THE LINKAGE IN PRODUCING AND TRADING OF PEPPER IN QUANG TRI PROVINCE

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Summary

Quang Tri province has favorable land and climate conditions for growing pepper. However, pepper production are facing up with various difficulties, such as low and unsustainable production outputs, increasing production costs, fluctuating sale price. So, the inter-connection of production and consumption is considered as a viable solution for sustainable production. In pepper value chain, collectors are the main agents connecting farms with markets. Results of analysis showed that, the linkage in the pepper value chain is still poor and no constraints. The important solution is vary the related linkage while the local government, the important factor, connects the agents in the pepper value chain.

Keywords: Linkage, production, pepper, Quang Tri.