

Partnership for Sustainable Agriculture in Vietnam

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GrowAsia

Vietnam



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

PSAV comprises over 120 partners from global and local companies, provincial governments, the national research institutes, international organizations and NGOs. The PSAV Task Forces focus on seven crops—coffee, fisheries, fruits & vegetables, livestock, pepper, rice and tea—and the cross-cutting issue of agrochemicals.

Vietnam statistics

Population:

97
million

Population below the poverty line:

5.4%

Population in agricultural employment:

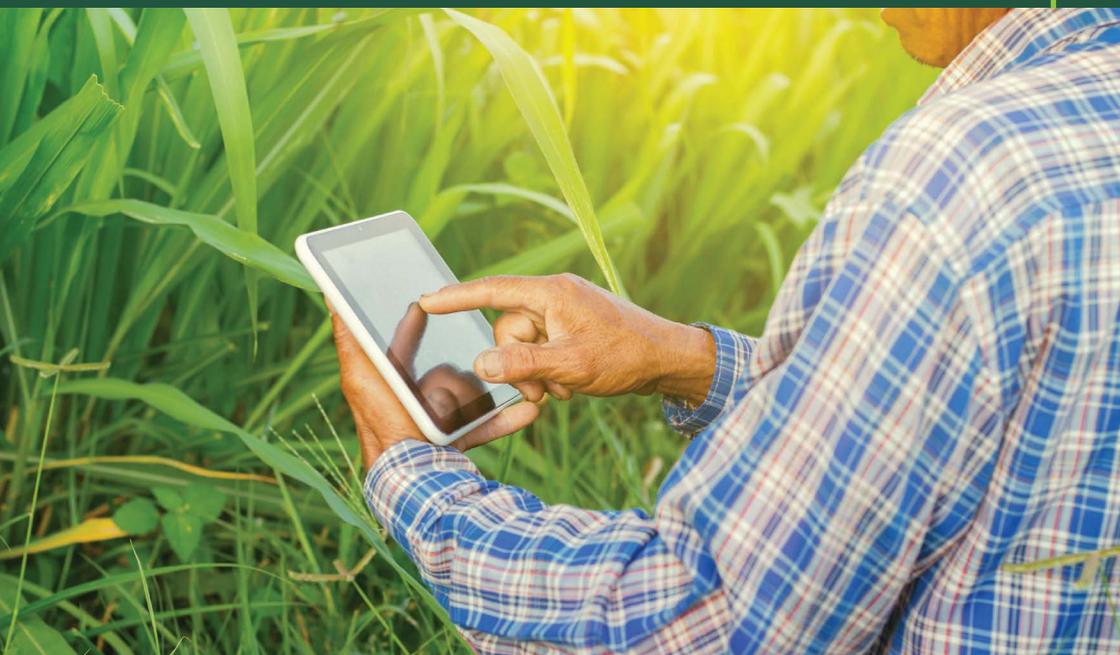
38%

Agricultural contribution to national GDP:

14.9%

Land area devoted to agriculture:

46%



PSAV Governance and Structure

Co-Chairs

Chair:
Ministry of Agriculture & Rural Development (MARD)

Co-Chair:
Yara Vietnam

Deputy Co-Chair:
IDH Vietnam – the Sustainable Trade Initiative

PSAV Secretariat

- Director of PSAV Secretariat
- Manager of PSAV Secretariat
- Task Force Facilitator
- Communication Officer
- Grow Asia in Vietnam

Task Forces



Agrochemicals



Coffee



Fisheries



Fruits & Vegetables



Livestocks



Pepper



Rice



Tea



Agrochemicals

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

The Task Force works with certain crop-focused PSAV Task Forces (coffee, fruits & vegetables, pepper and tea) to encourage proper use of pesticides and fertilizers. The Plant Protection Department (PPD) collaborates with local networks, companies, associations and non-profit organizations to conduct trainings for farmers on using chemicals responsibly. This helps ensure residue levels meet the food safety requirements of countries importing crops from Vietnam.

