

Cost and Marketing Channels of Khmer Craftsmen's Brown Palm Sugar Production in Chau Lang, Vietnam

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ABSTRACT

The current investigation was carried out both quantitative and qualitative methods in Chau Lang of the Tri Ton district where it is known that 65% of the village's families are Khmer. With the aid of in-person interviews using a pre-tested questionnaire, a semi-structured interview schedule, and an open discussion method, primary data were gathered for the study from 250 sampling observations from various stakeholders, including 105 farmers and 145 intermediaries in various channels. The findings showed that the average cost of production for one kilogram of palm sugar was 5,302 VND. There are three main channels in the marketing chain: Farmers, Middlemen, Wholesalers, Retailers, and Consumers in Channel 1, Farmers, Wholesalers, Retailers and Consumers in Channel 2, and Farmers, Retailers, and Consumers in Channel 3. Channel 3 has the greatest marketing efficiency, at 19.52%, followed by Channels 2 and 1, at 18.36% and 15.76%, respectively. Additionally, Channels 1 and 2 have lower monopoly index values than Channel 3, suggesting trader dominance in the marketing of palm sugar products. It also demonstrates how little influence artisans have on the product price. An enterprise that aids artisans in selling palm sugar, Chau Lang village, must grow. In order to encourage the Khmer to continue working in the village as they have done for generations, it is important to find how to help these households and boost the income from palm sugar production.

Keywords: Brown Palm Sugar, Production Cost, Marketing Channel, Craftsmen.