

Empowering rural women through chicken value chain development in Tuyen Phu commune, Quang Tri province, Vietnam

Tran Van Hiep^{a,b}, Truong Thi Anh Tuyet^a, Pham Thanh Van^a
^a World Agroforestry (ICRAF) in Vietnam
^b Faculty of Economics and Business Administration
Hanoi University of Mining and Geology, Vietnam
Email: t.hiep@cifor-icraf.org; tranvanhiep@humg.edu.vn

Technology
Arts Sciences
TH Köln



Background and objectives

- In the mountainous Tuyen Phu Commune, Quang Tri Province, located in Central Vietnam
- Chicken farming is a **vital livelihood** activity, predominantly managed by women.
- However**, women often face significant barriers, including limited access to technical training, financial resources, and markets, which restricts their economic potential and decision-making power
- This study aims to analyze the chicken value chain through a gender lens to identify specific **challenges** and **opportunities** for **female empowerment**

Methods

Data Collection (May - Aug 2023)

- In-depth interviews** with key actors, with a focus on female participants (28 female farmers, 6 traders, 15 consumers, and local women's union representatives)
- Two gender-balanced focus group discussions** to explore the distinct roles, workloads, and challenges faced by men and women

Results (cont.)

Barriers

- Lack of experience in chicken **farming techniques**
- Absence of **value-added** processing for chicken products
- Limited **capacity** in business and financial management

Interventions



Chicken farms



Training for farmers



Salted herbal chicken



Training for processing



Training for financial management



Training for online sales

Results

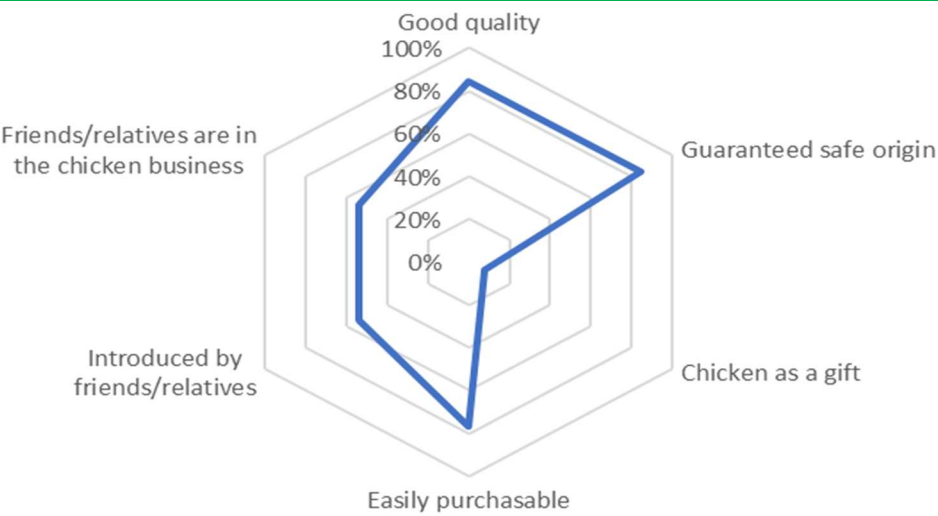


Fig1: Customer choice: salted herbal

Conclusions

- Chicken businesswomen group:** collective actions, sharing best practices
- Capacity building** for women's chicken group: business and financial skills, digital marketing
- Chicken value chain** development

- ✓ Income increased by **Euro 66/month**
- ✓ The women have **transitioned** from individual farmers to chicken businesswomen group
- ✓ A group member, Mrs. Tuyet stated, "since joining the group, my husband and children have **respected** me more than before, and I have been enhanced **self-confidence**. Having an income gives me **more choices** in buying food and covering my children's education"



UK International
Development

Partnership | Progress | Prosperity



Acknowledgements:

The data for this study were sourced from the project "People, Primates, Plants: Co-managing Biodiversity and Improving Livelihoods in Viet Nam" (PPP Project September 2022 - March 2025) is funded by the UK Government through Darwin Initiative and implemented by BGCI, ICRAF and CEGORN