



Sources and Destinations of Poultry Traded in Ha Vi Market: Results of a Participatory Appraisal

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1. Introduction

Several waves of HPAI caused by the H5N1 strain have swept through Viet Nam over the past three years and Viet Nameese authorities have plans to restructure the poultry industry. These plans are costly, likely to have negative impacts on smallholder producers and will not necessarily achieve the desired objective of eliminating HPAI from Viet Nam. As an alternative, PPLPI aims to assess mechanisms designed to overcome serious incentive problems for product quality improvement, reducing disease and food safety risks, while increasing smallholder incomes and reducing public expenditure for conventional surveillance and control measures. In particular, we want to explore the potential of the demand side of the poultry market to achieve higher food safety standards, thereby displacing costly and inefficient government intervention.

Here we briefly describe the main findings from a Participatory Rural Appraisal (PRA) held in Ha Vi village, Le Loi commune, Thuong Tin district, Ha Tay province in North Viet Nam. The overall objective of this PRA was to introduce a planned traceability study to local authorities and to triangulate, externally validate and supplement general information¹ required for the planning of the traceability study. The aim of the latter is to assess the feasibility of tracking bird movements through smallholder market networks in an area recognized as being at high risk of HPAI infection.

¹ Information collected by RRA with poultry-traders at the Ha Vi market.

2. Materials and Methods

Participation in the rapid appraisal was restricted to members of commune administrative authorities or other organizations. Consent from each organization or agency in the locality was sought with the aim of selecting a total of 20 people. Of these 20 participants, five were from the Veterinary Check Point at Ha Vi live bird market and fifteen were representatives from eight local organizations and authorities such as the Women's Union, Youth's Union, the Farmers' Union, the Fatherland Front, the Village Head, the Commune People's Committee, the Ha Vi Market Management Board and the Commune Police.

The PRA session was conducted using a semi-structured questionnaire. Participants were asked to divide into three groups for discussion. Paper and colour pens were provided for drawing maps and writing down results for later presentation. The subjects for group discussion related to poultry trade and slaughter activities in the Ha Vi market. In addition, detailed information on the activities of poultry farms in Ha Vi village and their relationship with the Ha Vi market was obtained. Each group had one hour for discussion and writing down the answers before making their presentation. During the presentation, individual group results were triangulated with answers from other groups and final answers were agreed upon.

3. Poultry Production & Trade in Households from Ha Vi Village

Ha Vi is one of three villages in Le Loi commune, Thuong Tin district, Ha Tay province. There are approximately 700 households in this village, of which around 550 are involved in poultry related activities such as producing and trading live birds in Ha Vi market, slaughtering birds and selling slaughtered birds locally and in other market places. 'Poultry farmers' in Ha Vi village are involved mainly in trading or slaughtering of poultry while in the other two villages in Le Loi commune, Tu Van and An Canh, farmers engage in poultry production with poultry flocks ranging from 1,000 to 5,000 birds. Those two villages are not as close to the Ha Vi market as Ha Vi village.

The majority of households in Ha Vi village engage in the slaughter of poultry, each having a capacity to slaughter less than 50 birds a day. Around 10 households can slaughter between 50 to 100 birds per day, while no household has the capacity to slaughter more than 500 birds per day.

With respect to duck production, there are a few duck farms with flocks of 400 to 500 ducks in Ha Vi village. Duck farmers raise these for meat and fertilized eggs for consumption and for production of ducklings to be distributed locally and to other provinces such as Nam Dinh. Duck production for meat normally peaks in May / June or September / October, closely related to rice harvest, whereby duck producers graze their birds in newly harvested rice fields to feed on the rice leftovers before selling finished ducks.

4. Source, Quantities & Price of Live Birds on Ha Vi Market

Ha Vi wholesale live bird market, located in Ha Vi Village, was established in 1995² and currently is the biggest live poultry market in the North of Viet Nam, with an average of 10,000 bird transactions per day.

As almost every household in the village purchases birds from traders in Ha Vi market for slaughter they are knowledgeable about the birds, for example, where the birds come from, and are able to identify birds coming from the CP group, Japa or Luong My farms through company agents in the market. Also, households usually know the source of birds of local breeds such as Doi Chicken from Lang Giang district, Bac Giang province; Thanh Hoa chicken from Tinh Gia district, Thanh Hoa province, etc.

The sources of the different bird species traded in the Ha Vi wholesale market are summarized in Table 1. Overall, between seven and twenty tons of live birds of different species are sold each day. In peak times, sales reach 40 tons live weight in one day, which is equivalent to 20,000 birds.

