families are now totally lacking in paddy land. The same principles have been applied informally to the partitioning of upland forest land (formerly swidden land) in advance of formal allocation. Official forest land allocation is scheduled to be completed in September in Kha Ng Ninh Commune, and is expected to ratify the unofficial partitioning process, thus formalizing inequality of land holdings in the upland. Currently, latecomers to the Khang Ninh have temporary use of land by “borrowing” from the landed families (rent free), but their lack of secure tenure over these lands discourages them from making long term improvements like tree planting. The only way for them to improve their tenure security is to purchase the land from the owners. In this course they are constrained by lack of collateral to secure bank loans.

A more in-depth study of the prevalence and degree of landlessness or land shortage among the population of the commune would be helpful in order to develop an optimal strategy to target this particular problem. Unfortunately, this may be beyond the scope of the workplan for the Marketing Team, but perhaps it could be taken up by the Monitoring Team or by an independent special study hosted by the project. For example, this could be an interesting topic for a student thesis study building on the general land tenure study of Lisa Breckman (1999) but specifically focused on the constraints and opportunities of the landless and near-landless households of Khang Ninh Commune. This could have a special relevance to conservation issues, since these are the households that have the most to gain from forest encroachment. Even in lieu of such a study, the Marketing Team can recommend that the near-landless households be given priority for non-land-based enterprise and employment opportunities that may be developed by the project.

Presently households deal with seasonal shortages of rice by a number of coping strategies:

- substitution or mixing of lesser valued starches such as maize, cassava, sweet potato, taro, etc.
- selling of pigs, chickens, and garden vegetables in order to buy rice and/or maize (livestock-based strategies are constrained by frequent outbreaks of epidemic disease)
- fishing in the village lake, but reportedly not in Ba Be lake, to generate cash to buy food (this appears to be a major source of income for Na Lang families lacking paddy land)
- selling of bamboo shoots and other NTFPs collected from the forest (although the contribution from this source could be underestimated because of reticence to talk about it, persistent probing and triangulation with other information suggests that NTFPs have indeed been declining in importance as an income source in most households over the past few years — probably due to the increased efficiency of enforcement of Park regulations)

**Inefficient land use and low returns to labor**

During the interviews many households complained of lack of labour. Few families can afford to hire labour; they work very hard but they often fail to produce enough to meet their needs. This is because of the generally low productivity and low returns to labour of current land use practices. The current system is, in a sense, still in transition from the extensive land use patterns of swidden to the more intensive patterns of settled agriculture. This observation applies especially to upland land use, which has yet to develop the labor efficiencies associated with
well developed "near-field" (intensive), "far-field" (extensive) systems. One of the causes of low labour efficiency is the time spent in moving back and forth between the residence and the distant fields where maize, cassava and other relatively low value crops are grown. The system can be made more efficient and productive, with higher returns to both land and labour by:

- concentrating intensive production in the "near-field" areas (rice paddies and homegardens), while allocating more extensive crops to the "far-field" areas
- raising the value of both near-field and far-field cropping systems by introducing more productive and profitable crops and varieties into both systems; e.g.:
- intensive vegetables and high value fruit trees like persimmon in the homegarden, along with low land-requiring enterprises like beekeeping, gecko-raising, etc.
- fast-growing timber and fuelwood species, improved but less valuable fruit trees and extensively grown NTFPs like bamboo and cardamom (and others to be identified) in the upland agroforestry gardens, along with extensive fieldcrops like maize & cassava

Cottage industry

The only significant cottage industry within the commune that was detected by the survey teams during the fieldwork was alcohol making. Many households engage in this activity as a commercial enterprise, and for such households it is often the major source of cash income. Many more do it casually for household use. The good news is that for commercial operations this activity in some cases appears to have replaced NTFP gathering over the past few years as the main source of cash income. The bad news is that alcohol distilling is a fuel-intensive activity, reportedly requiring up to 50 kg of firewood per day in the most active households.

A potentially significant underdeveloped potential is that of cottage industries producing finished products for sale to the tourist industry, e.g. high quality honey from domesticated but forest-fed bees, gecko wine, souvenir handicrafts, etc.

