

**MINUTES OF MEETING
OF
THE 2nd JOINT COORDINATING COMMITTEE
ON
THE PROJECT FOR IMPROVEMENT OF RELIABILITY OF SAFE CROP
PRODUCTION IN THE NORTHERN REGION**

The Project for Improvement of Reliability of Safe Crop Production in the Northern Region (hereinafter referred to “the Project”) supported by Japan International Cooperation Agency (hereinafter referred to “JICA”) officially started in July, 2016.

The 2nd meeting of Joint Coordinating Committee (hereinafter referred to “JCC”) was held on April 16, 2018 to report the Evaluation Result of the Pilot Activities after one year implementation, the Progress of Pilot and Semi-Pilot City/Provinces and to discuss about the proposed recommendations and related issues among all stakeholders for the improvement of Pilot Activities.

As a result of the meeting, the Vietnamese side and Japanese side shared common understanding upon the matters in the documents attached hereto.

Hanoi, April 16, 2018

 	 
Mr. Naoki Kakioka Senior Representative Vietnam Office Japan International Cooperation Agency Japan	Dr. Le Quoc Doanh Vice Minister Ministry of Agriculture and Rural Development The Socialist Republic of Vietnam

I. GENERAL INFORMATION

- **Time:** from 14:00 to 17:00, Monday, April 16th, 2018.
- **Venue:** Conference hall 101 of Ministry of Agriculture and Rural Development
- **Chairperson:** Dr. Le Quoc Doanh, Vice Minister of Ministry of Agriculture and Rural Development (MARD)
- **Meeting Agenda:** Attached in **Annex I**
- **List of Participants:** Attached in **Annex II**

II. OPENING, PRESENTATION AND CLOSING

1. Mr. Tran Xuan Dinh, Deputy Director General of Department of Crop Production (DCP), Project Director of Central Project Management Unit (CPMU), MARD, introduced participants and meeting agenda.
2. Dr. Le Quoc Doanh, Vice Minister, MARD, delivered opening remarks. He expressed his appreciation to the Embassy of Japan and JICA. He introduced that the Project has been implemented since 2016, and through the cooperation between JICA and counterpart in Vietnam, the Project achieved significant outcomes at the Red River Delta with good practice, such as Basic GAP issued by the MARD. He emphasized that food safety is a great concern in Vietnam and under the guidance from the Prime Minister, Vietnam has been addressing this food safety issue with international support especially from JICA and clear improvement in clean food, safe crops, particularly fruits and vegetables has been achieved. He mentioned exported value of fruits and vegetables was 2.52 billion in 2017 and 930 million USD in the first quarter of 2018, which was increased significantly compared with the same period of 2017. He stressed that potential value of fruits and vegetables trade between Vietnam and Japan is large and overcoming barriers especially quality is essential, therefore this Project is a priority project of the MARD and final Project Document approval will be completed soon. At the end, he expressed appreciation to all participants and expected contribution from all of them in this JCC meeting for a fruitful discussion in order to accelerate the achievement of clear outcomes in the Project.
3. Mr. Naoki Kakioka, Senior Representative of JICA Vietnam Office, delivered speech on behalf of JICA. He appreciated concerned authorities to work closely with JICA Project team. He gave a brief introduction about overall Project activities in the last one year and stressed importance of this JCC meeting to review and clarify the progress and bottlenecks or concerns among stake holders for the smooth implementation of the Project. He expressed deep appreciation to the CPMU in actively participating in the Project even though counterpart budget had not been allocated. He also emphasized importance of joint efforts by both Vietnamese and Japanese side to achieve a great success of the Project and requested MARD to take necessary procedure promptly for the Project final approval.
4. Mr. Tran Xuan Dinh gave an explanation about the progress of the Project Document approval.
5. Mr. Teruyoshi Kumashiro, Chief Advisor, gave a presentation on the progress of the Project, achievement of the Outputs and Project Purpose.
6. Dr. Tran The Tuong, Deputy Head of Quality Management Division, DCP, member of CPMU, made a



presentation on the Evaluation Result of the Pilot Activities which the Project has implemented since July, 2016.

7. Ms. Tran Thi Nga, Deputy Head of Sub-Department of Crop Production and Plant Protection, Coordinator of Provincial Project Management Unit (PPMU), Ha Nam Province, Ms. Luong Thi Kiem, Head of Crop Production Division of Department of Agriculture and Rural Development (DARD), Coordinator of PPMU, Hai Duong Province, Mr. Tran Nguyen Thap, Head of Sub-Department of National Agro-Forestry-Fisheries Quality Assurance Department (NAFIQAD), Deputy Director of PPMU, Hung Yen Province, Ms. Nguyen Thi Thoa, Head of Crop Production Division of DARD, Coordinator of PPMU, Hanoi City, and Ms. Nhu Thi Ngoc Anh, Head of Crop Production Division of DARD, Deputy Director of PPMU, Phu Tho Province made a report on the progress of the Pilot Activities in each Province respectively.
8. Mr. Tran Xuan Dinh sought for further recommendation from the participants and comments for that recommendation from the JICA Project team for the improvement of Pilot Activities.
9. Dr. Le Quoc Doanh delivered closing remarks.

III. MAIN CONTENTS

1. Progress of the Project Document approval


Mr. Tran Xuan Dinh explained about the background of the Project formation and progress of the Project Document approval, after the approval by the Prime Minister on December 30, 2017 (2138/QD-TTg), DCP completed the Project Document, which is now under the procedure for the decision of implementation of the Project within MARD. He mentioned that CPMU and PPMU have been facing difficulty in the allocation of the implementation budget and integrated activities of the Project with other programmes to operate the Project according to Project Design Matrix (PDM). He suggested International Cooperation Department (ICD) to assist completing the Project Document approval procedure and the leader of the MARD to allocate counterpart budget for the Project management in order to achieve outcomes of the Project.

2. Progress of the Project

Mr. Teruyoshi Kumashiro briefly introduced flow of the Project implementation and reported achievement of the Outputs and Project Purpose according to PDM. He also introduced objective and flow chart of the Pilot Activities shortly.

3. Evaluation Result of the Pilot Activities

Dr. Tran The Tuong briefly introduced objective, schedule, methodology and criteria for the evaluation of the Pilot Activities and then he reported results of the evaluation, lesson learnt and recommendation to improve Pilot Activities.

Key recommendation for the PPMU to improve Pilot activities derived from the evaluation results were 1) Maintaining staff allocation and close coordination with the Project, 2) Monitoring and supporting activities in the Target Groups, 3) Proposing activities, items required for supporting Target Groups to the JICA Project team, and 4) Considering alignment of the Target Groups in the value chain. 



Key recommendation for the JICA Project team were 1) Providing required technical assistance, equipment, supplies and materials proposed by the Target Groups, PPMU, and CPMU, and 2) Paying further attention in approaching mechanism of marketing; starting from the market, back to the production according to the characteristics of each group and 3) Coordinating with CPMU to clarify budget allocation for the Project activities to accelerate Project Document approval process.

Mr. Tran Xuan Dinh explained that while previous project focused on the production only, this Project approaches marketing as well following supply chain from the production to the consumption (including market linkage) for each production model site. He emphasized that Target Groups of three Pilot Provinces of the production, Ha Nam, Hai Duong and Hung Yen could connect market and distributors through the marketing activities of the Project. He also highly evaluated communication activities at the schools, which effected raising awareness of the whole community regarding safe crops. General evaluation in one year of implementation, the Project has accomplished its objectives well and ensured the schedule as planned.

4. Report from Ha Nam DARD

Ms. Tran Thi Nga made a presentation on the progress of Pilot Activities. She introduced detailed results at Hoang Hiep Farm and budget allocation mechanism integrated with other programme in Ha Nam Province. She also introduced expected plan for the expansion of the model area and budget preparation in 2018. As recommendation, prompt completion of the Project approval process within MARD was mentioned.

5. Report from Hai Duong DARD

Ms. Luong Thi Kiem gave a presentation on the implemented activities, detailed results of three Target Groups regarding production and marketing. It was stressed that the Project strengthened management capacity of the government officers, production management capacity and market linkage of Target Groups. Plan for 2018 including expansion plan of the areas and expected outcomes was also introduced. She suggested JICA Project team to support organizing trade fair in Hai Duong in early December, nutrient content analysis of the soil and transferring Japanese organic composting technology widely in Hai Duong Province.

6. Report from Hung Yen DARD

Mr. Tran Nguyen Thap gave a presentation on the progress of the Pilot Activities by each activity and plan in 2018 including expansion plan of Target Groups and allocated budget in Hung Yen Province.

7. Report from Hanoi DARD

Ms. Nguyen Thi Thoa delivered presentation about the communication and marketing activities in Hanoi City. She emphasized that school education activities had greatly contributed to raising awareness about food safety in general and safe vegetables in particular among students, parents and other concerned people. Development of safe crops website (nongsanantoanhanoi.gov.vn) was also introduced.

8. Report from Phu Tho DARD

Ms. Nhu Thi Ngoc Anh made a report on the progress of Pilot Activities with initiative of People's Committee (PPC) and DARD including selection of the Target Groups, training and monitoring activities,

and trade promotion for the selected two Target Groups. She mentioned that the Project has a similar approach with VECO (a Belgian NGO) and utilising accumulated experience from VECO project for the implementation of the Pilot Activities. She introduced focusing activities of Phu Tho Province in 2018, 1) Production by close coordination with supply chain, 2) Marketing inside Province and at Hanoi market, 3) Communication activities at schools, hotels and restaurants.

IV. DISCUSSIONS

1. Recommendation

- Ms. Doan Thi Chai, Deputy Director of DARD, Deputy Director of PPMU, Hung Yen Province proposed JICA Project team to support 1) Upgrading pre-processing house and greenhouse, 2) Transferring organic fertilizer and other skills to produce safe vegetables, 3) Assisting quick test kit and 4) Organizing study tour including visit of cooperatives in other Provinces and 5) Assisting trade promotion event in Hung Yen Province.
- Ms. Vu Thi Ha, Deputy Director of DARD, Deputy Director of PPMU, Hai Duong, highly evaluated communication activities in Hanoi City and proposed JICA Project team to support communication activities especially for the schools and Women's Union in Hai Duong Province as well to raise awareness of both production and consumption of safe vegetables. She also suggested the Embassy of Japan and JICA to support connecting litchi products to the Japanese market.
- Mr. Dang Viet Yen, Deputy Head of Quality Management Division of NAFIQAD, shared general situation of Vietnam that consumer prefer cheap products rather than focusing on safety and highly evaluated communication and marketing activities which raised awareness of the next generation and promoted consumption of the safe vegetables. He suggested JICA to share the experience in branding and marketing of safe products to meet requirements of Japanese market.

2. Comment

Mr. Teruyoshi Kumashiro, responded to the recommendation by the CPMU and PPMU

- Regarding skills, equipment and facilities assistance which was also proposed from both CPMU and PPMU, under the condition the Project is technical cooperation and also has budget limitation, JICA Project team will review and decide to what extent JICA Project will support.
- Concerning the approach from the market to the production, JICA Project team is taking this approach already, however JICA Project team will adjust methodology by considering different situation of Target Groups and locality further.
- Regarding support and cooperation in the Project Document approval procedure, the JICA Project team already provided necessary information and will continue to cooperate with MARD to complete the procedure smoothly.
- For the expansion of areas of Target Groups and the addition of new Target Groups, JICA Project team will evaluate their appropriateness together with CPMU and PPMU before making decision.
- Concerning seminar for the litchi promotion, I will convey this request to the appropriate organization.