Activities

- Working with local authorities to manage agrochemical suppliers and agents based on the co-created national blueprint.
- Developing and rolling out mobile and online tools supporting agrochemical management.
- Reviewing and updating the National Sustainability Curriculum (NSC) for coffee, pepper and tea to incorporate guidance on the safe use of agrochemicals.
- Supporting the implementation of NSC field-level training on the proper use of pesticides.
- Reviewing and developing lists of pesticide products permitted for use in Vietnam and importing markets.
- Encouraging Integrated Pest Management systems including production, protection and inclusion practices within sub-landscapes.
- Facilitating dialogue on Vietnam’s agrochemical policies and regulations, aiming to meet global best-in-class standards.



All **12 tea clusters**

that the Agrochemicals Task Force worked with were able to comply with residue levels of importing markets (Europe and Taiwan).



Co-developing and launching a pesticide management

mobile application

to be used by all stakeholders.



Coffee

Vietnam, the world's second largest coffee producer, boasts high levels of productivity. However, the country's coffee sector is susceptible to looming climate threats and aging farms, leading to declining yields. The vast majority of coffee is also the robusta variety, which commands lower prices and is mainly exported in bulk, raw form.

The Coffee Task Force aims to make Vietnam the recognized reference for robusta by improving the quality of yields in a sustainable way and helping farmers adapt to climate change.

Activities

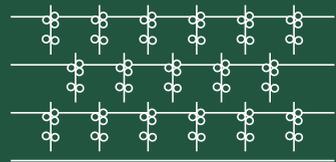
- Updating and rolling out the National Sustainability Curriculum (NSC) for coffee.
- Conducting knowledge transfer and information sharing activities.
- Organizing communication campaigns such as National Coffee Day to promote the work of the Task Force.
- Improving value chain linkages to enhance the value of Vietnamese coffee.
- Contributing to the Vietnam government's High Quality Coffee Project.
- Supporting policy dialogues to upgrade Vietnam's policies and regulations to foster adoption of best practices.
- Promoting management and responsible use of agrochemicals in coffee production.



Impact

136,236
farmers trained

on the NSC for coffee.



256
demo plots

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



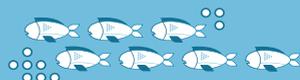
Fisheries

Seafood production plays an important role in Vietnam's socio-economic development. The sector employs more than 5 million people in Vietnam, and high added-value products account for around 35% of total GDP created by the fisheries sector. This underscores the potential of aquaculture to improve livelihoods.

However, despite strong growth in recent years, the fisheries sector is still driven by quantity rather than quality. Production areas are scattered, with little planning and links between stakeholders across the value chain. Inefficient use of production inputs and limited investment in technology is leading to lower quality produce and frequent outbreaks of disease.

Activities

- Establishing the government's environmental and disease monitoring system and protocol for aquaculture in the Mekong Delta.
- Developing technical guidelines and providing training and support to improve the quality and productivity of aquaculture through better management of feed, seed and antibiotics.
- Supporting shrimp cooperatives to obtain Aquaculture Stewardship Council (ASC) certification and establishing cost-sharing models, leading to a stronger value chain from production to processing and export.
- Piloting Service Delivery Models (SDMs) to provide better and more efficient services to farmers.
- Supporting the development and/or upscaling of innovative farming systems such as the biosecurity shrimp hatchery model, mangrove ecosystem and extensive shrimp aquaculture.
- Developing and strengthening traceability systems for shrimp and pangasius production.
- Promoting multi-stakeholder dialogues to identify challenges and solutions for the fisheries sector.





Fruits & Vegetables

Fruit & vegetable exports reached a record USD 3.8 billion in value in 2018, accounting for 9.5% of agricultural exports. However, Vietnam’s fruit & vegetable sector still faces challenges in production, processing and marketing. Larger production areas have been formed gradually, but the sector relies on small and scattered producers. This makes investment quality control and distribution difficult. Processing is still at a preliminary stage and the sector needs to diversify its export markets beyond China, which currently accounts for over 75% of exports.

Activities

- Helping farmers produce a higher quality product and increasing their yields.
- Successfully introducing a potato variety enables 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 provides farmers with an additional level of security by guaranteeing it will buy the produce.
- Co-organizing the HortiFuture Vietnam conference to highlight new technologies being introduced to the country and the growers producing high value fruits & vegetables.



“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.



Environmental benefits: implemented a spray irrigation model, saving over **1 million cubic meters of water.**



650% increase in net profit.



