



Improved market engagement for counter-seasonal vegetable producers in North West Vietnam

Period: 2011 – 2015

Overall goal

The project aims to underpin the development of a knowledgeable and resilient smallholder-based supply system that can meet consumer vegetable requirements in a rapidly transforming retail sector.

Implementing agency and donor

- CRED / HELVETAS Vietnam is supporting capacity building for producer groups, and upscaling and outscaling safe and counter-seasonal vegetable production.
- The Northern Mountainous Agriculture and Forestry Science Institute (NOMAFSI) have a coordination role, supported by Hanoi University of Agriculture (HUA), the Centre for Agrarian Systems Research and Development (CASRAD), the Fruit and Vegetable Research Institute (FAVRI), Fresh Studio (FS), and Centre de Cooperation Internationale en Recherche Agronomique pour le Developpement (CIRAD).
- The Australian Centre for International Agricultural Research (ACIAR) provides funding support.

Partners

- Department of Agriculture and Rural Development in Son La
- Moc Chau District People's Committee
- Moc Chau District Section of Agriculture and Rural Development

Budget: 1,100,000 AUD

Objectives

- Analyse consumer demand and alternative marketing channels to develop smallholder-based vegetable systems capable of delivering from northern Vietnam.

Optimise production and postharvest systems to supply high quality, counter-seasonal temperate vegetables from highland North Vietnam to urban retail markets in Hanoi.

- Implement and analyse the Farmer Business School approach as a means of enabling smallholder farmers to build knowledge and improve decision-making based on market and supply chain information.
- Contribute to an enabling regional policy environment for counter-seasonal temperate vegetable production in the northwest highland region.

Approach

The project focuses on helping to set up and support a summer temperate vegetable supply chain from 3 locations in the communes of Van Ho, Muong Sang and Chieng Hac, in Moc Chau district of the Son La province. The region has a high percentage of ethnic minorities and a favourable climate for counter-seasonal vegetable production, access to key markets in Hanoi and northern provinces of Vietnam.

Key expected results

The research project has achieved a breakthrough in facilitating a new supply channel for safe vegetables produced in the Moc Chau region of northwest Vietnam to modern retail markets in Hanoi. Three villages in Moc Chau have supplied a total of 618 tonnes of accredited safe vegetables to supermarkets and safe vegetable stores in Hanoi from 2012 to 2014 – a completely new (direct) market for the local farmers. The retail value of that produce in Vietnam is about 16 Billion VND (\$1M AUD). The volume of production supplied to Hanoi via the project channel has increased significantly each year the project has been running (Figure 1).

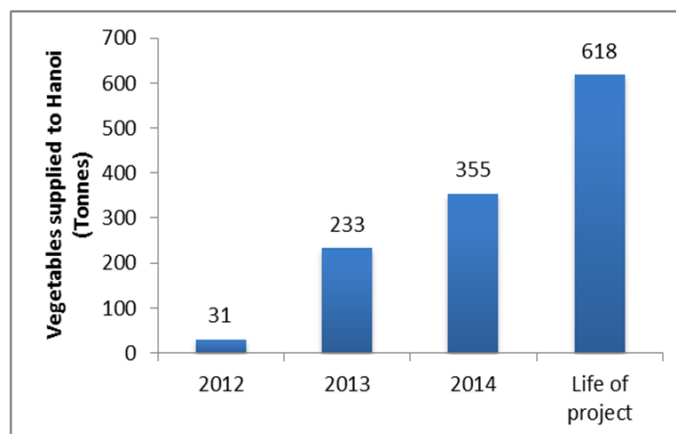


Figure 1: Safe vegetable supply from Moc Chau to Ha Noi

Best practices

- Applied research and extension services in responding to farmer's needs
- Support farmer groups on organising the sale of safe vegetables to Hanoi retail partners (Metro, FiviMart, BigGreen, Big C, Son Ha)
- Applied the principles of safe and off-season vegetable production, farmer organisation, market based selection of varieties, improved agronomy, post-harvest management and market coordination

- Applied quality control system including monitoring for pesticide residues and product source/traceability for certified vegetables involving regional and district government, farmers, distributors and retailers to manage the Moc Chau safe vegetable brand (Rau an toan Moc Chau), and compliance with the terms of trademark and safe vegetable certification, marketing and promotion
- Advisory and market information services for farmer groups and collectors