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## 3 Objectives and deliverables

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### 3.1 Objectives or terms of reference

The overall objective of this project is to support continued development of livelihood and commercial opportunities made possible from the successful introduction of mabé pearl culture to Vietnam. Specific research objectives are to:

1. Standardise and scale-up pearl oyster supply to trial farms;
2. Standardise and scale-out pearl oyster and mabé pearl culture to more trial farms;
3. Fine-tune pearl oyster and mabé pearl culture protocols to Vietnamese conditions;
4. Assess consumer and market preferences for value-added mabé pearl/pearl shell products;
5. Train personnel in production of mabé pearl/pearl shell products;
6. Establish and utilise collaborative links with the Vietnam Women's Union (Hội Liên Hiệp Phụ Nữ Việt Nam, VWU) to support business development and marketing of mabé pearl/pearl shell products.

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### 3.2 Activities

#### ***Objective 1: Standardise and scale-up pearl oyster supply to trial farms***

- Develop standard production protocol for hatchery culture using micro-algae pastes
- Conduct at least two hatchery runs per year
- Develop standard transfer protocol for supplying pearl oyster to farmers

#### ***Objective 2: Standardise and scale-out pearl oyster and mabé pearl culture to more trial farms***

- Develop standard production protocols for pearl oyster and mabé pearl culture
- Introduce pearl oyster and mabé pearl culture to at least five new farms
- Develop a basic, local language, pearl oyster and mabé pearl culture manual for farmers

#### ***Objective 3: Fine-tune pearl oyster and mabé pearl culture protocols to Vietnamese conditions***

- Establish a dedicated research farm to evaluate standardised production protocols
- Conduct farm-based research to inform and improve pearl oyster and mabé pearl culture protocols
- Update pearl oyster and mabé pearl culture manual based on research results

#### ***Objective 4: Assess consumer and market preferences for value-added mabé pearl/pearl shell products***

- Develop multi-lingual questionnaires with ethics approval
- Conduct consumer and market research using local enumerators
- Analyse research results to inform product design

#### ***Objective 5: Train personnel in production of mabé pearl/pearl shell products***

- Upgrade the handicraft workshop at RIA3
- Establish new handicraft workshop at Vietnam Women's Union facility
- Conduct at least three trainings for personnel at RIA3 and VWU
- Develop simplified local language manuals to support training

***Objective 6: Establish collaborative links with Vietnam Women's Union to support business development and marketing of mabé pearl/pearl shell products***

- Establish framework for project engagement with Vietnam Women's Union
- Quarterly update and engagement meetings with VWU
- Organize and deliver Agribusiness Masterclass to build capacity in market and value chain analysis.

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