² Poultry producers in Ha Vi village did not engage in this activity until 1990. In the period of 1990 - 1995, farmers in Ha Vi village only raised poultry and waited traders from Hanoi to buy chicken. Often they could not sell their poultry or they sold but with at very low cheap prices. Realizing the potential of markets in Hanoi, Ha Vi villagers started to slaughter and sell to inner Hanoi markets or final consumers in 1995.

Table 4.1: Source of live birds at Ha Vi market

Province	District	Farm(s) / Commune	Type of birds
Ha Tay	Xuan Mai	CP Group Viet Nam	Broilers, layers
	Chuong My	Luong My Poultry Enterprise	Layers
	Son Tay	Japa Company	Broilers, layers
	Phu Xuyen	Phu Xuyen duck farm	Muscovy ducks, ducks
Ha Tay	My Duc, Thanh Oai, Ung Hoa	Chicken farms	Tam Hoang chicken
	Thuong Tin	Farms in Tu Van and An Canh villages, Le Loi commune	Layers, ducks
Ha Nam	Duy Tien, Kim Bang, Ly Nhan	Not applicable	Muscovy ducks, ducks
Nam Dinh	Hai Hau, Vu Ban, Xuan Truong	Not applicable	Local chicken and muscovy ducks
Hung yen	Khoai Chau, Van Giang, Tien Lu, My Hao	Not applicable	Muscovy ducks, ducks
Hai Phong	Vinh Bao, Tien Lang, Thuy Nguyen	Not applicable	Muscovy ducks, ducks
Bac Ninh	Que Vo, Tu Son	Not applicable	Local chickens, ducks
Bac Giang	Lang Giang	Not applicable	Doi chicken
Thanh Hoa	Tinh Gia, Nong Cong, Quang Xuong, Thach Thanh	Not applicable	Local chicken

Chicken

Chicken constitute around 60% of total poultry flowing through Ha Vi market, of which around 50% are from large farms such as those of the CP Group or from Japa and Luong My poultry enterprise, while the remaining 50% come from small and medium size farms in Ha Tay province and other provinces in the North of Viet Nam. The most common types of chicken sold in the market are white broilers and spent layers coming from the big farms in Ha Tay province.

The value of chickens is very variable depending on meat quality and customer preference. The price for local chicken is 44,000 to 45,000 VND³ / kg (local chicken from Thanh Hoa province fetch the highest price), while white broilers are much cheaper at 23,000 to 24,000 VND / kg.

³ 16,000 VND = 1 USD

Ducks

Local and muscovy ducks account for 30% and 10% of birds entering Ha Vi market respectively. Ducks mainly come from a state duck farm in Phu Xuyen district, Ha Tay province and a few other smallholder farms in Hung Yen and Hai Phong provinces. Local ducks are sold at two periods in the year while cross-bred ducks and muscovy ducks are sold throughout the year. The best selling time for duck meat is around lunar New Year and especially during the wedding season, which is before and after the Tet Holiday. French crossed muscovy ducks cost 32,000 VND / kg and are more expensive than the white ducks, which are regarded as having less meat.

5. Destination of Poultry and Poultry Products from Ha Vi

Live birds

A small proportion of live birds are bought by outside traders and taken to retail markets in Ha Noi, mostly in Thanh Tri district. There, the birds are sold directly to customers for final consumption.

Slaughtered birds

A large proportion of poultry commodities leaving Ha Vi village are slaughtered birds, which go to Ha Dong town and Ha Noi city. Slaughtered birds leave Ha Vi village each day by different means such as bicycle, motorbike, and even small trucks. There are two registered slaughterhouses in Le Loi commune, neither of them located in Ha Vi village. Birds slaughtered in these slaughterhouses are issued certificates at source and, therefore, theoretically it is possible to trace their origin to individual farms. Only the registered slaughterhouses are eligible to supply supermarkets such as Fivimart, Metro and Big C in Hanoi. Thus, birds slaughtered in Ha Vi village are found in restaurants, retail markets, and in the streets in Hanoi.

According to participants of the appraisal, registered bird slaughter points are believed to be quite clean. However, participants mentioned that most slaughter points could not meet the high requirements for registration. The majority of participants in the appraisal support having cleaner and better slaughter points and are willing to pay more for safer poultry meat.

Feathers

Duck and muscovy duck feathers are dried and sold at 50,000 VND / kg to middlemen, who take the latter to Lang Son province for export to China. Recently, China has invested in a duck feather processing plant at Xom village in Chuong My district, Ha Tay province. There, duck feathers are treated before export to China. Chicken feathers are bought for 7,000 to 10,000 VND / kg by traders coming from HCM City, and transported to Southern Viet Nam to produce fertilizer.

Offal

In the village, there are several households who specialize in collecting and selling offal to restaurants in Ha Dong and Hanoi.

6. Contacts and Disclaimer

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