Upland agroforestry gardens

Many households have started planting trees, bamboos and other NTFPs into their upland agricultural areas, thus transforming them into agroforestry gardens. The allocation process for forest land will be completed in Khang Ninh Commune this September, thus securing long term tenure security for further investment in these lands. During the household diagnostic interviews, when asked whether they had any ideas about how to solve their fuelwood, timber and cash problems, many households responded that they intended to plant more trees, bamboos and other crops in their agroforestry gardens. The main reason cited for not doing more in these gardens was lack of appropriate, high quality planting material. The response of many households to sporadic efforts by various agencies to provide good planting material has been enthusiastic. One informant from Na Kieng village (Na Mam subvillage) mentioned that when a truck from Thai Nguyen Agricultural and Forestry College came to the village to sell fruit tree seedlings at 300 Dong/seedling, many buyers came and the seedlings quickly sold out. This information indicates the existence of a market for seedlings within the village. The price also suggests that seedlings can be sold at an unsubsidized price. Other seedlings have been provided to the villagers free of charge from time to time, and villagers have themselves collected seed from local trees and fruit purchased in the market. Among the trees that have been planted in the agroforestry gardens thus far are: eucalyptus sp., acacia sp., melia, cinamomum, mandarin orange, star anise, litchi, longan, canarium, sapidus, persimmon, mango, apricot, peach, guava and mac cop, and the bamboos truc, tre, mai and hop. Of course, no gardens have all of these plants and most young gardens have only a few species. Moreover, the quality of some of the trees that have been planted may be quite low, especially the ungrafted fruit trees.

Small-scale household nurseries

Some households have already begun to operate small-scale nurseries for fruit and timber trees and other NTFPs for the household’s own use, but there is as yet no evidence of commercially oriented nursery operations within the villages. When visiting one of these household nurseries in Na Mam subvillage it was observed that the seedlings (Melia and litchi) were planted in polybags obtained from the National Park authority. Various agencies associated with the Park have provided limited training on nursery techniques, but knowledge of grafting and other nursery techniques cannot be said to be widely distributed within the villages. Nevertheless, interest in such techniques is high and there is scope for a more systematic approach to training.

Insecurity of land tenure in selected areas

Some of the residents of Na Co have contracts with the National Park which allows them to use the agricultural lands that have developed in the area of the village for an unknown duration. They expressed uncertainty over the security of this tenure arrangement. The residents of Ban Na Nam, one of about six subvillages within Na Kieng village, expressed a great deal of anxiety over the status of their land holdings. The focus of their concern is what they have described as the recent “extension” of the National Part Boundary to a new boundary which now includes...
their agricultural fields and the land on which their houses are built. Whether this interpretation is correct or is based on a misunderstanding of the original boundary, the main point is that these kinds of land tenure insecurity have the effect of discouraging the residents from making the kinds of investments in more intensive agroforestry practices that could be effective in reducing the threat to natural forests of the National Park. Among the actions of the National Park authority which tend to increase the villagers sense of insecurity are:

- recent statements by the National Part authorities that they want to stop existing agricultural use within the park and convert the land back to forest (this goes beyond the previously stated goal of preventing agricultural expansion within the Park)
- forcing some villagers to close small shops they had opened on the road passing through Na Nam on the way to the Park
- the construction of a new road to the Park that by-passes Na Nam

In spite of these recent problems there is evidence of a more cooperative relationship between Na Nam villagers and Park authorities in the past (see above), and Na Nam villagers appear eager to engage in constructive dialog with Park authorities concerning plans for sustainable development of the existing agricultural land so as to reduce the need for incursions into the natural forests of the Park.

3. POTENTIAL INTERVENTIONS TO ADDRESS CONSERVATION AND LIVELIHOOD PROBLEMS

It is evident from the foregoing summary of diagnostic findings that the problems of the National Park and the villages are systemic in nature. Approaches to solutions must also be systemic if there is to be any realistic expectation of sustainable NTFP development. Some of the problems fall outside of the "NTFP sector" (e.g. timber harvesting, insufficiency of paddy land, unequal distribution of land resources, veterinary problems, etc), while others are clearly within its scope (illegal harvesting of firewood, bamboo and other NTFPs within the national forest). Still others (e.g. timber trees and non-forest fruit trees) may be "technically" outside the definition of NTFPs but may fall within the scope of project support by virtue of their intimate association and critical role vis-a-vis NTFPs (e.g. in creating ecological and economic "habitats" for NTFPs in mixed agroforestry gardens).

The table on the next page summarizes what appear at this time to be the most promising directions for an intervention strategy. It is important to keep in mind that this is a preliminary "working list" of intervention possibilities. Please note that the current specifications are for site-specific but "generic" interventions, i.e. they specify only the kinds of interventions and products that could meet the twin objectives of conservation and development in the diagnosed site. There will be plenty of opportunity for development and assessment of much more specific product ideas in the next stages of the MA&D process. Indeed, from here on the MA&D process becomes increasingly product-specific.