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- Through the presentation and discussion, JICA Project team consider that approach of Pilot Activities is appreciated by the stakeholders.

Mr. Mitsuru Nanakubo, team leader of consultant team responded to the proposal from the PPMU



- Regarding upgrading pre-processing house, greenhouse and assisting quick test in Hung Yen Province, the Project is under the process to upgrade pre-processing house of Yen Phu Cooperative and the JICA Project team will conduct survey to decide the number of additional quick test assistance.
- Concerning expansion of the area, while Hai Duong Province proposed challenging target, more than 200ha, JICA Project team has concern to increase joint-sales at the same time and would like to discuss about expansion of the area with joint-sales model with each Pilot Provinces to achieve target in 2018 and 2019.
- Regarding communication activities at the school, Duc Chinh Commune in Hai Duong Province organized school activity, which can be duplicated in other schools as well.

Mr. Tran Xuan Dinh concluded that CPMU would collect and consolidate all feedbacks and comments from PPMU and would discuss with the JICA Project team regarding the focusing activities conducted in 2018.

V. CLOSING REMARKS

Dr. Le Quoc Doanh made closing remarks:

- This Project is a good agriculture project ensuring benefit of the consumers, and practical approach and its results are highly appreciated from the central to the local level.
- MARD selected Provinces for the production of this Project, which are connected to the Hanoi market. We can take advantage of the previous project in implementing this Project as well.
- The role of communication is important and the communication model of this Project is significant. It needs to be intensified.
- In the marketing, we need to establish supply chain considering different locality to make it sustainable.
- MARD has a strategy to disseminate organic fertilizer, which contributes to recovering nutrient balance of the soil and utilizing livestock dung that needs to be treated.
- Besides fruits export, Vietnam is seeking market of processed fruits products, such as fruits juice and would like to propose JICA to assist connecting producers' products to the processing stage as materials.
- He confirmed that ICD will accelerate the approval procedure of Project Document.
- As a leader of the MARD, he appreciated JICA Office, the Embassy of Japan and the JICA Project team, Pilot and Semi-Pilot City/Provinces for the participation.

 The meeting ended at 17:00 

[End]

ANNEXES

Annex I: Meeting Agenda

Annex II: List of Participants

Annex I: Agenda for Joint Coordinating Committee Meeting
Project for “Improvement of Reliability of Safe Crop Production in the Northern Region”

Date: April, 16, 2018

Time: 14:00 – 17:10

Venue: Conference Hall 101, B6 building, Ministry of Agriculture and Rural Development, 2 Ngoc Ha, Hanoi

Time	Contents	Presenter
13:30 – 14:00	Registration	Organizer
14:00 – 14:10	Introduction of participants	Department of Crop Production
14:10 – 14:20	Opening remarks	Dr. Le Quoc Doanh, Vice Minister Ministry of Agriculture and Rural Development (MARD)
	Welcome address	Mr. Naoki Kakioka Senior Representative JICA Vietnam Office
14:20 – 14:30	Explanation of the Project Document	Mr. Tran Xuan Dinh Deputy Director General of Department of Crop Production (DCP)
14:30 – 14:40	Project Progress	Mr. Teruyoshi Kumashiro Chief Advisor
14:40 – 15:10	Result of the Evaluation of the Pilot Activities by Central Project Management Unit (CPMU)	Dr. Tran The Tuong Deputy Head of Quality Management Division, DCP
15:10 – 15:20	Tea break	
15:20 – 16:00	Reports from the Pilot City/Provinces about Pilot Activities	Hanoi, Hai Duong, Ha Nam and Hung Yen
16:00 – 16:15	Reports from Semi-Pilot Provinces	Phu Tho, Vinh Phuc and Thai Binh
16:15 – 17:00	Discussion on the Pilot Activities and others - Production - Marketing - Communication	All Participants
17:00 – 17:10	Closing remarks	Dr. Le Quoc Doanh Vice Minister of MARD

Annex II: List of Participants

No.	Name	Title	Organization
Ministry of Agriculture and Rural Development			
1	Dr. Le Quoc Doanh	Vice Minister	Ministry of Agriculture and Rural Development
2	Mr. Nguyen Anh Minh	Deputy Director General	International Cooperation Department (ICD)
3	Mr. Dang Viet Yen	Deputy Head of Division	Division of Quality Management, National Agro-Forestry, Fisheries Quality Assurance Department (NAFIQAD)
4	Mr. Bui Xuan Phong	Deputy Head of Division	Division of Plant Protection, Department of Plant Protection
Ministry of Health			
5	Mr. Le Van Nam	Staff	Department of Food Safety
Ministry of Industry and Trade			
6	Mr. Duong Xuan Dieu	Staff	Department of Science and Technology
Central Project Management Unit			
7	Mr. Tran Xuan Dinh	Deputy Director General	Department of Crop Production (DCP)
8	Mr. Dinh Cong Chinh	Deputy Head of Division	Food Crop Division, DCP
9	Mr. Tran The Tuong	Deputy Head of Division	Quality Management Division, DCP
10	Mr. Nguyen Van Dan	Staff	Food Crop Division, DCP
Pilot and Semi-Pilot City/Provinces			
11	Ms. Nguyen Thi Thoa	Head of Division	Crop Production Division, Department of Agriculture and Rural Development (DARD), Hanoi City
12	Ms. Vu Thanh Quynh	Staff	Crop Production Division, DARD, Hanoi City
13	Ms. Vu Thi Ha	Deputy Director	DARD, Hai Duong Province
14	Ms. Luong Thi Kiem	Head of Division	Crop Production Division, DARD, Hai Duong Province
15	Mr. Nguyen Xuan Nam	Staff	Crop Production Division, DARD, Hai Duong Province
16	Mr. Doan Thi Chai	Deputy Director	DARD, Hung Yen Province
17	Mr. Tran Nguyen Thap	Head of Sub-Department	Sub-Department of NAFIQAD, Hung Yen Province
18	Ms. Nguyen Manh Hung	Deputy Director	DARD, Ha Nam Province
19	Ms. Tran Thi Nga	Deputy Head of Sub-Department	Sub-Department of Crop Production and Plant Protection, Ha Nam Province
20	Ms. Thieu Thi Thu Hang	Deputy Head of Sub-Department	Sub-Department of Crop Production and Plant Protection, Vinh Phuc Province
21	Mr. Nguyen Hoang Duong	Deputy Director	Extension Center, DARD, Vinh Phuc Province
22	Ms. Nhu Thi Ngoc Anh	Head of Division	Crop Production Division, DARD, Phu Tho Province
23	Mr. Nguyen Manh Hung	Head of Sub-Department	Sub-Department of NAFIQAD, Phu Tho Province
24	Ms. Nguyen Thi Hien	Deputy Head of Sub-Department	Sub-Department of Crop Production and Plant Protection, Thai Binh Province
25	Ms. Nguyen Thi Them	Staff	Sub-Department of Crop Production and Plant Protection, Thai Binh Province

No.	Name	Title	Organization
Embassy of Japan			
26	Mr. Hiroshi Matsuura	First Secretary	Economic Section, Embassy of Japan
JICA			
27	Mr. Naoki Kakioka	Senior Representative	JICA Vietnam Office
28	Mr. Naoki Kayano	Project Formulation Advisor	JICA Vietnam Office
29	Ms. Nguyen Thi Thu Hang	Staff	JICA Vietnam Office
30	Mr. Ichiro Abe	Advisor	JICA Expert
31	Mr. Teruyoshi Kumashiro	Chief Adviser	JICA Project Office
32	Ms. Wakana Nishiyama	Project Coordinator	JICA Project Office
33	Ms. Nguyen Thi Hang	Project Advisor	JICA Project Office
34	Ms. Hoang Thi Phuong Linh	Staff	JICA Project Office
35	Mr. Mitsuru Nanakubo	Team Leader	JICA Project Consultant Team
36	Mr. Hideki Maruyama	Cooperative Sales and Purchase / Vegetable Production	JICA Project Consultant Team
37	Ms. Vuong Thuc Tran	Consultant Team Coordinator	JICA Project Consultant Team
38	Ms. Nguyen Thi Tan Loc	Senior Marketing Expert	JICA Project Consultant Team
39	Mr. Nguyen Van Doang	Senior Agriculture Expert	JICA Project Consultant Team
40	Mr. Nguyen Viet Cuong	Marketing Expert	JICA Project Consultant Team
41	Mrs. Tran Thi Mui	Interpreter/Translator	JICA Project Consultant Team
42	Ms. Le Thu Trang		Simultaneous Interpreter
43	Ms. Dinh Thi Thu Tran		Simultaneous Interpreter

**MINUTES OF MEETINGS
BETWEEN
JAPAN INTERNATIONAL COOPERATION AGENCY
AND
AUTHORITIES CONCERNED OF THE GOVERNMENT OF
THE SOCIALIST REPUBLIC OF VIETNAM
ON JAPANESE TECHNICAL COOPERATION PROJECT
FOR IMPROVEMENT OF RELIABILITY OF SAFE CROP PRODUCTION
IN THE NORTHERN REGION**

(Supplemental Documents for the 2nd Joint Coordinating Committee (JCC) Meeting)

Japan International Cooperation Agency (hereinafter referred to as “JICA”) – office in Vietnam and related Government Agencies of Vietnam (hereinafter referred to as “related Agencies”) have conducted the 2nd Joint Coordination Committee (hereinafter referred to as “the 2nd JCC”) for Technical Cooperation Project for Improvement of Reliability of Safe Crop Production in the Northern Region (hereinafter referred as “the Project”) on April 16, 2018. JICA and related Agencies have discussed about the proposed recommendations and related issues for the improvement of Pilot Activities and shared common understanding among all stakeholders

After the 2nd JCC, regarding the pending issues described in “2. Comment of the section IV. DISCUSSIONS” in Minutes of Meetings for the 2nd JCC, the Selection of additional Target Groups at Pilot Provinces and the Selection of Target Groups at Semi-Pilot Provinces have been considered and discussed by JICA and related Agencies. JICA and related Agencies have eventually agreed upon the document attached hereto as the Supplemental Documents for the 2nd JCC.



Mr. Naomichi Murooka
Senior Representative
Vietnam Office
Japan International Cooperation Agency
Japan



Dr. Le Quoc Doanh
Vice Minister
Ministry of Agriculture and Rural Development
The Socialist Republic of Vietnam

Hanoi, September 11, 2018

ATTACHED DOCUMENT

1. Selection of target groups in semi-piloto provinces and additional selection in pilot provinces



**Project for Improvement of
Reliability of Safe Crop Production
in the Northern Region**

**Selection of target groups in semi-pilot provinces
and
additional selection in pilot provinces**

September, 2018

JICA Project Team

1. Confirmation of Selection Criteria for Target Groups

7 Criteria are applied according to Record of Discussion and specific indicators for each criterion are set by Project team as below.

