

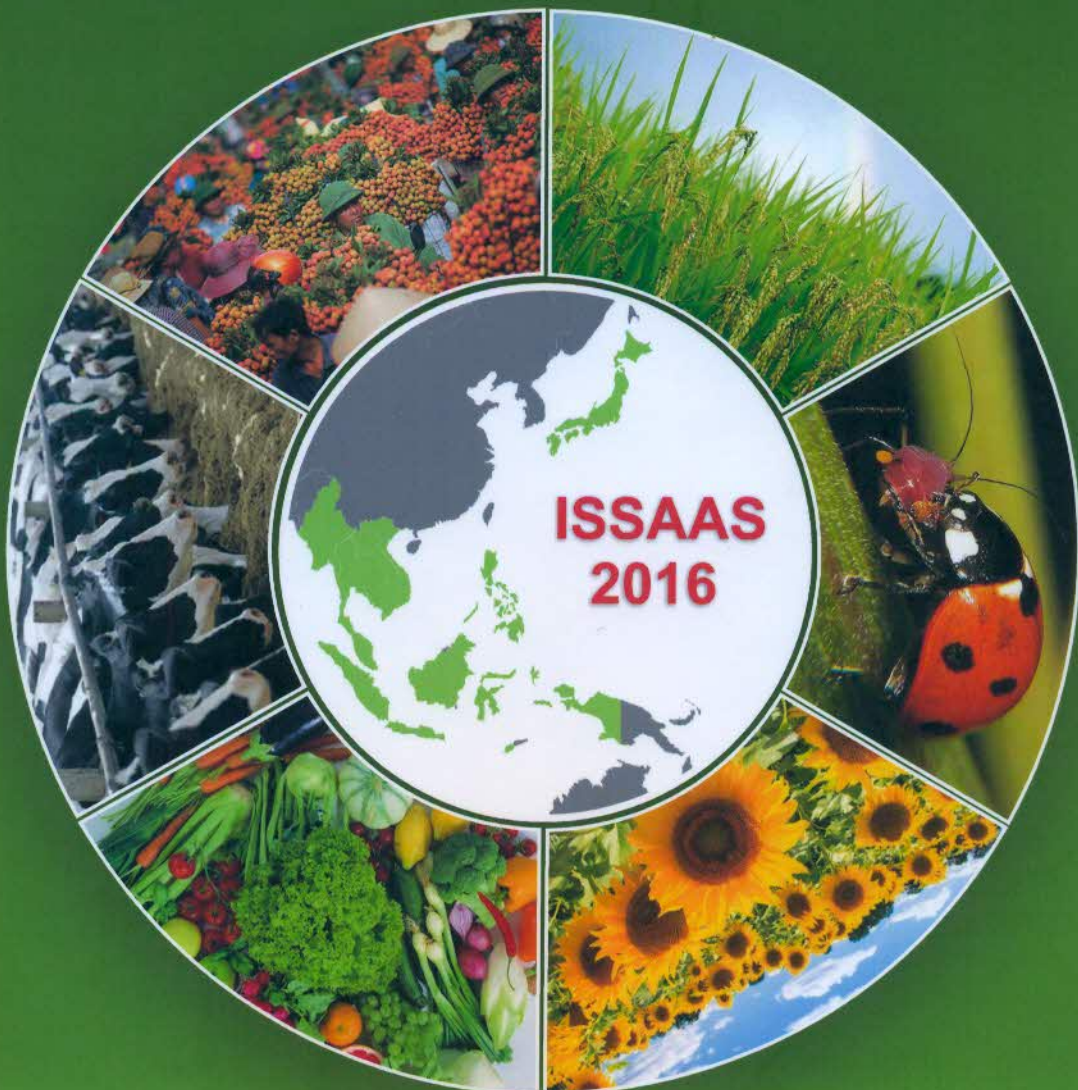


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GOVERNANCE THE CHICKEN CHAIN IN VIETNAM: A CASE STUDY IN KIM DONG DISTRICT, HUNG YEN PROVINCE

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Chicken raising is a traditional occupation and plays an important role in the socio-economic development of Vietnam. However, chicken raising in Kim Dong district, Hung Yen province of Vietnam is currently still spontaneous, small-scale, and easily vulnerable, which lead to the inefficiency in the chain activities, and all the chain actors will have less benefit. This study aims to analyze the real situation of governance in the chicken chain and proposed ecommendations to strengthen the governance and improve the efficiency of the chicken chain in Kim Dong district based on the surveyed data of 70 chicken chain actors. The findings showed that the chicken chain was undeveloped with the typical low market governance. The chain actors included suppliers, farmers, traders, retailers and a few