The advantage of this stepwise approach is that it focuses priority attention on those possibilities that arise directly out of the site-specific diagnosis of problems and potentials, and it does this in a general way initially, thus opening up thinking about the range of possibilities that meet these specifications, rather than jumping immediately to overly specific and limited conclusions. In this way it attempts to avoid the subjective biases, tunnel vision and "pet ideas" that plague less systematic planning efforts.

### Elements of a provisional intervention strategy for addressing joint conservation and development objectives of the NTFP Project in the buffer zone of Ba Be National Park

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>IMPACT ON CONSERVATION PROBLEMS</th>
<th>IMPACT ON HOUSEHOLD ECONOMIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities that could be supported directly by the NTFP Project and its partners</td>
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<tr>
<td>Intensification of homegardens and upland agroforestry systems using more profitable cropping systems with higher returns to land and labor, through intercropping of:</td>
<td>Mitigation of adverse conservation impacts through:</td>
<td>Greatly increased household income generation (both cash and subsistence) through:</td>
</tr>
<tr>
<td>- improved crop varieties</td>
<td>- alternative income sources outside the National Park</td>
<td>- systematic development of underutilized biotic and land use potentials</td>
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<tr>
<td>- grafted fruit trees of superior varieties</td>
<td>- reduction of firewood and NTFP gathering through substitution and domestication outside the Park</td>
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<tr>
<td>- various bamboo species for shoots and culms</td>
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### Intensification of useful biomass production along field borders, pathways, etc. through:
- living fences of fast-growing firewood species (managed for sustainable harvest through pollarding, etc.)
- boundary plantings of fruit and timber trees
- intercropping of other NTFPs

### Provide additional opportunities & support for intensified plantings by encouraging the development of:
- local nursery enterprises to supply superior seedlings on a sustainable commercial basis
- animal-based NTFP products through bee keeping, gecko raising, etc.
- local processing enterprises within the commune for adding value to locally produced raw materials
- direct marketing of NTFP & other products to tourists
- locally managed market information systems

### Creation of incentives for conservation-oriented land use through:
- provision of necessary inputs
- enhancement of product value through value-added processing
- increased competitiveness in the market through better information

### Increased income for "entrepreneur" households through:
- commercial development of local nursery enterprises
- processing enterprises
- direct sales of finished products to tourists

### Increased wage labour opportunities in:
- local processing enterprises
- tourist retail shops

### Negotiation between the villagers and the Part authorities of:
- plans for sustainable agroforestry in disputed farmlands
- licensing, regulations and management plans for protection and harvesting of selected NTFPs on a sustainable basis within the forests of the National Park
- benefit sharing (e.g. through employment opportunities) in connection with tourism development of the Park, in return for villagers taking a more active role in forest protection

### Increased investment in conservation-oriented land use improvements made possible by increased tenure security

### Improved National Park management through internationally accepted methods and standards of participatory management

### Increased household incomes made possible through increased tenure security and improved technical knowledge and inputs

### Activities that could be taken up by other projects in the area on the recommendation of the NTFP Project and the National Park and Local Government Authorities

### Intensification of:
- paddy rice production through improvement of irrigation and water control facilities in single-cropped and flood-damaged rice areas

### Reduction of pressure on National Park due to exploitation of resources to compensate for insufficient rice production and cash income

### Direct impact on the local supply of rice, the most important subsistence need and market commodity

### Increased income earning
4. ASSESSMENT OF CURRENT KNOWLEDGE AND PLANNING OF NEXT STEPS FOR THE MARKETING TEAM

The preceding table presents the main output of steps 1-5 of Phase 1 of the modified MA&D methodology being implemented by the IUCN NTFP Project in Vietnam (see table below).