No	Item	Evaluation Criteria		Indicator
1	Target area/zone	Vegetable production area (ha)	1-1	Specialized vegetable area/zone
		Favorable natural environment	1-2	Land area is more than 1ha.
2	Location and environment	Economical and social environment	2-1	Land is certified as safe production area
		Suitable area for safe vegetable	2-2	There is no existence of chemical industry nearby
		Knowledge and techniques of BasicGAP and/or other safe crop production	2-3	Suitability of land condition (Field observation)
3	Knowledge and techniques	Knowledge and techniques of BasicGAP and/or other safe crop production	3-1	BasicGAP and/or VietGAP is applied.
		Number of farmer group and production volume	3-2	Farming practice (Field observation)
4	Number of farmer group and production volume	Certain number of farmer groups members	4-1	No. of farmers for safe crop production is more than 5.
5	Willingness and eagerness	Willingness and eagerness of producers	5-1	Leadership and independency (Field observation)
6	New model	Desirable new agriculture cooperative model	6-1	New model group
7	Vegetable production	Safe vegetable production and distribution	7-1	Experience of market channel development

Selection of target groups in semi-pilot provinces

2. Nomination of Candidate Target Groups (semi-pilot provinces)

No.	Group Name	Type	Member ship	Vegetable area	Certified Safe area
Phu Tho					
PT-N1	Huong Nhon Agriculture Service Cooperative	Coop.	7	13.8	3.2
PT-N2	Văn Phú – Sai Nga craft village for safe vegetable growing	Farmer Group	199	12	12
PT-N3	Lô River Agriculture Cooperative	Coop.	43	3	3
PT-N4	Vegetable production service Cooperative in Tan Duc commune	Coop.	270	14	14
PT-N5	Agriculture Service Cooperative in Truong Thinh Ward	Coop.	19	24	12
Vinh Phuc					
VP-N1	Visa Safe Vegetable Cooperative	Coop.	8	21	21
VP-N2	Đại Lợi Safe Vegetable Cooperative	Coop.	14	10.1	10.1
VP-N3	An Hòa Agropduct production and trading cooperative	Coop.	57	5.5	5.5
VP-N4	Thanh Hà Safe vegetable cooperative	Coop.	25	4.6	4.6
VP-N5	Vân Hội Xanh Safe vegetable cooperative	Coop.	27	10	10
VP-N6	Vĩnh Phúc Safe vegetable cooperative	Coop.	50	4.78	4.78
Thai Binh					
TB-N1	Đoàn Trường Vinh	Household	5	8.3	0
TB-N2	Quỳnh Hải Agricultural production and service cooperative	Coop.	7	200	8
TB-N3	Thanh Tân agricultural production and service cooperative	Coop.	7	180	6
TB-N4	Đức Nam Export – Import Company	Company	3	3	0

3-1. Evaluation on proposed target groups (Phu Tho)

No.	Group	1. Target area/region		2. Location and environment		3. Knowledge and techniques		4. Number of farmer groups and volume	5. Volunteer and willingness	6. New model	7. Vegetable production and marketing	Evaluation
		Region specialized in vegetable	Production land area more than 1 ha	Certificate on safety of production area	Not near chemical/industrial zones	Favorable soil conditions	Apply Basic Gap and/or Viet GAP					
PT-N1	Hương Nộn Agriculture Service Cooperative	Yes	3.2 ha	Certified	No	Good infrastructure, small land area, but sufficient for production and good soil condition	VietGAP was expired because could not pay certification fee	Average Quite good	Leadership ability is at average, quite good level	New Cooperative Model	No joint sale, farmers find buyers by themselves. Main buyers are local wet market.	Target group
PT-N2	Văn Phú – Sai Nga craft village for safe vegetable growing	Yes	12 ha	Certified	No	Good infrastructure, small land area, but sufficient for production and good soil condition	VietGAP	Average Quite good	Leadership ability is at average, quite high level of independence	Craft village	No joint sale, farmers find buyers by themselves	Target group
PT-N3	Lô River Agriculture Cooperative	Yes	3 ha	Certified	No	Good infrastructure, good soil condition	Had VietGAP, but expired	Average	Leadership ability is at average, quite good level	New Cooperative Model	No joint sale, farmers find buyers by themselves	Target group
PT-N4	Vegetable production service Cooperative in Tan Duc commune	Yes	14 ha	Certified	No	Good infrastructure, good soil condition	Basic GAP	Average Quite good	High level of leadership ability and high level of independence	New Cooperative Model	No joint sale, farmers find buyers by themselves	Target group
PT-N5	Agriculture Service Cooperative in Truong Thinh Ward	Yes	Total 10ha (Project area will be 3ha with VietGAP)	Certified	No	Good infrastructure, good soil condition	7.7 ha is certified as VietGAP Supported by VECO	Average	Average level of leadership ability	New Cooperative Model	No joint sale, farmers find buyers by themselves	Target group

3-2. Evaluation of proposed target groups (Vinh Phuc)

No	Group's name	1. Target area/zone		2. Location and environment			3. Knowledge and techniques		4. Number of farmer group and production volume	5. Willingness and eagerness	6. New model	7. Vegetable production and marketing	Evaluation
		Specialized vegetable area	Production area	Certified as safe production area	No chemical industry nearby	Suitability of land condition	BasicGAP and/or VietGAP is applied.	Farming practice	No. of farmers	Leadership and independency	New model group	Experience of market channel development	
VP-N1	Visa Safe Vegetable Cooperative	Yes	5.23	Certified	No	Good infrastructure, small area but good fertile soil	VietGAP	Fairly good,	300	Good management capacity	New style cooperative	A part of the food for schools in the province, market access is limited	Target group
VP-N2	Dai Loi Safe Vegetable Cooperative	Yes	10.1	Certified	No	Good infrastructure, small area but sufficient, good fertile soil	Basic GAP + VietGAP	Fairly good	60	Good leading capacity	New style cooperative	Partial sale for VinEco, Hanoi market, market access is limited	Target group
VP-N3	An Hòa Agropduct production and trading cooperative	Yes	5.5	Certified	No	Cucumber production area	Basic GAP + VietGAP	Fairly good	57	Good leading capacity	New style cooperative	Part sellers focus for traders, market stitch is limited	
VP-N4	Thanh Hà Safe vegetable cooperative	Yes	4.6	Certified	No	Good infrastructure, small area but sufficient, good fertile soil	Basic GAP + VietGAP	Fairly good,	25	Fair leading capacity	New style cooperative	A sale focused for traders, market forces are limited	
VP-N5	Vân Hội Xanh Safe vegetable cooperative	Yes	10	Certified	No	Good infrastructure, small area but sufficient, good fertile soil	Basic GAP + VietGAP	Good in cultivation with much experience	27	Good management capacity	New style cooperative	There are limited retail stores	
VP-N6	Vinh Phuc Safe vegetable cooperative	Yes	4.78	Certified	No	Sufficient production area with good investment in infrastructure. Gourd and chayote production area	VietGAP	Fairly good	50	Good management capacity	New style cooperative	A part sold to the industrial kitchen	Target group

3-3. Evaluation of proposed target groups (Thai Binh)

No	Name of group	1. Target area/region		2. Location and environment			3. Knowledge and techniques		4. Number of farmer groups and volume	5. Volunteer and willingness	6. New model	7. Vegetable production and marketing	Evaluation
		Region specialized in vegetable	Production land area more than 1 ha	Certificate on safety of production in area	Not near chemical industrial zones	Favorable soil conditions	Apply Basic Gap and/ or Viet GAP	Cultivation practices					
TB-N1	Đoàn Trường Vinh	Yes	8.3	Not certified	No	Carrot production area Good infrastructure, small land area but qualified for production	No	Average	30	Low	Household (No registration)	Contract with buyers	Target group with condition
TB-N2	Quỳnh Hải Cooperative	Yes	200	Certified	No	Large production area, concentrated area	Not, but receive trainings	Fair good (highly intensive, well mechanized)	800	High	Traditional style cooperative	Joint sale, retail sale	Target group with condition
TB-N3	Thanh Tân Cooperative	Yes	180	Certified	No	Large production area, good infrastructure	Basic GAP	Fair good (intensive, well mechanized, active irrigation)	20	High	New style cooperative	For safe vegetable production area: joint sale of vegetables to Hanoi For normal vegetables production area: wholesale and retail	Target group
TB-N4	Đức Nam Exp-Imp. company	Yes	5	Not certified	No	Production area is small, but soil fertile is suitable	No	Average	3	Low	Company	Company purchases	7

3-4. Confirmation of Target Groups (semi-pilot provinces)

Based upon the criteria agreed in Record of Discussions of the project, 8 target groups in 3 semi-pilot provinces are selected.

No.	Group Name	Group Type	Member ship	Vegetable area	Certified Safe area
Phu Tho					
PT-N1	Huong Non Agriculture Service Cooperative	Cooperative	86	13.8	3.2
PT-N5	Truong Thinh Agriculture Service Cooperative	Cooperative	19	24	12
Vinh Phuc					
VP-N1	Visa Safe Vegetable Cooperative	Cooperative	300	21	21
VP-N2	Dai Loi Safe Vegetable Cooperative	Cooperative	60	25	10.1
VP-N6	Vinh Phuc Safe Vegetable Cooperative	Cooperative	50	35	4.78
Thai Binh					
TB-N1	Doan Truong Vinh	Household	30	8.3	0
TB-N2	Quynh Hai Agricultural Production and Service Cooperative	Cooperative	800	200	8
TB-N3	Thanh Tan Agricultural Production and Service Cooperative	Cooperative	20	180	6
Total			1,365	507.1	65.08

Producer's Profile

Province: Phu Tho		ID Number: PT-N1	
Name of Unit			
Huong Non Agriculture Service Cooperative			
Established year	1986		
Number of members	86		
Form of management	Cooperative		
Total vegetable land/ Safe vegetable area	13.8 ha/3.2 ha		
Estimated annual safe vegetable output	146.9 tons		
Protocol applied	VietGAP		



Vegetables with strengths												
Vegetable	Volume		Harvesting Season									
Name	1	2	3	4	5	6	7	8	9	10	11	12
Cabbage										X	X	X
Snake gourd						X	X	X	X			
Green mustard						X	X	X	X			
Tomato						X	X	X	X	X	X	X

Perspective of Unit

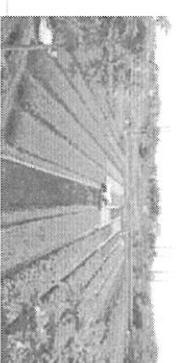
- Cooperative is looking for target buyers including: Industrial canteens, school canteens in local area, government officers
- Desire to develop Huong Non safe vegetable brand.

