



Grow**Asia**

Vietnam

**Partnership for Sustainable
Agriculture in Vietnam**

Supported by Grow Asia

2018

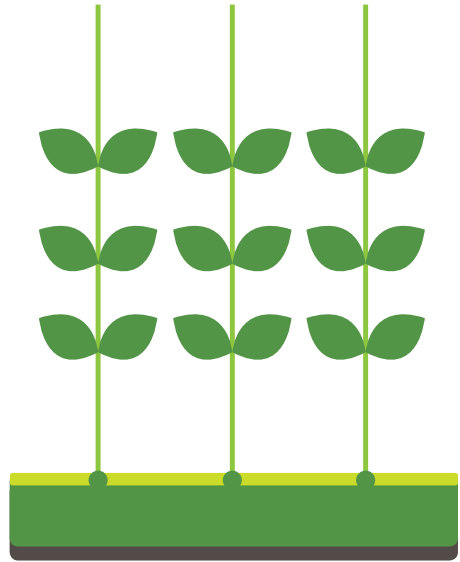


Partnership for Sustainable Agriculture in Vietnam

The Partnership for Sustainable Agriculture in Vietnam (PSAV) brings together companies, government agencies, civil society organizations, farmer groups and financial institutions to link smallholder farmers to the market with the shared goal of increasing farmers' profits and productivity while improving the environmental sustainability of their farms.

PSAV's objectives are:

- **Promoting** sustainable agricultural standards, policies and best farming practices in Vietnam
- **Facilitating** partnerships between the Ministry of Agriculture & Rural Development (MARD) and other government agencies, international organizations and civil society organizations (public private partnerships) for sustainable agriculture
- **Contributing** to the development of science-based regulations and compliance for sustainable development
- **Disseminating** updated and trustworthy information on sustainable development and farming practices.



PSAV comprises over 70 partners from global and local companies, provincial governments, the national research institutes, international organizations and NGOs. The PSAV Task Forces (equivalent to Working Groups in other Grow Asia countries) focus on six crops such as coffee, tea, pepper, rice, fisheries, fruits and vegetables; and the cross-cutting issue of agrochemicals.

Population

96
million

Population
below the
poverty line

6.5%

Population in
agricultural
employment

38%

Agricultural
contribution to
national GDP

15.34%

Land area
devoted to
agriculture

46%





PSAV Governance and Structure

Co-Chairs

- Chaired by Minister of Ministry of Agriculture & Rural Development (MARD)
- Co-chaired by Managing Director of Yara in Vietnam

PSAV Secretariat Office

- Secretariat
- Task Force Facilitator
- Communications Officer

Task Forces

Agrochemicals



Pepper



Coffee



Rice



Fisheries



Tea



Fruits & Vegetables



Agrochemicals



Context

The Agrochemicals Task Force was established to address a widespread issue in Vietnam: the misuse of agrochemicals.

The Task Force works with the specific crop Task Forces (pepper, tea, coffee and fruits and vegetables) to help them improve agrochemical use. The Plant Protection Department (PPD) collaborates with local networks, companies, associations and non-profit organizations to conduct trainings for farmers on how to properly and responsibly use permitted chemicals, so that the residues meet the food safety requirements of the importing countries.

Activities

- Working with local authorities to manage Agrochemical Suppliers and Agents based on the co-created national blueprint
- Developing mobile application for checking of agrochemical products
- Implementing field-level training for Coffee, Pepper and Tea Task Forces based on the National Sustainability Curriculum (NSC) for proper use of pesticides to meet requirements of importing markets
- Supporting Agrochemical Policy Dialogues to upgrade Vietnam's policies and regulations to best-of-class

Impact



All **12 tea clusters** that Agrochemicals Task Forces worked with were able to meet the **maximum residue** levels of importing markets (Europe and Taiwan)

Jointly creating a pesticide management **mobile application** to be used by all stakeholders



Coffee



Context

Vietnam, the world's second largest coffee producer, boasts high levels of productivity. However, the sector faces challenges such as dispersed production and lower quality products that are mainly exported in bulk, raw form.