<table>
<thead>
<tr>
<th>STEPS IN THE MODIFIED MA&amp;D METHODOLOGY FOR PROJECTS IN PROTECTED AREAS</th>
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<tbody>
<tr>
<td><strong>PHASE 1</strong> ASSESS THE EXISTING SITUATION</td>
</tr>
<tr>
<td>1. Strategic analysis of conservation-related issues</td>
</tr>
<tr>
<td>2. Prediagnostic overview &amp; selection of target areas</td>
</tr>
<tr>
<td>3. Identification &amp; characterization of interest groups &amp; households</td>
</tr>
<tr>
<td>4. Diagnosis of household economies</td>
</tr>
<tr>
<td>5. Strategic analysis of conservation/development constraints &amp; opportunities</td>
</tr>
<tr>
<td><strong>Completed up to this point for Ba Be</strong></td>
</tr>
<tr>
<td>1. PRA consultations on strategies &amp; products</td>
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<tr>
<td>2. Expert consultations on strategies &amp; products</td>
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<tr>
<td>3. Short listing of products for marketing feasibility study</td>
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<tr>
<td><strong>PHASE 2</strong> SELECT THE MOST PROMISING PRODUCTS AND MEANS OF MARKETING (FEASIBILITY STUDY)</td>
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<tr>
<td>1. Analyze the marketing channels and identify opportunities</td>
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<tr>
<td>2. Build on the opportunities &amp; select the most promising products</td>
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<tr>
<td>3. Create interest groups of entrepreneurs around the selected products</td>
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<tr>
<td><strong>PHASE 3</strong> DEVELOP AN ENTERPRISE STRATEGY AND A SUSTAINABLE BUSINESS PLAN</td>
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<tr>
<td>1. Analyze information on the business environment of the selected products</td>
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<tr>
<td>2. Develop an enterprise strategy</td>
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<tr>
<td>3. Develop a sustainable business plan</td>
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As indicated in this table, the next steps in the MA&D process bring us to focus increasingly on analysis of market conditions and products. For these next steps to be successful, not only in developing products that are successful in the market but also in supporting conservation objectives, it is important to be clear about the implications of what
we have learned thus far for the remaining steps of the process. The main lessons can be summarized briefly as follows:

**Non-NTFP interventions**

Since NTFPs contribute no more than 15% of the average household economy, there is considerable scope for improvement of livelihoods through such non-NTFP interventions as:

- Intensification of paddy rice, fish and livestock production (as outlined above)
- Improved marketing of such products
- Development of other income opportunities (e.g. tourist services)

These interventions are clearly outside the scope of the NTFP Project and should be addressed by other projects in the Ba Be area.

Another set of non-NTFP interventions includes:

- Timber production outside the forest (timber is by definition not an NTFP, although firewood is)
- Improved fruit tree production

This second category of non-NTFP interventions is less clearly "outside" the scope of the Project for two reasons: 1) They are both potential components of agroforestry systems into which NTFPs could be domesticated. In fact, it is hard to imagine agroforestry systems for Khang Ninh Commune without these components. So if the project is going to develop agroforestry systems it should develop good ones, ones that make sense to the people of Khang Ninh Commune, ones that meet their needs and are likely to be adopted by them. Only then will they provide a sustainable habitat for NTFPs outside the forest. 2) The problem of illegal timber harvesting from the National Park is perhaps even more of a conservation threat than firewood harvesting. Here again, unless the Project helps develop an alternative source of timber outside the forest, whatever else the Project does it may all come to nothing. In view of these arguments any urge to leave timber and non-forest fruit trees out of the project's intervention strategy for definitional reasons seems silly.

**Limitations on market-mediated NTFP interventions and indirect connections**

**Firewood:** Of the total average NTFP contribution to the household economy (15%), approximately 2/3 of this is in the form of firewood for subsistence use. Since this component of the household economy is independent of the market, market interventions will have no impact on it. Conclusion: *Non-market interventions will have to be developed to address the firewood problem.* Since firewood collection constitutes a major conservation threat, this becomes something of a development imperative. Regardless of whatever is done to improve household livelihoods and conserve other NTFPs, the forest habitat will be decimated by firewood collection unless alternative sources are developed. Inclusion of appropriate fast-growing firewood trees and shrubs as part of agroforestry developments in the upland gardens and along pathways and homegarden boundaries (e.g. as living fences) can easily meet the firewood needs of the community, but promotion and training on agroforestry techniques will to be programmed as a separate project intervention. One possible point of contact with the Marketing Team's future efforts, however, will arise from the possibility of developing local nurseries as small business enterprises, which is a good way to ensure the sustainability of seedling supply. This intervention will be the subject of a more systematic feasibility analysis.

**Other cash income and subsistence needs:** apart from firewood, much of the produce of the upland agroforestry gardens will be consumed directly by the households, without entering the market. This is no reason to diminish its importance to the project as part of the effort to keep the pressure off National Park resources by improving the ability of people to grow whatever they need from non-forest sources. If it were the only strategy being pursued, then the domestication strategy might have the effect of decreasing the value of the forest to the local residents. However, as part of a multi-pronged strategy to raise the value of the forest for non-destructive uses (i.e. tourism), domestication is seen as a necessary adjunct in that it provides an alternative source for goods that otherwise would have to be extracted from the forest. This part of the strategy will succeed only if the other components of the overall strategy are developed and if local people are given an opportunity to share in the economic benefits flowing from these higher use values.