Producer's Profile

Province: Phu Tho

ID Number: PT-N5

Name of Unit
Truong Thinh Agriculture Service Cooperative



Established year **1998**

Number of members **19**

Form of management **Cooperative**

Total vegetable land/ Safe vegetable area **24 ha/12 ha**

Estimated annual safe vegetable output **N.A**

Protocol applied **VietGAP**

Vegetables with strengths

Vegetable Name	Volume	Harvesting Season											
		1	2	3	4	5	6	7	8	9	10	11	12
Cabbage										X	X	X	
Tomato		X	X	X	X	X				X	X	X	X
Green mustard						X	X	X	X	X			
Cauliflower										X	X	X	

Perspective of Unit

- Cooperative is looking for target buyers including: Industrial canteens, school canteens in local area, government officers.
- Cooperative has a safe vegetable shop at ME market, Phu Tho town.
- Desire to develop Truong Thinh safe vegetable brand

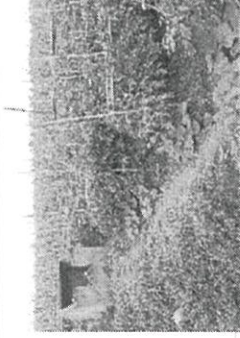
Producer's Profile

Province: Vinh Phuc

ID Number: VP-N1

Name of Unit

Visa Safe Vegetable Cooperative



Established year

2017

Number of members

300

Form of management

Cooperative

Total vegetable land/ Safe vegetable area

21 ha/21ha

Estimated annual safe vegetable output

2000 tons

Protocol applied

Basic GAP, VietGAP

Vegetables with strengths

Vegetable **Volum**

Harvesting Season

Name **e** **1** **2** **3** **4** **5** **6** **7** **8** **9** **10** **11** **12**

Squash 200 tons

X X

Morning glory 110 tons

X X X X X X X X X X X X X

Shrinkage Vege. 80 tons

X X X X X X X X X X X X X

Malabar nightsade 72 tons

X X X X X X X X X X X X X

Perspective of Unit

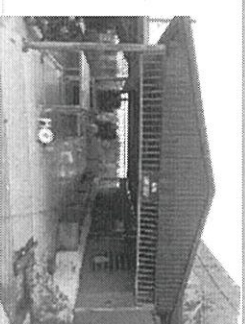
Cooperative is targeting customers including shops, supermarkets, industrial canteens, schools, hospitals, households in apartments, luxury villas, etc.
 Direction in the consumption link is to sign long-term consumption contracts with partners. Establish a vegetable shop and promote the brand to sign the contract and desire to be able to export products to the overseas market.

Producer's Profile

Province: Vinh Phuc

ID Number: VP-N2

Name of Unit
Dai Loi Safe Vegetable Cooperative



Established year

2011

Number of members

60

Form of management

Cooperative

Total vegetable land/ Safe vegetable area

25 ha/10.1 ha

Estimated annual safe vegetable output

1160 tons

Protocol applied

Basic GAP, VietGAP

Vegetables with strengths

Vegetable Name	Volume	Harvesting Season											
		1	2	3	4	5	6	7	8	9	10	11	12
Morning glory	130	X	X	X	X	X	X	X	X	X	X	X	X
Kohlrabi	120	X	X	X	X					X	X	X	X
Green mustards	120	X	X	X	X	X	X	X	X	X	X	X	X
Shallot	100	X	X	X	X	X	X	X	X	X	X	X	X

Perspective of Unit

The cooperative plans to open a number of safe vegetable shops in Hanoi, at the Rest Stations on highways to promote the brand and provide products to consumers.

The cooperative is targeting the customers including shops, supermarkets, industrial canteens, schools, hospitals,. Direction in the consumption is to sign long-term consumption contracts with partners.

Continue to maintain the packaging, labeling, bar code, QR Code for the products

Producer's Profile

Province: Vinh Phuc		ID Number: VP-N6	
Name of Unit			
Vinh Phuc Safe Vegetable Cooperative			
Established year	2014		
Number of members	50		
Form of management	Cooperative		
Total vegetable land/ Safe vegetable area	4.78 ha/ 4.78 ha		
Estimated annual safe vegetable output	710 tons		
Protocol applied	VietGAP		



Vegetables with strengths

Vegetable	Volume	Harvesting Season													
		1	2	3	4	5	6	7	8	9	10	11	12		
Chayote fruit	220	X	X	X	X	X									X
Spong gourd	100				X	X	X	X	X						
Chayote sprout	80	X	X	X	X	X	X						X	X	
Choysum	90	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Perspective of Unit

Continue to strictly manage all stages from production - harvest - consumption of products to ensure all products of cooperatives when supplying to the market meet the targets of food safety. Strengthen linkages with existing clients of the cooperative. At the same time, promote trade promotion, market development to find, associate with new customers. As a result, production area and consumption of products for the associated households will be expanded.

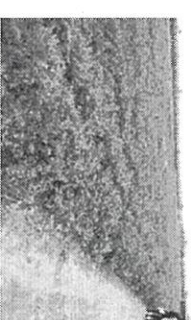
Producer's Profile

Province: Thai Binh

ID Number: TB-N1

Name of Unit

Doan Truong Vinh



Established year

2013

Number of members

30

Form of management

Household Farm

Total vegetable land/ Safe vegetable area

8.3ha

Estimated annual safe vegetable output

400

Protocol applied

Basic GAP


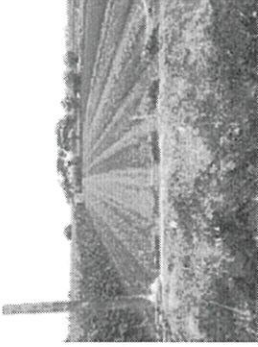
Vegetables with strengths

Vegetable Name	Volume	Harvesting Season											
		1	2	3	4	5	6	7	8	9	10	11	12
Carrot	300	X	X	X									X
Yam bean, maize, melon	100			X	X	X	X	X	X	X	X		

Perspective of Unit

Household is targeting clients at industrial canteens, hospitals, schools.
Orientation in the consumption link is sign long-term consumption contracts with partners.

Producer's Profile

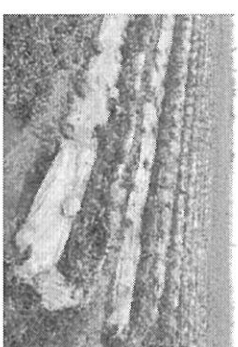
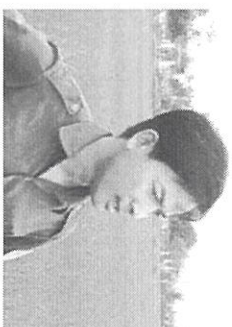
Province: Thai Binh		ID Number: TB-N2													
Name of Unit		 													
Name		Quynh Hai Agricultural Production and Service Cooperative													
Established year		Before 1995													
Number of members		800													
Form of management		Cooperative													
Total vegetable land/ Safe vegetable area		200 ha/ 8 ha													
Estimated annual safe vegetable output		200 ha of save vegetables													
Protocol applied		Basic GAP, Safe vegetable													
Vegetables with strengths															
Vegetable		Volume		Harvesting Season											
Name		1	2	3	4	5	6	7	8	9	10	11	12		
Spice vegetables		30 tons	X	X	X	X	X	X	X	X	X	X	X		
Cabbage, kohlrabi		80 tons							X	X	X	X	X		
Leafy vegetables		50 tons	X	X	X	X	X	X	X	X	X	X	X		
Perspective of Unit															
<ul style="list-style-type: none"> - The cooperative is aimed at the customer groups including industrial canteens, hospitals, schools - Orientation in the consumption link is to sign long-term consumption contracts with partners. 															

Producer's Profile

Province: Thai Binh

ID Number: TB-N3

Name of Unit
**Thanh Tan Agricultural
 Production and Service
 Cooperative**



Established year

Before 1995

Number of members

20

Form of management

Cooperative

Total vegetable land/ Safe vegetable area

180 ha/6 ha

Estimated annual safe vegetable output

18 tons of safe vegetables

Protocol applied

Vegetables with strengths

Vegetable Name	Volume	Harvesting Season												
		1	2	3	4	5	6	7	8	9	10	11	12	
Chili	2 tons		X	X	X	X	X							
Tomato	3 tons	X										X	X	
Purple egg plant	2 tons			X	X									

Perspective of Unit

-Cooperative is targeting at safe vegetable shops

Additional selection of target groups in pilot provinces

2. Nomination of Candidate Target Groups

No.	Group Name	Type	Member ship	Vegetable area	Certified Safe area
Hai Duong					
HD-N1	Gia Gia food joint stock Company	Company	14	5.3	5.3
HD-N2	Green farm vegetables production group	Company	17	5.1	5.1
HD-N3	Lua farmers group	Farmer group	143	28.7	27.5
HD-N4	V-Phuc Green agriculture Cooperative	Coop.	14	10	0
HD-N5	Viet A Chau Cooperative	Coop.	28	13	0
Ha Nam					
HN-N1	Thanh Son Cooperative	Coop.	50	12	5
HN-N2	Cat Lai Cooperative	Coop.	30	47.25	4
HN-N3	Thanh Tan Cooperative	Coop.	6	12	1
Hung Yen					
HY-N1	Chien Thang Safe vegetable Cooperative	Coop.	27	5	5
HY-N2	Phu Cu New style cooperative	Coop.	16	5	5
HY-N3	TTM FARM Investment and Development Company	Company	41	5	5

3-1. Evaluation of Candidate Target Groups (Hai Duong)

No.	Group name	1. Target area/zone		2. Location and environment		3. Knowledge and techniques		4. Number of farmer group and production volume	5. Willingness and eagerness	6. New model	7. Vegetable production and marketing	Evaluation	
		Specialized vegetable area	Land area is more than 1ha.	Certified as safe production area	No chemical industry nearby	Suitability of land condition	BasicGAP and/or VietGAP is practice applied.						Farming practice
HD-1	Gia Gia Food Joint Stock Company	Yes	5.3	Certified	No	Good infrastructure, small production area but sufficient	BasicGAP VietGAP	Fair good,	10	High leadership	Agri. Company	Newly starting joint sale	Target group
HD-2	Green Farm safe vegetable, fruit and root vegetables production group	Yes	7	Certified	No	Sufficient production area with good infrastructure investment	Safe production, organic	Fair good,	2	High leadership and good capacity in capital mobilization	Agri. company	Good marketing, having own safe vegetable shop	Target group
HD-3	Safe vegetable production group in Lua Village, Doan Thuong commune	Yes	27.54	Certified	No	Good infrastructure, small land area but sufficient	BasicGAP VietGAP	Good	147	Low leadership	Farmer group	Joint sale	Target group
HD-4	V-Phuc Green agriculture Cooperative	No	10	No	No	Poor infrastructure	Normal	Traditional	14	Low leadership	New cooperative	Joint sale (acts as collector)	
HD-5	Viet A Chau Cooperative	No	13	No	No	Good infrastructure, have processing facility (dry shallot)	ISO 22000	Traditional	28	Low leadership	New cooperative	Not involved in farming, Collection for processing	

3-2. Evaluation of Candidate Target Groups (Ha Nam)

No.	Group name	1. Target area/zone		2. Location and environment				3. Knowledge and techniques		4. Number of farmer group and production volume	5. Willingness and eagerness	6. New model	7. Vegetable production and marketing	Evaluation
		Specialized vegetable area	Land area is more than 1ha.	Certified as safe production area	No chemical industry nearby	Suitability of land condition	BasicGAP and/or VietGAP is applied.	Farming practice	No. of farmers is more than 3.					
HN-1	Thanh Son agriculture service cooperative	Yes	5	Certified	No	Good infrastructure, small but sufficient land area	Safe production	Farmers have long experience in intensive farming	120	Low, newly registered but old – style cooperative	New cooperative	No joint sales		
HN-2	Cat Lai agriculture cooperative	Yes	4	Certified	No	Land condition is sufficient for safe production condition	Basic GAP	Self-reliance learning and applying farming techniques	30	Fair low leadership	Want to apply New cooperative style	No joint sales, no matching, mainly sell to collector/trader	Target group	
HN-3	Thanh Tan Safe agriculture production group	Yes	1	Pending for Certification	No	Medium infrastructure, local authorities are willing to overcome difficulties in infrastructure; Good soil, able to expand the area	VietGAP	Fair good	6	High leadership, good independence	Collective group (New style)	No joint sales, associate to sell once receive order	Target group	

3-3. Evaluation of Candidate Target Groups (Hung Yen)

No.	Group name	1. Target area/zone		2. Location and environment			3. Knowledge and techniques		4. Number of farmer group and production volume	5. Willingness and eagerness	6. New model	7. Vegetable production and marketing	Evaluation
		Specialized vegetable area	Land area is more than 1ha.	Certified as safe production area	No chemical industry nearby	Suitability of land condition	BasicGAP and/or VietGAP is practice more than applied.	Farming farmers is more than 3.					
HY-1	Chiến Thắng Safe vegetable cooperative	Yes	5 ha	On process to prepare document applied for certificate of production safety condition	DPC plan the production area not being affected by chemical industry	Land is suitable for safe vegetable production	DARD Hung Yên supports	Good	27	High leadership, proactive and independence	New style cooperative	Newly starting joint sale, supplying to canteens, shops and buyers	Target group
HY-2	Phù Cừ New style cooperative	Yes	5 ha	Certificate of safety production condition	No affect by chemical industry	Land is suitable for safe vegetable production	DARD Hung Yên supports	Good	20	Independence but Low leadership	New-style cooperative	Joint sales for all products of cooperative	
HY-3	Công ty TNHH TTM FARM	Yes	5 ha	Certificate of safety production condition	No affect by chemical industry However the area is subjected to be revoked and reallocated to Hoa Phats Group	Land is suitable for safe vegetable production	VietGAP	Good	10	High leadership and independence	Production and trading company	Joint sale, stable trading with VinEco	

3-4. Confirmation of Target Groups (pilot provinces)

Based upon the criteria agreed in Record of Discussions of the project, 6 target groups in 3 pilot provinces are additionally selected.

