**VC SCOPING**

**Interview checklist**

1. Map the value chain. Using cards, write the key actors in advance (e.g. feed suppliers; vet inputs; credit suppliers; extension; AI services; hatcheries; producers; traders; processors; transporters; retailers; consumers etc.). Give the cards to the Key Informants and ask them to position the cards according to the flow of products through the value chain. They can use additional blank cards to write additional actors, as needed.
2. Seasonal calendar – proportional piling to indicate months of most production / sales / purchases / etc.
3. In the xxx value chain, list the top five key constraints that limit the effectiveness of the value chain. Rank the top three constraints.
   1. For each top three constraint, why is this a constraint, and why is it important? What are the issues behind these constraints? Discuss each constraint until you have a detailed understanding of each constraint, including how the constraint might affect men/women, rich/poor, and young/old in different ways.
4. List five opportunities that can increase the effectiveness of the value chain. Rank them based on their perceived effectiveness in enhancing the value chain.
   1. For each of the top three opportunities, discuss the associated potential strengths and weaknesses, including how the opportunity might benefit or disadvantage men/women, rich/poor, and young/old. Facilitate until you have adequate understanding of each opportunity.
5. Of these opportunities, what would an intervention look like? Who needs to be involved? What is needed? Refer back to the value chain that was created earlier, and identify entry points for the interventions discussed.

**Consumer questions**

1. Do you regularly buy dairy products / pork / farmed fish? If no, why not?
2. If yes, why?
3. Where?
4. Who in your household consumes this product?
5. Who in the household doesn’t consume this product? Why?
6. How often is the product consumed?
7. What are the constraints to more frequent consumption?
8. How do you decide which type of milk / pork / fish to buy? What are the characteristics that you look for?
9. How did you get to the market today? Does your HH own your own car / motorbike / bicycle?

[Availability, Affordability, Quality]

**Different types of Key Informants to be interviewed:**

Producer Association leaders

Key input suppliers

Key Traders – possibly Chamber of Commerce reps

Key processors / packagers

District or Provincial Extension Officer / District Livestock Specialist / Fisheries Officer – or whoever the appropriate, knowledgeable official

Consumers – talk to individuals in local markets.

Emphasize that the information will be used to develop funding proposals to donors and that funding may or may not be forthcoming.

Analysis – Identify potential researchable issues based on constraints and opportunities.