Activities

- Revising the NSC
- Conducting knowledge transfer and information sharing activities
- Organizing communication campaigns such as National Coffee Day to promote the work of the Task Force
- Forming farmer groups to harness market efficiencies, improving their knowledge of the best technology and connecting them to financial institutions and off-takers
- Supporting policy dialogues to upgrade Vietnam's policies and regulations to foster adoption of best practices

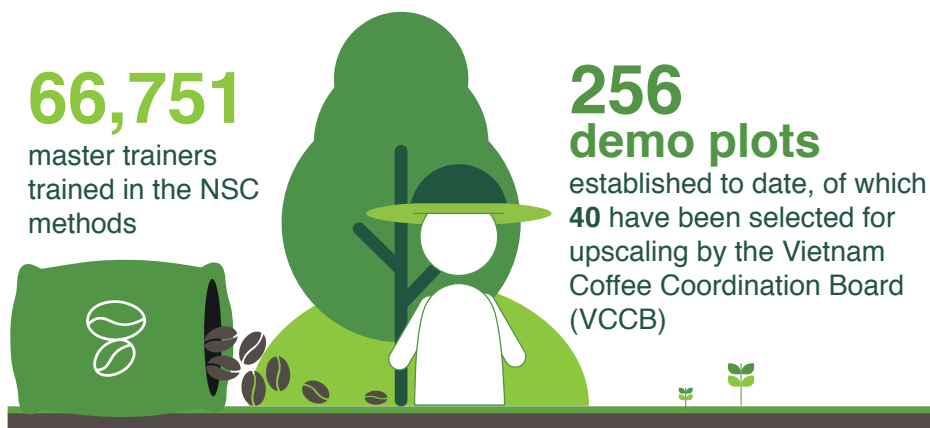
Impact

66,751

master trainers
trained in the NSC
methods

256
demo plots

established to date, of which
40 have been selected for
upscaling by the Vietnam
Coffee Coordination Board
(VCCB)



Fisheries



Context

Seafood exports grew by 19% (USD \$8.3 billion) between 2016 and 2017. The percentage of products with high added value increased by 35%, underscoring the potential of aquaculture to improve livelihoods. Despite strong growth in recent years, the fisheries sector is still quantity driven rather than focused on quality. Production areas are scattered with little planning and linkage among them. Nursery management and breeding selection remains ineffective, leading to lower breeding quality.

Activities

- Connecting with enterprises in the fisheries sector and other members to review and adjust the activities of the group and set out key activities
- Reviewing policies and strategies for the development of Vietnam's fisheries sector in order to propose appropriate directions for sustainable fisheries development
- Promoting sector dialogues to identify challenges and solutions for the fisheries sector



Fruits & Vegetables



Context

In 2017, fruit and vegetable exports reached a record USD \$3.5 billion in value, growing 43% from the previous year and accounting for more than 10% of agricultural exports. However, Vietnam's fruit and vegetables sector still faces challenges in production, processing and marketing. Larger production areas have been gradually formed but the sector relies on small and scattered producers which makes it difficult for investment, quality control and product consumption. Processing is still at a preliminary stage and the sector needs to diversify its export markets beyond China.

Activities

- Introducing new potato varieties into the Vietnam market
- Helping farmers produce a higher quality product and increasing their yields
- Successfully introduced a potato variety that will enable farmers to grow during the wet season, creating an entirely new planting and market opportunity. Through demo plots and farmer training, the group is empowering smallholders to improve their yields and the long-term sustainability of their farms. PepsiCo is able to provide farmers with an additional level of security by guaranteeing to buy what is being produced

Impact

“Growing out of poverty with potato” Project (2014-2019)

Aims to introduce new potato varieties, with guaranteed buy-back of produce by PepsiCo

220%

increase in
yield between
2011 and 2017

650%

increase
in net profit



Environmental impact:

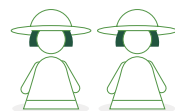
a spray irrigation model
was developed and
implemented, saving over

1 million
cubic meters of water



1,116

farmers received
certification, of which
70% are women



Pepper



Context

With around 55% of global production and 60% of global market share, pepper is one of Vietnam's leading export commodities. However, in the face of increasing technical barriers of importing countries, particularly on chemical residues, the Task Force is seeking to develop the pepper industry through sharing lessons on sustainable pepper production and increasing quality enforcement.

Activities

- Tracking trends and early warnings from importing markets
- Diversifying monoculture of pepper production
- Developing NSC for pepper production
- Raising awareness through Pepper Outlook Conference, Pepper Day and experience sharing events
- Supporting policy dialogues through the establishment of Vietnam Pepper Coordination Board (VPCB)
- Developing mobile and web-based applications integrating database on agrochemical products used in pepper cultivation

Impact

Established multi-stakeholder VPCB to support the Task Force in strengthening policy enforcement at the provincial level and work across government agencies

- Provided recommendations to ban carbendazim in pepper production and storage
- Addressed and provided response to Metalaxyl issue



126,047
farmers trained



Rice



Context

Rice plays an important role in Vietnam's economy, politics and environment - accounting for 88.6% of total grain production and 7.3% of total agricultural exports in Vietnam. However, rice exports are projected to slow down due to decreasing demand from traditional markets. Moreover, producers' income is lower compared that of traders and intensive rice production has caused environmental problems.