No.	Group Name	Type	Member ship	Vegetable area	Certified Safe area
Hai Duong					
HD-N1	Gia Gia food joint stock Company	Comp	10	5.3	5.3
HD-N2	Green farm vegetables production group	Comp	17	5.1	5.1
HD-N3	Lua farmers group	FG	143	33	27.5
Ha Nam					
HN-N2	Cat Lai Cooperative	Coop	30	47.25	4
HN-N3	Thanh Tan Cooperative	Coop	6	12	1
Hung Yen					
HY-N1	Chien Thang Safe vegetable Cooperative	Coop	27	5	5
Total			233	107.65	47.9

Producer's Profile

Province: Hai Duong

ID Number: HD-N1

Name of Unit

Gia Gia food joint stock Company



Established year

2015

Number of members

10

Form of management

Company

Total vegetable land/ Safe vegetable area

5.3 ha/5.3 ha

Estimated annual safe vegetable output

10 tons

Protocol applied

VietGAP

Vegetables with strengths

Vegetable	Volume	Harvesting Season											
Name		1	2	3	4	5	6	7	8	9	10	11	12
Mesh melon	5 tons						X	X	X				
Taro shoot	5 tons	X	X	X	X	X	X	X	X	X	X	X	X

Perspective of Unit

- The president is conscious of food safety and enthusiastic on processing and sales promotion.
- Desire to have more customers

Producer's Profile

Province: Hai Duong

ID Number: HD-N3

Name of Unit

Lua farmers group



Established year	2012
Number of members	143
Form of management	Farmer group
Total vegetable land/ Safe vegetable area	33 ha/27.54 ha
Estimated annual safe vegetable output	370 tons
Protocol applied	VietGAP

Vegetables with strengths

Vegetable Name	Volume	Harvesting Season													
		1	2	3	4	5	6	7	8	9	10	11	12		
Kohlrabi	200	X	X	X	X	X						X	X	X	X
Pear-shaped melon	20 tons						X	X	X	X					
Cabbage	100 tons	X	X	X	X	X						X	X	X	X
Water melon	70 tons						X	X	X	X					

Perspective of Unit

- Cooperate with import-export businesses, supermarkets, trading groups and companies to promote production and marketing.
- Desire to have more customers are purchasing, processing, export facilities.
- Target of production households is 100% members in the production group applying vegetable production in accordance with VietGAP.
- Branding development: logo, brand, bar code, collective label for vegetable products of the commune

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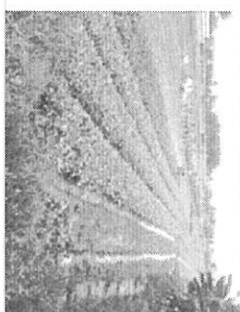
Producer's Profile

Province: Ha Nam

ID Number: HN-2

Name of Unit

Cat Lai Cooperative



Established year

1998

Number of members

30

Form of management

Production group

Total vegetable land/ Safe vegetable area

47.25 ha/4 ha

Estimated annual safe vegetable output

300 tons

Protocol applied

PGS with Basic GAP

Vegetables with strengths

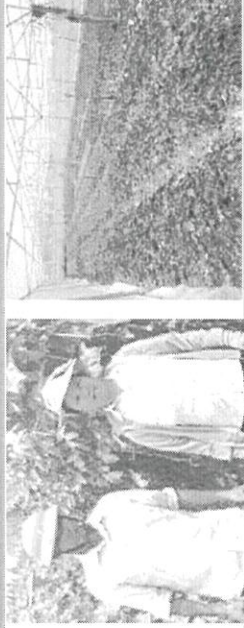
Vegetable Name	Volume	Harvesting Season											
		1	2	3	4	5	6	7	8	9	10	11	12
Kohlrabi	30	X	X	X							X	X	X
Cabbage	30	X	X	X							X	X	X
String beans	10			X	X	X	X						
Shallot	100	X	X	X	X	X	X	X	X	X	X	X	X

Perspective of Unit

-Desire to develop joint production and joint sale

Producer's Profile

Province: Ha Nam	ID Number: HN-N3
Name of Unit	
Thanh Tan Cooperative	
Established year	2017
Number of members	6
Form of management	Collective group
Total vegetable land/ Safe vegetable area	12 ha/1 ha
Estimated annual safe vegetable output	40 tons
Protocol applied	PGS with Basic GAP



Vegetables with strengths															
Vegetable	Volume	Harvesting Season													
		1	2	3	4	5	6	7	8	9	10	11	12		
Cabbage	20	X	X	X								X	X	X	X
Leafy vegetable	3	X	X	X	X	X	X	X							
Squash	5	X	X	X	X	X						X	X	X	X
Tomato	4	X	X	X	X							X	X	X	X

Perspective of Unit

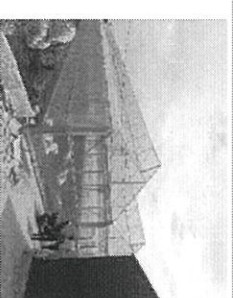
Cooperative has a experience to sell to canteen in District.
 Desire to find stable market like safe vegetable shops and canteens, and develop a brand to sell high price products.

Producer's Profile

Province: Hung Yen

ID Number: HY-N1

Name of Unit Chien Thang Safe vegetable Cooperative



Established year

Mar. 2018

Number of members

27

Form of management

Cooperative

Total vegetable land/ Safe vegetable area

5 ha/5 ha

Estimated annual safe vegetable output

210 tons of safe vegetables

Protocol applied

Certificate of safe production condition(in process), VietGAP(in process)

Vegetables with strengths

Vegetable	Volume	Harvesting Season											
Name		1	2	3	4	5	6	7	8	9	10	11	12
Bokchoy	30 tons	X	X	X	X	X	X	X	X				
Tomato	50 tons										X	X	X
Cabbage	35 tons							X	X	X	X	X	
Spice vegetables	40 tons	X	X	X	X	X	X	X	X	X	X	X	X

Perspective of Unit

Cooperative is targeting customers including safe vegetable shops, supermarkets, industrial canteens, schools, hospitals, etc.,
Orientation in the consumption link is to sign long-term consumption contracts with partners.
Branding and applying barcodes to help buyers identifying the source and the production process of the product.
Establishment of specialized cultivation areas for export agricultural products when contracting with partners

**Summary of target groups in
pilot provinces and semi-pilot provinces
in Phase 2 (Oct.2018 - Apr.2021)**

RD

Summary of target groups in pilot provinces

No.	Group Name	Type	Member ship	Vegetable area	Certified Safe area
Hai Duong			2,038	450.4	284.9
HD-1	Tan Minh Duc agriculture service cooperative	Coop.	168	27	27
HD-2	Thanh Ha safe fruit and vegetable company	Company	59	20	20
HD-3	Duc Chinh Agriculture service cooperative	Coop.	1,636	360	200
HD-4	Gia Gia food joint stock Company	Comp	15	5.3	5.3
HD-5	Green farm vegetables production group	Comp	17	5.1	5.1
HD-6	Lua farmers group	Farmers group	143	33	27.5
Ha Nam			59	73.2	12.5
HN-1	Ha Vi agriculture service cooperative	Coop.	20	11.4	5
HN-2	Pham Hoang Hiep farmers group	Company	3	2.5	2.5
HN-3	Cat Lai Cooperative	Coop	30	47.25	4
HN-4	Thanh Tan Cooperative	Coop	6	12	1
Hung Yen			229	23.5	23.5
HY-1	Japan-Vietnam fruit and vegetable cooperative	Company	5	3	3
HY-2	Yen Phu agriculture service cooperative	Coop.	197	15.5	15.5
HY-3	Chien Thang Safe vegetable Cooperative	Coop	27	5	5
Total			2,325	542.8	320.9

Summary of target groups in semi-pilot provinces

No.	Group Name	Group Type	Member ship	Vegetable area	Certified Safe area
Phu Tho			105	37.8	15.2
PT-1	Huong Non Agriculture Service Cooperative	Cooperative	86	13.8	3.2
PT-2	Truong Thinh Agriculture Service Cooperative	Cooperative	19	24	12
Vinh Phuc			410	81	35.88
VP-1	Visa Safe Vegetable Cooperative	Cooperative	300	21	21
VP-2	Dai Loi Safe Vegetable Cooperative	Cooperative	60	25	10.1
VP-3	Vinh Phuc Safe Vegetable Cooperative	Cooperative	50	35	4.78
Thai Binh			825	388.3	14
TB-1	Doan Truong Vinh	Household	5	8.3	0
TB-2	Quynh Hai Agricultural Production and Service Cooperative	Cooperative	800	200	8
TB-3	Thanh Tan Agricultural Production and Service Cooperative	Cooperative	20	180	6
Total			1,340	507.1	65.08

Summary of target groups in pilot and semi-pilot provinces

Phase1 (Apr.2017-Sep.2018)

Province	No. of groups	Membership	Vegetable area	Certified Safe area
Hai Duong	3	1,863	407	247
Ha Nam	2	23	13.9	7.5
Hung Yen	2	202	16.5	16.5
Total	7	1,886	423.5	247

Phase2 (Oct.2018-Apr.2021)

Province	No. of groups	Membership	Vegetable area	Certified Safe area
Hai Duong	6	2,038	450.4	284.9
Ha Nam	4	59	73.15	12.5
Hung Yen	3	229	23.5	23.5
Sub-Total (pilot provinces)	13	2,326	547	321
Phu Tho	2	105	37.8	15.2
Vinh Phuc	3	410	81	35.88
Thai Binh	3	825	388.3	14
Sub-Total (semi-pilot provinces)	8	1,340	507.1	65.08
Total	21	3,666	1,054.1	386.08

**MINUTES OF MEETING
OF
THE 3rd JOINT COORDINATING COMMITTEE
ON
THE PROJECT FOR IMPROVEMENT OF RELIABILITY OF SAFE CROP
PRODUCTION IN THE NORTHERN REGION**

The Project for Improvement of Reliability of Safe Crop Production in the Northern Region (hereinafter referred to “the Project”) supported by Japan International Cooperation Agency (hereinafter referred to “JICA”) officially started in July, 2016 and will be implemented for five year till July, 2021.