2,014 farmers trained, of which **72% are women.**



Livestock

The livestock sector has boomed as it transitions from scattered, small-scale animal husbandry to professional and planned livestock production. With a value of USD 18 billion, Vietnam is the third largest market for meat in Asia, behind only China and India. Livestock accounts for 19.8% of Vietnam's total agro-forestry-fishery production gross value.

Despite this, the sector faces formidable challenges including environment pollution, contamination, complicated disease outbreaks and poor quality management.

The Livestock Task Force was officially established by MARD in April 2019. It aims to foster active public-private partnerships to address sectoral challenges and uplift the capacity of value chain actors in a holistic and effective manner. The Task Force includes four sub-working groups: dairy cattle, poultry, pork and animal feed.

Activities

- Reviewing innovative projects and programs in the livestock sector to integrate and align with government strategies and activities.
- Establishing multi-stakeholder partnership models and a holistic value chain approach to link livestock production with consumption.
- Developing training materials to encourage a competitive livestock sector by improving the quality and safety of produce.
- Building a livestock information system to align production levels with consumption and improving income for livestock establishments.
- Organizing the Vietnam Livestock Outlook – an event for leading industry players to share insights, trends and state-of-the-art initiatives to promote the sustainable development of Vietnam's livestock industry.





Pepper

Pepper is one of Vietnam’s leading export commodities, making up around 55% of global production and 60% of global market share. However, importing countries are introducing increasingly strict technical barriers, such as levels of chemical residue, which are affecting Vietnam’s smallholder producers.

The Task Force aims to develop Vietnam’s pepper industry by encouraging sustainable production methods, providing information and increasing enforcement on quality standards.

Activities

- Strengthening governance and institutional capacities by establishing the Vietnam Pepper Coordination Board (VPCB) and policy dialogues on related regulations.
- Developing and rolling out the NSC for sustainable pepper production.
- Sharing experiences and fostering collaboration among private companies and producing countries by organizing a Pepper Outlook Conference, Pepper Day and other related events.
- Developing and introducing mobile-based applications, including a database of agrochemical products used in pepper cultivation.
- Developing and piloting online training tools for farmers.
- Establishing and upscaling field-level projects in sustainable pepper production.



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

Pepper imports from Vietnam which met the EU legal requirements remarkably increased from **12.8% in 2016 to 27.1% and 46% in 2017 and 2018** respectively.



74,322 farmers trained on the National Sustainability Curriculum.





Rice

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.

However, rice exports are projected to slow due to decreasing demand from traditional markets. The income of Vietnamese rice farmers is also lower than traders. Intensive rice production—particularly the shift to producing three crops per year—has also caused environmental problems such as increased carbon emissions due to wet paddy cultivation. Additionally, the increase in crop volume means more agrochemical products are required.

The Rice Task Force aims to help smallholders and stakeholders address these challenges in an environmentally sustainable way.

Activities

- Identifying issues within Vietnam's rice value chain and raising awareness among policymakers to explore solutions.
- Advising MARD on a policy for sustainable rice value chain development.
- Mobilizing partners to develop and implement programs and projects to promote a sustainable rice value chain, while improving product quality and farmer incomes.
- Effectively connecting value chain players, providing and sharing information to promote trade and public-private partnership.
- Applying industrial seed growth solution to reduce crop protection products used.
- Identifying opportunities for export, enhancing market access for businesses and sustainably produced rice products.
- Increasing awareness of the sustainable rice production protocol and encouraging farmers and stakeholders to comply.
- Piloting innovative projects in rice production, such as the use of new technologies.




800
 farmers trained, of
 which **150** are female.



14.2%
 improve in
 income.



3.3%
 increase in
 yield.





Tea

Vietnam is the world’s seventh largest tea producer, with exports accounting for 7% of the global total. However, like many other crops in Vietnam, the tea sector is small scale and scattered, making upskilling and certification difficult. Farmers are also faced with the challenges of increasingly technical requirements of importing countries.

Additionally, farmers are under pressure to conserve rare specialty tea varieties—which can be difficult to regenerate—while being introduced to new varieties which see high demand from the international market. The challenge for smallholders is that they often don’t have the funding to cover seed investment and research & development.

Activities

- Supporting smallholder tea farmers to improve the quality of their produce.
- Encouraging the holistic, standardized use of pesticide management at all levels in tea producing regions.
- Ensuring long-term economic, environmental and social sustainability of the Vietnamese tea market.



