

OPPORTUNITIES AND CHALLENGES FOR THE FRESH STRAW MUSHROOM VALUE CHAIN DEVELOPMENT IN VIETNAM

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Abstract

Straw mushroom sector has been strongly growing in Vietnam since last decade with more than 64,500 tons/year of production. The development of the sector helps improving both farm household's income and the environment by reducing pollution from rice straw burning at the end of the rice cultivation season. Basing on the potential of the sector, Vietnamese government issued an agricultural development programme in 2010 in which mushrooms will be the focus to develop as one of five national strategic commodities. In order to help the sector reaching this goal and growing more sustainably, the study was carried out in 2014 and 2016 to identify its opportunities and challenges by analysing stakeholders in the fresh straw mushroom value chain. The study was carried out through different meetings among the main actors of the straw mushroom value chain in August 2014 in Can Tho and in 2016 in Dong Nai province, Vietnam, to get opinions of target groups, key persons, as well as information concerning the aims of the study. An analysis of the main stakeholders was conducted to identify opportunities and challenges for the sector to grow more sustainably. Low investment costs, depending on production scale, quickly received income circle, low land and labour effort use are the main opportunities for farmers while limited use of improved production/processing technologies, limited production due to the seasonal character and climatic conditions are the main challenges for the other stakeholders of straw mushroom value chain. To enhance the use of hi-technology in production, preservation and processing and to build a brand for the Vietnamese straw mushroom are proposed to improve the current issues of the sector.

Keywords: *Mushroom, value chain, stakeholder, Vietnam*