The 3rd meeting of Joint Coordinating Committee (hereinafter referred to “JCC”) was held on 21st June, 2019 to report the Progress of Project (from July 2016 to May 2019), the Project Implementation Plan (from June 2019 to July 2021) and seek for an approval for the Revision of Project Design Matrix (PDM) (ver. 2), Preparation of Action Plan in Pilot Provinces and Activities in Knowledge Sharing Provinces. The meeting also discussed about the related issues among all stakeholders for the improvement of Project implementation.

As a result of the meeting, the JCC agreed with the matters in the documents attached hereto.

Hanoi, 21st June, 2019



Mr. Naomichi MUROOKA
Senior Representative
Vietnam Office
Japan International Cooperation Agency
Japan



Dr. Le Quoc Doanh
Vice Minister
Ministry of Agriculture and Rural Development
The Socialist Republic of Vietnam

ATTACHED DOCUMENT

Main points of discussions at the 3rd JCC meeting are as follows:

1. Report about the progress and future plan of the Project

- The Project Team consists of CPMU, JICA Experts, JICA Consultant team and PPMUs (hereinafter called the Project Team) presented the Project Progress from June 2016 up to May 2019, comparing with Outputs set in PDM. The JCC recognized and approved them.
- The Project Team submitted the Revision of PDM to JCC. The JCC recognized and approved it.
- The Project Team submitted the Preparation of Action Plan in Pilot Provinces to JCC. The JCC recognized and approved it.
- The Project Team submitted the Activities in Knowledge Sharing Provinces to JCC. The JCC recognized and approved it.
- The Project Team submitted the Project Implementation Plan from June 2019 to July 2021 to JCC. JCC recognized and approved it.

2. Discussion and remark

Trial activities

Production

- ✓ Hai Duong PPMU, Ha Nam PPMU and Phu Tho PPMU reported to JCC that joint-sales was still difficult for the target groups. The issues of improper recording and production planning were also raised by Hai Duong PPMU and Phu Tho PPMU respectively. JCC recognized those issues and the Project Team will provide continuous assistance to solve raised issues.
- ✓ Hai Duong PPMU pointed out to meet quality requirement of high-end supermarkets was still challenge. Importance of new carrot variety, which met requirements on colour, appearance and growth period, was also stressed and matching with Sakata Seed Corporation to conduct trial production of new carrot variety, and widespread production in this carrot specialized producing area later was requested by Hai Duong PPMU. JCC recognized quality and variety issues and the Project Team will keep discussing with Hai Duong PPMU to address those issues.
- ✓ Ha Nam PPMU and Phu Tho PPMU requested assistance of pre-processing facilities for 2 target groups selected in 2018 respectively. JCC recognized that requirement and Project Team will provide assistance in accordance with Implementation Plan (Jun 2019 – Jul 2021)
- ✓ The Project Team suggested it should be planned to purchase quick test tool and test reagent by PPMU in the Action Plan. It would be one of the ideas that beneficiary target groups bore the cost of test reagent and Extension Centre or Sub-department of NAFIQAD bore the cost of testing expense. JCC recognized those issues and the Project Team and each PPMU will consider it and find reasonable and sustainable way.

Marketing

- ✓ Hai Duong PPMU reported to JCC that matching event enabled target groups to achieve deals however trading volume has not reached the expected level yet, especially the ratio of selling to the Supermarket of Duc Chinh Cooperative was still very low in comparison with production volume, and requested continuous supporting for the marketing. Ha Nam PPMU requested to participate in marketing activities in Hanoi. JCC recognized needs for the further assistance of marketing and the Project Team together with CPMU will keep marketing assistance in order to expand market channels of target groups.
- ✓ Hai Duong PPMU reported to JCC relatively high cost of transportation due to the distance to the market was issue. Ha Nam PPMU also raised issue of transportation which hindered joint-sales and suggested if one small truck was available 4 target groups could share it. JCC recognized transportation as the issue faced by target groups.
- ✓ In the presentation of Implementation Plan (June 2019 to July 2021), it was stressed that expression of “Mezorokai” will not be used from now on due to several difficulties to hold it, the Project will conduct “Review Meeting” between buyers and producers whenever necessary instead. JCC recognized and agreed on it.
- ✓ CPMU will conduct one or some matching events to introduce capacity on producing safe vegetables of TGs to both current buyers and potential new buyers such as distributors, canteen or retailers. JCC recognized and agreed on it.

Communication activities

- ✓ Hai Duong PPMU reported to JCC that communication activities for Women’s Union were under planning and raised question how many Project Brochure would be available for that. JCC recognized that plan and Project Team will keep discussing with Hai Duong PPMU about utilization of Project Brochure in the communication activities for Women’s Union in Hai Duong Province.

Project management

- ✓ Mr. Naomichi Murooka, Senior Representative of JICA Vietnam Office, emphasized that further efforts of relevant authorities and concrete and suitable Implementation Plan, Action Plan, allocation of the budget and staffing should be essential to achieve Project Purpose. In particular to achieve 180ha of reliable safe crop production area by attaining suggested expansion area of each province, it should be essential to analyse whether there is any obstacle for that and formulate specific action plan by each province. It could be considered to expand communication activities through seminars, television channels to capture wide interests. He also requested CPMU and MARD to implement activities in Knowledge sharing provinces actively in order to expand the activities to across the country after 2021. JCC recognized and agreed on this suggestion.
- ✓ Hai Duong PPMU requested to share the documents of Implementation Plan (Jun 2019 – Jul 2021) to facilitate budget allocation for 2020 from PPC. JCC recognized that requirement and





CPMU will provide all PPMUs with required documents including contents of activities and estimated expenditure for the implementation of Project's activities (2020 and 2021) for all pilot, semi-pilot and knowledge sharing provinces with assistance of the Project Team.

- ✓ Some PPMUs suggested it would not be necessary to hold PPMU meeting for the explanation of manuals and requested for drafting of Action Plan. JCC recognized this suggestion and necessity of it shall be discussed between CPMU, PPMU and Project Team after sending manuals and format of Action Plan to each Pilot province.

ANNEXES

Annex I: Meeting Agenda

Annex II: List of Participants

Annex III: Project Progress

Annex IV: Report from Pilot Province, Hai Duong PPMU

Annex V: Result and Lessons of Communication Activities, Hanoi PPMU

Annex VI: PDM (ver.2)

Annex VII: Basic Concept of Trial Activity and Action Plan

Annex VIII: Selection of Target Groups and Activities in 6 Knowledge Sharing Provinces

Annex IX: Project Implementation Plan

Annex X: Record of the meeting

Project for Improvement of Reliability of Safe Crop Production in the Northern Region
3rd Joint Coordinating Committee Meeting

Agenda

Date : 21st June 2019 (Fri)
Time : 08:30 – 12:00
Place : Conference room 101, B6 Building, MARD
Chairman : Dr. Le Quoc Doanh, Vice Minister of Agriculture and Rural Development

Time	Contents	Presenter
08:00-08:30	Registration	Organizer
08:30-08:40	Introduction of Participants	Department of Crop Production
08:40-08:45	Opening Remarks	Dr. Le Quoc Doanh, Vice Minister of MARD
08:45-08:50	Welcome Address	Mr. Naomichi Murooka, Deputy Chief Representative of JICA Vietnam Office
08:50-09:30	Project Progress - Overall progress of project activities - Progress of C/P budget expenditure - Progress of achievement of PDM	MARD-CPMU Mr. Cao Viet Hung
09:30-09:45	Report from pilot province - result and lessons of pilot activities	Hai Duong PPMU
09:45-10:00	Result and Lessons of communication activities	Ha Noi PPMU
10:00-10:15	Tea Break	
10:15-11:00	Matters requiring resolution - Revision of PDM - Preparation of Action Plan in pilot provinces (Ha Nam, Hung Yen, Hai Duong) - Activities in Knowledge-sharing provinces	MARD-CPMU Mr. Tran Xuan Dinh
11:00-11:15	Project Implementation Plan (April 2019 – July 2021)	Team Leader of Consultant Team
11:15-11:50	Discussion on project activities and others	All Participants
11:50-12:00	Closing Remarks	Representative of MARD



Project for Improvement of Reliability of Safe Crop Production in the Northern Region

R. 201- A6 Building- Ministry of Agriculture and Rural Development

No2- Ngoc Ha Street- Ba Dinh- Hanoi

Tel/fax: (+84 4) 3244 4373

Participants:

Director General, Department of Crop Production (Vice Chairman)

Members of Central Project Management Unit (CPMU)

Representative of International Cooperation Department (ICD), MARD

Representative of Department of Plant Protection (DPP), MARD

Representative of Department of Cooperative and Rural Development (DCRD), MARD

Representative of National Agro-Forestry-Fisheries Quality Assurance Department (NAFIQAD)

Representative of Ministry of Planning and Investment (MPI)

Representative of Ministry of Industry and Trade (MOIT)

Representative of Ministry of Health (MOH)

Representatives of Provincial Peoples' Committee of pilot provinces and semi-pilot provinces

(Hanoi, Hung Yen, Hai Duong, Ha Nam, Thai Binh, Vinh Phuc and Phu Tho)

Representatives of Department of Agriculture and Rural Development (Provincial Project

Management Unit (PPMU)) (Hanoi, Hung Yen, Hai Duong, Ha Nam, Thai Binh, Vinh Phuc and Phu Tho)

Representative of JICA Vietnam Office

JICA experts and staffs for the project

Representative of Embassy of Japan (Observer)

List of Participants

No.	Name	Title	Organization
Ministry of Agriculture and Rural Development			
1	Dr. Le Quoc Doanh	Vice Minister	Ministry of Agriculture and Rural Development
2	Mr. Nguyen Anh Minh	Deputy Director General	International Cooperation Department (ICD)
3	Mr. Phong Huu Hao	Deputy Director General	National Agro-Forestry, Fisheries Quality Assurance Department (NAFIQAD)
4	Ms. Tran Phong Hoa	Staff	Department of Plant Protection
Central Project Management Unit			
5	Mr. Tran Xuan Dinh	Deputy Director General/ Project Director of CPMU	Department of Crop Production (DCP)
6	Mr. Dinh Cong Chinh	Vice head of Division/ Vice Director of CPMU	Food Crop Division, DCP
7	Mr. Cao Viet Hung	Staff/ Coordinator of CPMU	Agricultural Land Management and Environment Division, DCP
8	Mr. Nguyen Van Dan	Staff/ Secretary of CPMU	Food Crop Division, DCP
9	Mr. Duong Van Dung	Staff/ Member of CPMU	Food Crop Division, DCP
Pilot and Semi-Pilot City/Provinces			
10	Mr. Nguyen Xuan Dai	Deputy Director	Department of Agriculture and Rural Development (DARD), Hanoi City
11	Ms. Nguyen Thi Thoa	Vice head of Division/ Coordinator of CPMU	Organization Division, DARD, Hanoi City
12	Ms. Nguyen Thi Dieu Thuy	Head of Division/ Member of PPMU	Administrative Division, DARD, Hanoi City
13	Ms. Vu Thi Ha	Deputy Director/ Vice head of PPMU	DARD, Hai Duong Province
14	Mr. Le Thai Nghiep	Head of Division/ Coordinator of PPMU	Crop Production Division, DARD, Hai Duong Province
15	Mr. Tran Nguyen Thap	Head of Sub-department/ Vice head of PPMU	Sub-department of NAFIQAD, Hung Yen Province
16	Ms. Nguyen Thi Thu Huyen	Staff of Sub-department/ Secretary of PPMU	Sub-department of NAFIQAD, Hung Yen Province
17	Ms. Nguyen Manh Hung	Deputy Director/ Head of PPMU	DARD, Ha Nam Province
18	Ms. Tran Thi Nga	Vice head of Sub-department/ Coordinator of PPMU	Sub-department of Crop Production and Plant Protection, Ha Nam Province
19	Ms. Nguyen Thi Nga	Deputy Director/ Head of PPMU	DARD, Thai Binh Province
20	Ms. Nguyen Thi Hien	Vice head of Sub-department/ Vice head of PPMU	Sub-department of Crop Production and Plant Protection, Thai Binh Province
21	Ms. Le Thi Nhai	Staff of Sub-department	Sub-department of Crop Production and Plant Protection, Thai Binh Province
22	Mr. Pham Van Truc	Vice head of Sub-department/ Vice Head of PPMU	Sub-department of Crop Production and Plant Protection, Vinh Phuc Province
23	Mr. Cao Duy Hoa	Vice head of Division/ Member of PPMU	Crop Production Division, Sub-department of Crop Production and Plant Protection, Vinh Phuc Province
24	Mr. Tran Tu Anh	Deputy Director/ Head of PPMU	DARD, Phu Tho Province