**The emerging focus of NTFP marketing interventions**

The most obvious and direct mandate to the Marketing Team coming from the strategic analysis is to give greater specificity to the identified potential for marketable products from bamboos and other NTFPs, both those that can be domesticated and grown in agroforestry gardens and those that might be sustainably harvested from within the forest under negotiated management agreements with the National Park authorities. Exactly which species, which specific products and which marketing channels and strategies to emphasize will be the subject of the remaining steps of Phase 1 and the feasibility analysis and detailed strategy development in Phase 2 of the MA&D process.
The Project will also need to address the issue of how best to support the Participatory Action Research (PAR) activities that follow on from the PRA activities in developing the pilot trials of the new cropping systems and other innovations.

An additional focus of the Marketing Team’s efforts will be on assessing the commercial feasibility of:

- Small-scale local nursery enterprises to address the local market for agroforestry seedlings (including NTFPs and other understorey as well as upperstorey crops)
- Local processing enterprises capable of adding value to the raw materials from agroforest and sustainably managed forest sources by processing them into intermediate and finished products
- Local retail enterprises, cooperatives, etc. for direct marketing of NTFP products to tourists

MA&D is not restricted to interventions in primary and secondary production systems. Marketing channels themselves are also targeted for diagnostic analysis and identification of intervention points where modification in the means of marketing and the ways of doing business can bring benefits to people both upstream and downstream from the intervention points. Obviously, given the limited time and resources available to the Marketing Team to accomplish its workplan in this phase of the Project, it will not be feasible to make an exhaustive study of all of the possibilities, not even all of the important possibilities. Perhaps priority should be given to any such opportunities as may emerge that have distinctive conservation as well as economic benefits (e.g. feasible "green marketing" opportunities).

REFERENCES


Annex 1

ITINERARY

Aug 1  Travel to Ba Be
Aug 2-9 Participated in PRA/RRA Training Course
  - As Trainee -- Mr. Duong
  - As logistics coordinator -- Dr. Phi
  - As methodology and content facilitator -- Dr. Raintree

Provided methodology guidelines and recording forms and develop detailed plans for the upcoming fieldwork of the marketing and monitoring tams (Dr Raintree & Dr. Phi)

Aug 8 Interviewed Ba Be market people concerning local market schedules and market channels for medicinal plans

Aug 10 Fieldwork Planning Workshop
- Explained Marketing Team’s fieldwork plan & coordinate data collection schedules with the Monitoring Team

**Aug 11**
Key informant interviews with
- Mr. Dinh, Director of Ba Be National Park
- Mr. Tam, Guard of Ba Be National Park
- Mr. To Van Thuc, Vice Director Forest Protection Office

Evening meeting with Monitoring Team, Ba Be Field Team and other participants to review and discuss the day’s findings & plan the next day’s activities

**Aug 12**
Group RRA exercises in Na Lang Village

- Review of previously collected NTFP data
- New ranking using revised method (income + subsistence use)
- Ranking of investments in upland agroforestry (AF) gardens
- HH ranking based on NTFP use (using “wealth ranking” card sort technique)
- HH ranking based on AF garden investment
- Selection and notification of sample households for the next days’ household diagnostic interviews
- Afternoon meeting of Marketing Team to review and analyze the day’s findings & plan the next day’s activities

Evening meeting with representatives from the Monitoring Team to review findings on Na Kieng and select a sample of households for interviewing on the 14th (so that they could be notified on the 13th)

**Aug 13**
Household diagnostic interviews in Na Lang (8 households)

Afternoon review and analysis of the days findings; planning of the next day’s activities

**Aug 14**
Household diagnostic interviews in Na Kieng (8 households)

Afternoon review and analysis of the days findings; planning of the next day’s activities

**Aug 15**
Morning meeting with the Monitoring Team before departure its to review findings on Na Co and select sample of households for interviewing on the 16th; Monitoring Team returns to Ha Noi

Notification of Na Co households about interviews

**Aug 16**
Household diagnostic interviews in Na Co (8 households)

**Aug 17**
Review and analysis of the findings in Na Co; Discussion of overall strategy.

Return to Ha Noi