29,900
tons

of sustainable tea produced.



Developed NSC on tea and applied in

6 tea regions.



1,207

trainers trained,
reaching **10,016 farmers**,
of which **4,363 are female**.



10%

increase in
farmer net income.



19 factories certified,

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

Partners

Agrochemicals

- **MARD – Plant Protection Department**
- **CropLife**
- **IDH, the Sustainable Trade Initiative**
- Bayer
- Corteva Agriscience
- Que Lam
- Syngenta
- Tien Nong
- Yara

Coffee

- **MARD – Dept of Crop Production**
- **Nestlé**
- 4C Association/the Global Coffee Platform
- AgriMedia
- BaconcoBayer
- BASF
- Binh Dien Fertilizer
- COEX Coffee
- Dakman
- ECOM Trading
- EDE Consulting
- Enveritas
- 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
- International Finance Corporation (IFC)
- Jacobs Douwe Egberts (JDE)
- Louis Dreyfus
- National Agriculture Extension Center (NAEC)
- Ned Coffee
- 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
- Syngenta
- Western Highlands Agro-Forestry Scientific and Technical Institute (WASI)
- Yara

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)
- World Wildlife Fund (WWF)

Fruits & Vegetables

- **MARD – Department of Crop Production**
- **PepsiCo Foods**
- **Syngenta**
- **Vietnam Institute of Organic Agricultural Economics (VIOAE)**
- Dong Giao Foodstuff Export
- Fresh Studio
- Fruit-Vegetable Export-Import
- Institute of Policy and Strategy for Agriculture and Rural Development (IPSARD)
- Lavifood
- Nafoods Group
- TH True Milk
- The Fruit Republic

Livestock

- **MARD – Department of Livestock Production (DLP)**
- **MARD – National Agriculture Extension Center (NAEC)**
- **FrieslandCampina**
- **CP Group**
- **Hung Nhon Group**
- **Deheus Group**
- Agribusiness/Bunge
- Animal Husbandry Association of Vietnam (AHAV)
- Ceva Sante Animale
- CropLife
- Dabaco Group
- Grocery Manufacturers Association (GMA)
- Institute of Policy and Strategy for Agriculture and Rural Development (IPSARD)
- International Cooperation Department
- Masan Group
- Neovia
- Techna
- Vietnam Food Integrity Center (VFIC)
- Vinamilk
- Vietnam Veterinary Association (VVA)

Pepper

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

Rice

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

Tea

- **MARD – Department of Crop Production (DCP)**
- **MARD – Department of Plant Protection**
- **Unilever**
- **Vietnam Tea Association (VITAS)**
- Provincial Departments of Agriculture and Rural Development (DARDs) in Phu Tho, Yen Bai, Son La, Dien Bien, Lao Cai, Ha Giang, Lai Chau
- Asia Tea Company
- Ban Lien Cooperatives
- Cam Khe Tea
- Cao Bo Tea Company
- Cau Dat Tea (CADACO)
- CropLife
- Future Generation Vinh Phuc Company
- Ha Tinh Tea
- Hai Thai Thai Nguyen
- Henry P. Thompson Inc.
- Hoang Long Tea
- Huu Hao Tea Processing
- IDH, the Sustainable Trade Initiative
- Kien Tuan Tea Cooperatives
- Lam Dong Tea (LADOTEA)
- My Lam Tea
- Nam Anh Import and Export
- Nam Long Tea
- National Agriculture Extension Center (NAEC)
- Nghe An Tea Development Investment Company
- Oriented Dragon Import and Export
- Phu Ha Tea Company
- Phu Lam Tea
- Phuc Khoa Cooperatives
- Phuong Nam Tea Company
- Quang Binh Tea Investment
- Rainforest Alliance
- Ransfer Viet
- Shanam Tea Company
- SSOE Phu Tho
- Suoi Giang Cooperatives
- Tam Duong Tea
- Thai Nguyen Import-Export (BATIMEX)
- Than Uyen Tea
- Thang Long Tea Trade
- Ton Vinh
- Universal Robina Corporation (URC)
- Van Luong Tea Processing Factory
- Vietnam National Tea Corporation (VINATEA)

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