25	Mr. Nguyen Manh Hung	Head of Sub-department/ Vice head of PPMU	Sub-department of NAFIQAD, Phu Tho Province
26	Ms. Nguyen Thi Thu Huong	Vice head of Division/ Member of PPMU	Inspection Division of Sub-department of NAFIQAD, Phu Tho Provincde
27	Mr. Dinh Cong Tuan	Deputy Director	DARD, Hai Phong City
28	Mr. Doan Huu Thanh	Vice head of Sub-department	Sub-department of Crop Production and Plant Protection, Hai Phong City
29	Mr. Bui Canh Duc	Head of Division of Sub-department	Crop Production Division, Sub-department of Crop Production and Plant Protection, Hai Phong City
30	Mr. Nguyen Hieu Son	Vice head of Sub-department	Sub-department of Crop Production and Plant Protection, Bac Ninh Province
31	Ms. Nguyen Quynh Trang	Staff of Sub-department	Sub-department of Crop Production and Plant Protection, Bac Ninh Province
32	Ms. Nguyen Thi Sinh	Staff of Sub-department	Sub-department of Crop Production and Plant Protection, Bac Ninh Province
JICA			
33	Mr. Naomichi Murooka	Senior Representative	JICA Vietnam Office
34	Mr. Naoki Kayano	Project Formulation Advisor	JICA Vietnam Office
35	Ms. Nguyen Thi Thu Hang	Staff	JICA Vietnam Office
36	Mr. Yoshihisa Kimura	Advisor for MARD	JICA Expert
37	Mr. Satoshi Yamamoto	Chief Advisor	JICA Project Office
38	Ms. Wakana Nishiyama	Project Coordinator	JICA Project Office
39	Ms. Nguyen Thi Hang	Project Advisor	JICA Project Office
40	Ms. Hoang Thi Phuong Linh	Staff	JICA Project Office
41	Ms. Dao Lan Huong	Secretary for JICA Expert	JICA Expert Secretary
42	Mr. Mitsuru Nanakubo	Team Leader	JICA Project Consultant Team
43	Mr. Hironori Inoue	Cooperative Sales and Purchase / Vegetable Production	JICA Project Consultant Team
44	Ms. Vuong Thuc Tran	Consultant Team Coordinator	JICA Project Consultant Team
45	Mr. Nguyen Van Doang	Senior Agriculture Expert	JICA Project Consultant Team
46	Ms. Luu Phuong Anh		Simultaneous Interpreter

Annex III
Project Progress

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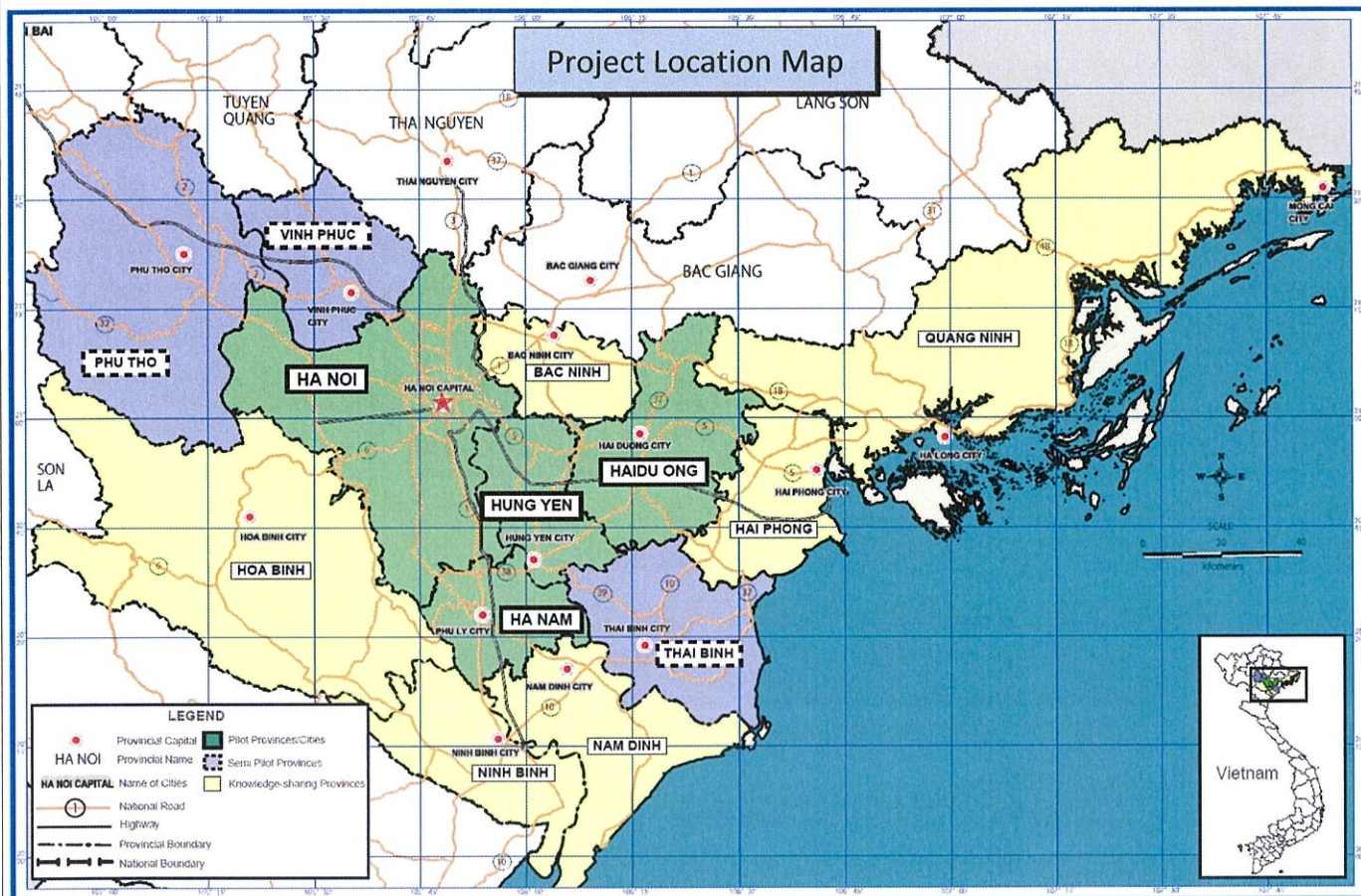
Project for Improvement of Reliability of Safe Crop Production in the Northern Region

Overall progress of project activities (July 2016 - May 2019)

June 2019

- Managing Organization:
MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT (MARD)
- Implementing Organization:
DEPARTMENT OF CROP PRODUCTION (DCP)
- Supported by:
JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)
- Implementation Period: From 7/2016 to 7/2021

1. Project Outline



Project Objective and Outputs

(1) Overall Goal

“Agricultural products in the Northern Region (2 cities and 11 provinces) of Viet Nam are improved in term of safety and reliability”.

(2) Project Purpose

“Safe crop productions (safety vegetable) in target sites in the Northern Region (2 cities and 11 provinces) of Viet Nam are promoted”.

(3) Outputs

Output 1 : Production

“The capacity of monitoring and management on safe crop production for relevant organization (DCP/MARD, DARD in respective province/city, district, and commune) is improved.”

Output 2 : Supply Chain

“The good patterns (as model) on safe crop production (safety vegetable) following GAP (Basic GAP) with supply chain (market linkage between production and consumption) is proposed.”

Output 3: Communication

“Awareness of relevant organization/people, mainly producer and buyers (consumer and traders; such as wholesalers and retailers) on safe crop production and food safety is raised.”

Trial Activity

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Project Scope

(1) Related organization and Project Site

Vietnamese Side:

- Organization with primary responsibility : MARD
- Organization for project implementation : MARD, Dept. of Crop Production
- Pilot Province(s)/city : Hanoi City (as consumption market), Hung Yen Province, Hai Duong Province, Ha Nam Province (as production area)
- Semi-Pilot Province(s)/city : Thai Binh Province, Phu Tho Province, Vinh Phuc Province (as production area)
- Knowledge-sharing province(s)/city : Quang Ninh Province, Hai Phong City, Hoa Binh Province, Bac Ninh Province, Nam Dinh Province and Ninh Binh Province

Japanese Side:

- Organization for project implementation : JICA Viet Nam Office, JICA experts

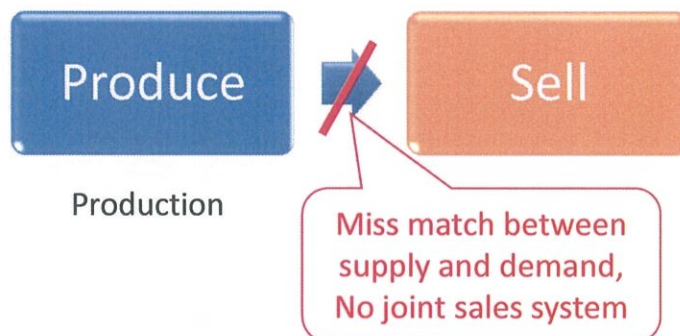
(2) Project Period

From July, 2016 to July, 2021

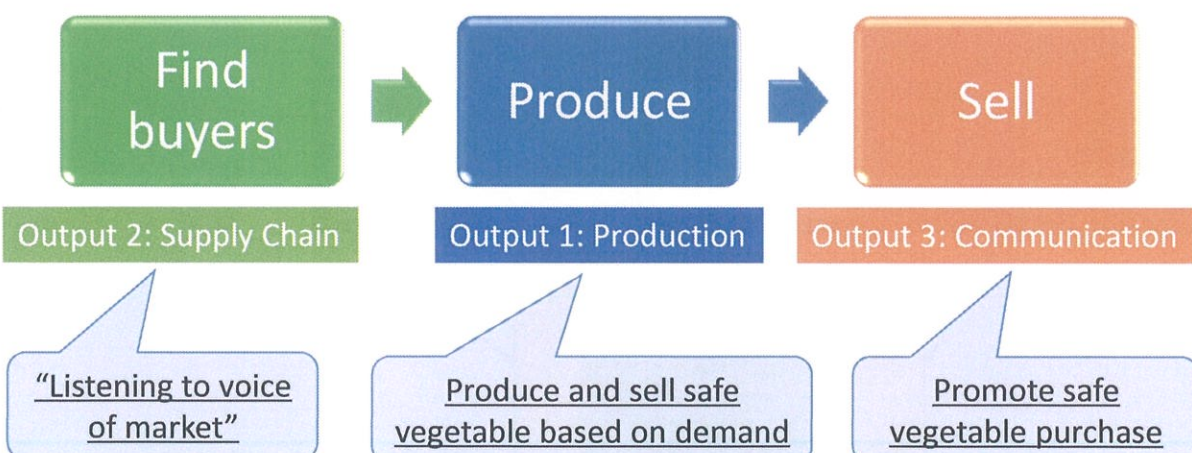
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Basic Concept: Produce what the market wants

