

Appendix E Field Work Methodology

E.1 Selection of Provinces to Conduct Field Visits

553. Consultations with AusAID have provided an indication of the provinces in which the Consultant's Team should contact field work. The list of provinces was:

1. Battambang
2. Kampong Thom
3. Kampong Speu
4. Svay Rieng

554. An analysis of the provinces for field work has been conducted by the Consultant's Team and is reported in Appendix D of the Inception Note. The list proposed by the Consultant's Team included only provinces with a large rice production basis in which rice surplus is already available (specifically Battambang, Svay Rieng, Siem Riep, and Prey Veng) and large number of the poor are found among rice-based farming systems. This was based on the hypothesis that the development of value chains for rice-based farming system is more likely to occur under conditions of rice surplus. The current list indicated by AusAID includes provinces with a large production basis and rice surplus (such as Battambang and Svay Rieng), provinces with a rice deficit (such as Kampong Speu), and provinces with limited rice production (such as Kampong Thom).

E.2 Methodology for Field Work and Field Work Activities

555. The field work involved the use of four tools: (i) key informant interviews; (ii) case studies; (iii) focus group discussions; and (iv) value chain questionnaires. The summary of field work activities is reported in Table 30.

Table 30 Summary of Field Work Activities

	Kampong Speu	Svay Rieng	Kampong Thom	Battambang	Total
Case Studies	4	5	8	1	18
Focus Group Discussions	2	3	2	1	8
Value Chains	8	6	5	5	24
Key Informants	12	7	11	10	40
Total	26	21	26	17	90

E.2.1 Case Studies

556. Case studies targeted successful cases of entrepreneurship in value chains related to rice-based farming systems.

557. **Entrepreneurship** refers the assumption of risk and responsibility in designing and implementing a business strategy or starting a business. For the purpose of the Diagnostic Study an **entrepreneur** could be a farmer, a rice miller, a trader, a leader of an NGO or a farmer group, or a business person who has engaged in innovative activities related to value-adding agricultural and agribusiness activities (including processing, trading, and distribution) for rice-based farming systems. These innovative activities usually involve taking risks, making investments, and mobilizing resources to ensure that higher income is generated through successfully meeting market requirements. A **key feature** of an

entrepreneur is his or her capacity to identify an opportunity, organize human resources and systems, and manage processes to achieve higher returns to investment. To do so, the entrepreneurs will need to establish horizontal and vertical **linkages** across the value chain. Horizontal linkages refer to other stakeholders at the same level of the value chain. For example, if the respondent is a farmer, horizontal linkages refer to other farmers (in the same community or in other parts of the country; these other farmers may be collaborating or competitors of the respondent). Vertical linkages refer to other stakeholders in the value chain at different stages of the value chains (for example, for a farmer there could be input suppliers, collectors, wholesalers, millers, credit suppliers, extensionists, agroenterprises, etc).

E.2.2 Focus Group Discussions

558. A focus group discussion is a carefully planned discussion designed to obtain perceptions in a defined area of interest in a permissive, non-threatening environment.

559. Most focus groups consisted of between 6-12 people. The size of the group was governed by two considerations: it should not be so large as to be unwieldy or to preclude adequate participation by most members nor should it be so small that it fails to provide substantially greater coverage than that of an interview with one individual.

E.2.3 Key Informant Interviews

560. The key informant should be a person who has personal or professional experience and knowledge about a particular problem.

E.2.4 Value Chain Questionnaire

561. Structured interviews with farmers, processors, traders to obtain detailed information about:

1. Costs
2. Revenues
3. Constraints
4. Opportunities