Activities

- Identifying thorny issues in rice chain to policymakers to explore solutions
- Advising MARD on policy for sustainable rice value chain development
- Mobilizing partners to develop and implement programs and projects to promote sustainable rice value chain
- Providing and sharing information on promoting trade and public-private partnership
- Improving stakeholders' capacity in the rice sector



Tea



Context

Vietnam is the world's seventh largest tea producer, with exports accounting for 7% of the global total. However, like many other sectors, tea production is small scale and scattered, making upskilling and certification difficult. Increasing technical requirements of importing countries pose difficulties for producers. Conservation of rare tea varieties and introduction of potential new tea varieties are also upcoming challenges.

Activities

- Supporting smallholder producers to improve product standards
- Developing comprehensive national capacity
- Ensuring long-term economic, environmental and social sustainability of the Vietnamese tea market

Impact

Developed NSC
on tea and applied in
6 tea regions
in 2017



19 factories
certified,

which trained and
certified **4,125**
farmers



1,207 trainers trained,  reaching **22,817** farmers

113% increase in farmer net income 



Supporting

Vietnam's tea farmers

to produce export-quality tea

Our partners in Vietnam are addressing the serious issues of agrochemical use in Vietnam's tea industry. Through collaboration, the Grow Asia network is making training and education a national priority and empowering tea smallholders to compete with international peers in accessing higher value markets.

About Vietnam's tea industry

The Vietnamese tea industry is playing catch up. Despite being the seventh largest tea producer in the world, Vietnam mainly exports tea in bulk, or as tea bags and other lower value tea products. While Vietnam exports tea to 110 countries, due to inconsistencies in the use of agrochemical inputs during its production, Vietnamese tea cannot be sold in high value markets such as the European Union. There is a need to educate farmers on the appropriate use of these inputs and demonstrate that overuse will not guarantee better yields.



Multi-stakeholder partnership platform

Grow Asia is helping stakeholders in Vietnam to prioritize tea industry issues

Grow Asia supported the PPP Tea Task Force and its collaboration with the Agrochemicals Task Force, particularly in facilitating regular engagement between members and relevant government officials. This support provides the Task Force with the institutional space to prioritize issues for the tea industry at the national level.



Partnership for Sustainable Agriculture in Vietnam (PSAV)

PSAV is translating knowledge of best practices into success

PSAV established the Tea Task Force in 2010 and has been instrumental in brokering dialogue with the government. Taking its cue to transplant good practices between Task Forces, steps are being taken to increase adherence to the National Sustainability Curriculum (NSC) for Tea as well as to strengthen the Tea Coordination Board.



Brokering tri-sector partnership

Improving two-way dialogue to support change

The success of the other PSAV Task Forces inspired the PPP Tea Task Force to develop a more comprehensive approach to the issues facing the tea industry in Vietnam. Previously, the government collaborated directly with private companies on an ad-hoc basis. Now, through the inclusion of all the key stakeholders, partners are collectively considering issues such as sustainability and agrochemical use while developing projects to improve yield and quality.



Smallholder Impact

Improving practices and increasing yield to help farmers grow sustainably

Over
4,000
farmers trained



Improved
education on
Maximum Residue
Levels (MRL) and
international quality
standards



Established
agri-teams

within each tea company
who will support all
agrochemical spraying
activity on-farm, leading
to more consistent and
efficient agrochemical
management

Smallholders able to
charge higher prices
for tea crops



The agri-teams have
developed **effective**
training tools on
agrochemical usage



Average yield
increases of

16-20%

“ Our tea harvesting volume in the first half of 2017 was 163kg, a 10% increase compared to last year. Our family knows that this happened because our plant protection model is much better than 2016 thanks to the establishment of the agri-team. We have also been trained on how to distinguish common pests and diseases, which we report to the agri-team, and how important it is not to use banned chemicals to manage these pests ourselves. We really love this sustainable model because as old tea farmers, it will be very toxic for us to do the spraying work ourselves. This work really needs professionally trained workers like the agri-team. The environment will also benefit.

Ha Thi Ngoc Lan

Tea Farmer from Group 13, Bai Tan Village,
Thanh Son District, Phu Tho

“ Ever since my tea garden applied the agri-team model, all pesticides or agrochemicals used have been under the control of the spraying team, which I find very convenient. My only job is to report if there is any sign of pests or disease in my garden, which will then be taken care of by the spraying team with proper equipment and agrochemicals. Luckily for us, the agri-team costs are covered by the tea company which is able to purchase the chemicals in bulk and distribute to every tea garden within the model. This has saved us a lot on plant protection costs. Our tea garden revenue has increased by 12% compared to 2016 thanks to the increase in tea bud quality.

Le Thuy Chung

Tea Farmer from Tien Phong village,
Son Kim 2, Huong Son District, Ha Tinh

“ The work done in the field demonstrates how value chains can be made more sustainable while generating value for smallholders. Inspired by the success of the other PSAV Task Forces in the past, the progress made on this project can motivate and inform other projects in Vietnam and beyond. In this case, the problems of the sector are being tackled both at the farm level - through better agrochemical usage and lifted yields, and policy dialogue between the industry and government.

Grahame Dixie

Executive Director, Grow Asia

Partners

Agrochemicals

- **MARD- Plant Protection Department**
- **CropLife**
- **IDH, the Sustainable Trade Initiative**
- Bayer
- Fresh Studio
- Department of Crop Production
- Fruit-Vegetable Export-Import JSC
- PepsiCo Foods Vietnam
- Syngenta

Coffee

- **MARD - Dept of Crop Production**
- **Nestle Vietnam**
- 4C Association/the Global Coffee Platform
- Baconco Co., Ltd.
- Bayer Vietnam
- Binh Dien Fertilizer JSC
- COEX Coffee International
- Dakman Vietnam Ltd.
- EDE Consulting
- Farmer associations in Daklak and Lam Dong provinces
- IDH, the Sustainable Trade Initiative
- Institute of Policy and Strategy for Agriculture and Rural Development (IPSARD)
- Intimex Group
- Jacobs Douwe Egberts (JDE)
- Louis Dreyfus
- National Agriculture Extension Center (NAEC)
- Ned Coffee BV
- Olam International
- Petro Vietnam Fertilizer and Chemicals Corporation (PVFCCo)
- Provincial Agricultural Extension Centers and Provincial People's Committees of Dak Lak, Dak Nong, Gia Lai and Lam Dong provinces
- Rainforest Alliance
- SNV Netherlands Development Organization
- Western Highlands Agro-Forestry Scientific and Technical Institute (WASI)
- Yara International ASA

Fisheries

- **MARD- Directorate of Fisheries (D-FISH)**
- **IDH, the Sustainable Trade Initiative**
- German International Cooperation Agency (GIZ)
- Vietnam Association of Seafood Exporters and Producers (VASEP)
- Vietnam Fisheries Society (VINAFIS)
- Vietnam Institute for Fisheries Economics and Planning (VIFEP)

Fruits & Vegetables

- **MARD Department of Crop Production**
- **PepsiCo Foods Vietnam**
- **Syngenta**
- Dong Giao Foodstuff Export JSC
- Fresh Studio
- Fruit-Vegetable Export-Import JSC
- Lavifood JSC
- Nafoods Group JSC
- TH True Milk JSC

Pepper

- **MARD-Plant Protection Department**
- **Vietnam Pepper Association**
- **IDH, the Sustainable Trade Initiative**
- AFFM
- AgriMedia
- Chu Se Pepper Association
- Community Development Center (CDC)
- Haproximex JSC.
- Harris Freeman Vietnam Co. Ltd.
- Intimex Import - Export JSC
- McCormick
- Nedspice Processing Vietnam Ltd.
- Netafim Vietnam Ltd
- NutiFood JSC
- Pearl Trading Services & Import Export JSC
- Phuc Sinh Corporation
- Que Lam Tay Nguyen Co., Ltd.
- SGS Vietnam Ltd.
- Simexco DakLak Ltd.
- Syngenta
- The Vietnam Superintendence and Inspection of Coffee and Products for Export and Import JSC (CafeControl)
- United Spice Company (UniSpice)
- Vietnam Commodity Control & Certification JSC (VCC&C)
- Western Highlands Agro-Forestry Scientific and Technical Institute (WASI)
- Yara International ASA

Rice

- **MARD- Institute of Policy and Strategy for Agriculture and Rural Development (IPSARD)**
- **Bayer Vietnam Ltd.**
- AFFM
- Agro Processing and Market Development Authority
- Bui Van Ngo Industrial & Agricultural Machinery Co., Ltd.
- Department of Crop Production
- German Agency for International Cooperation (GIZ)
- Loc Troi Group JSC
- National Agricultural Extension Center
- SNV the Netherlands Development Organization
- Thai Binh Seed JSC

Tea

- **MARD- Department of Crop Production (DCP)**
- **Unilever Vietnam International Company Ltd.**
- **Vietnam Tea Association (VITAS)**
- Asia Tea Company Ltd.
- Croplife Science Ltd.
- Cau Dat Tea JSC (CADACO)
- Future Generation Vinh Phuc Company Ltd.
- Henry P. Thompson Inc.
- Hoang Long Tea Co., Ltd.
- IDH, the Sustainable Trade Initiative
- Lam Dong Tea JSC (LADOTEA)
- My Lam Tea JSC
- Rainforest Alliance
- Thai Nguyen Import-Export JSC (BATIMEX)
- Vietnam National Tea Corporation (VINATEA)

Engage

psav-mard.org.vn

[www.growasia.org/
vietnam](http://www.growasia.org/vietnam)

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