Before



Project



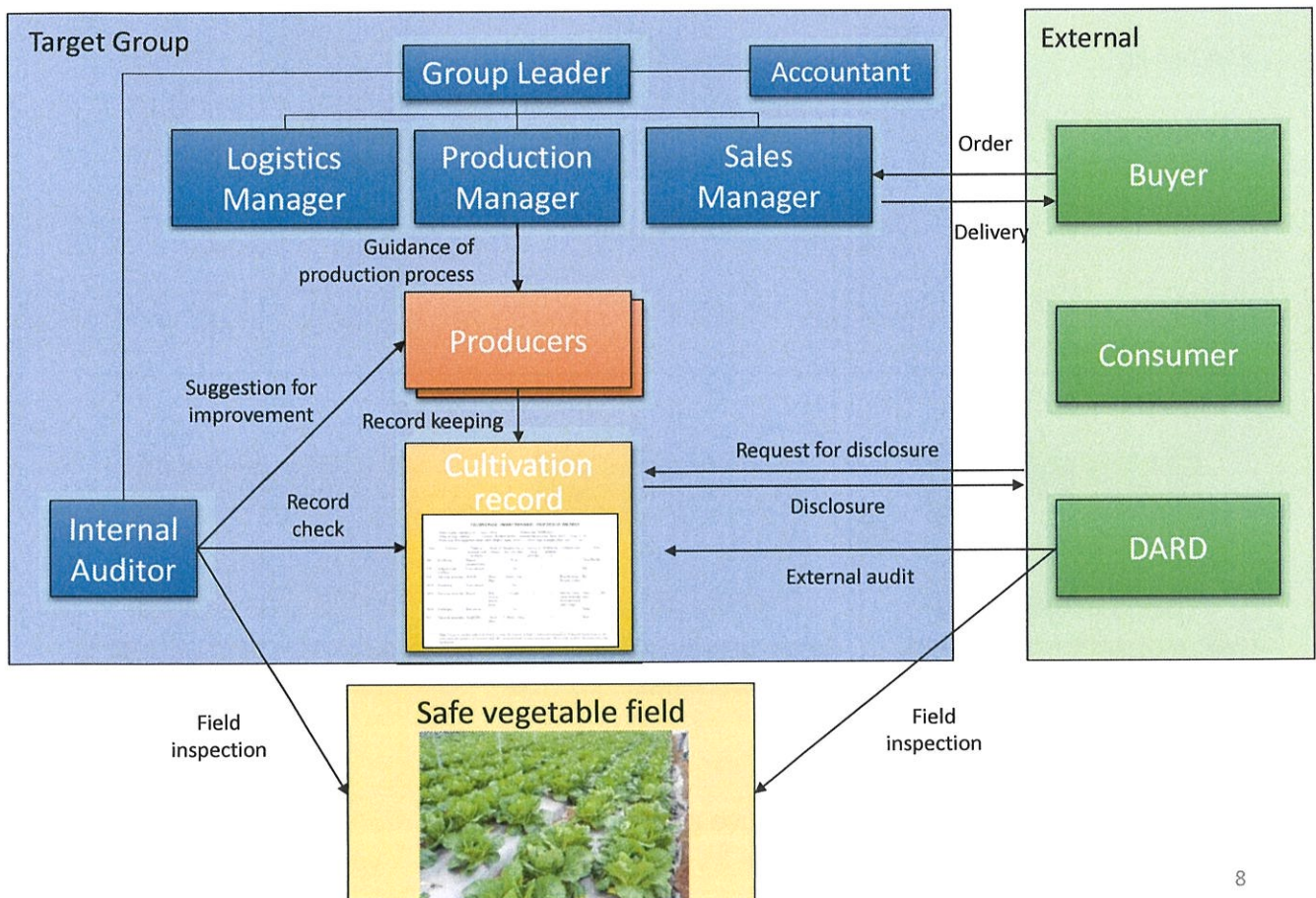
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Basic Concept: Produce what the market wants



Basic Concept: Management Structure

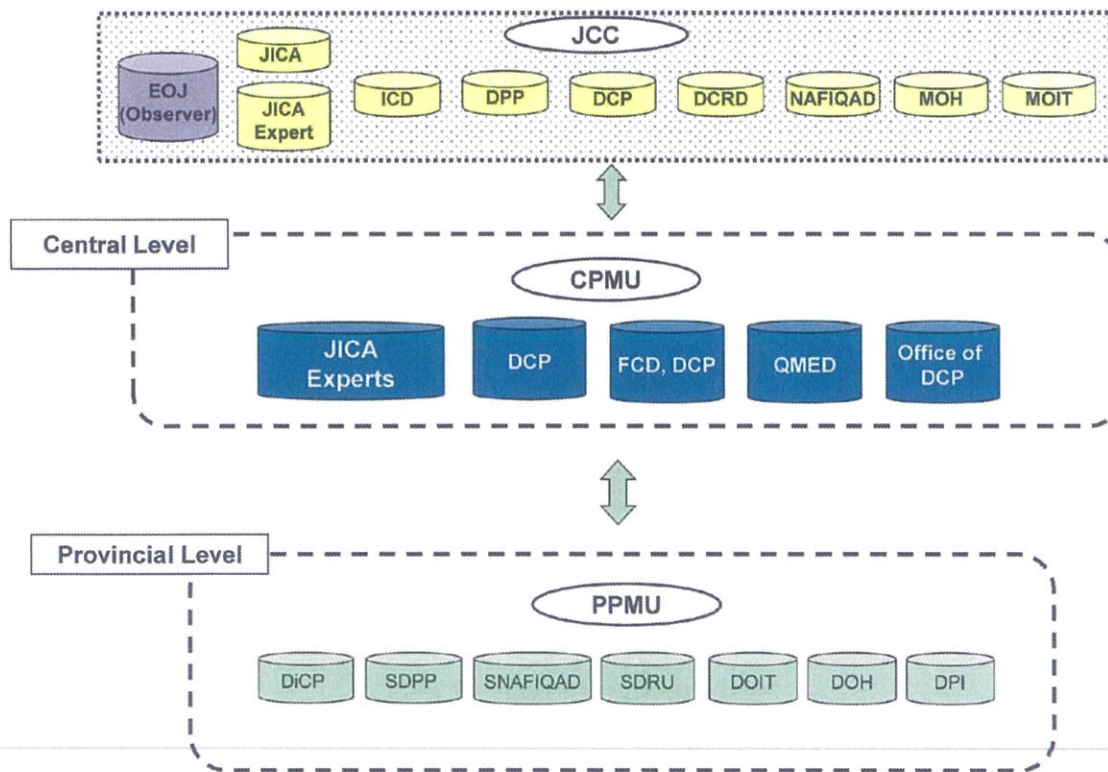


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Implementation Structure

Annex 3

Implementation Structure of the Project



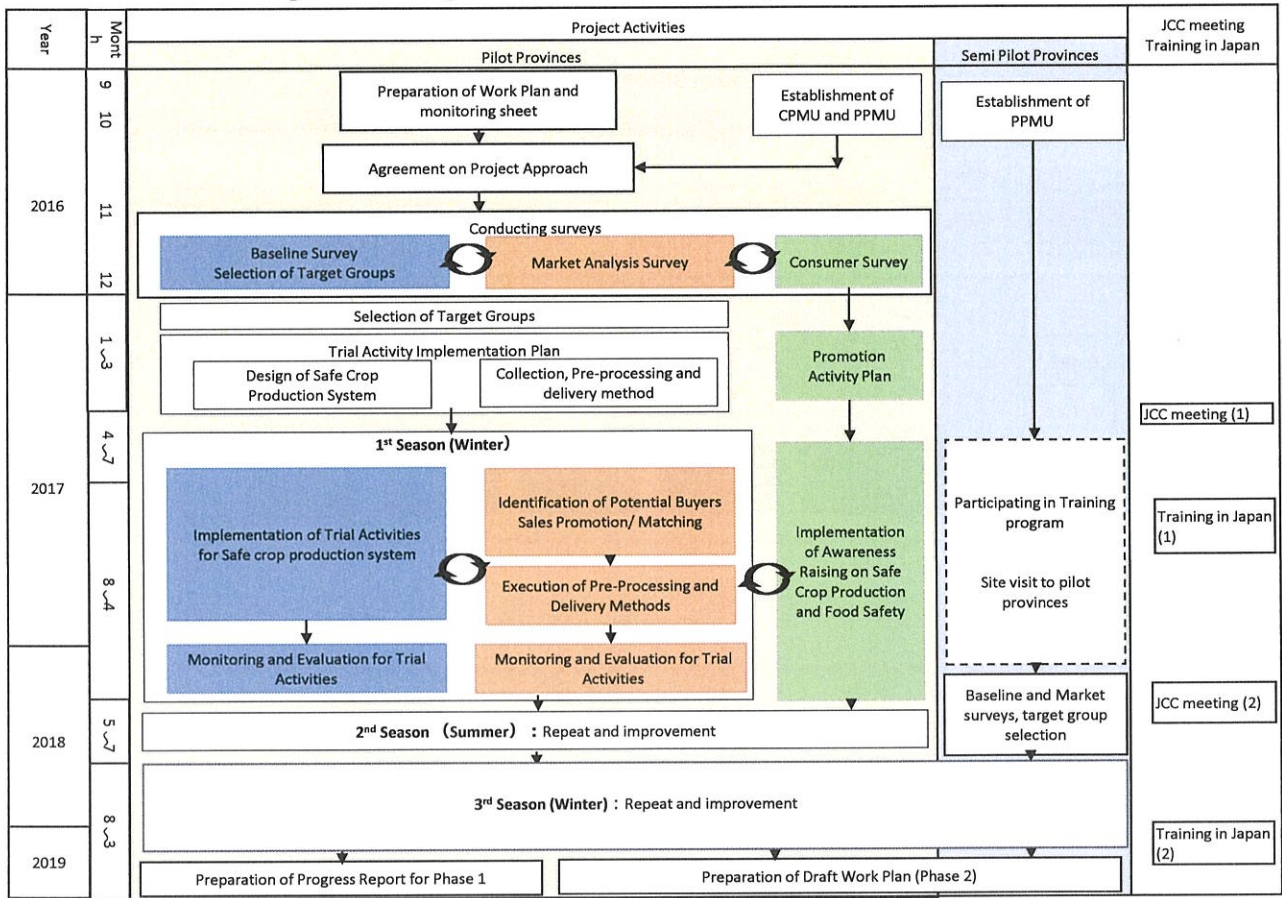
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2. Progress of Project Implementation

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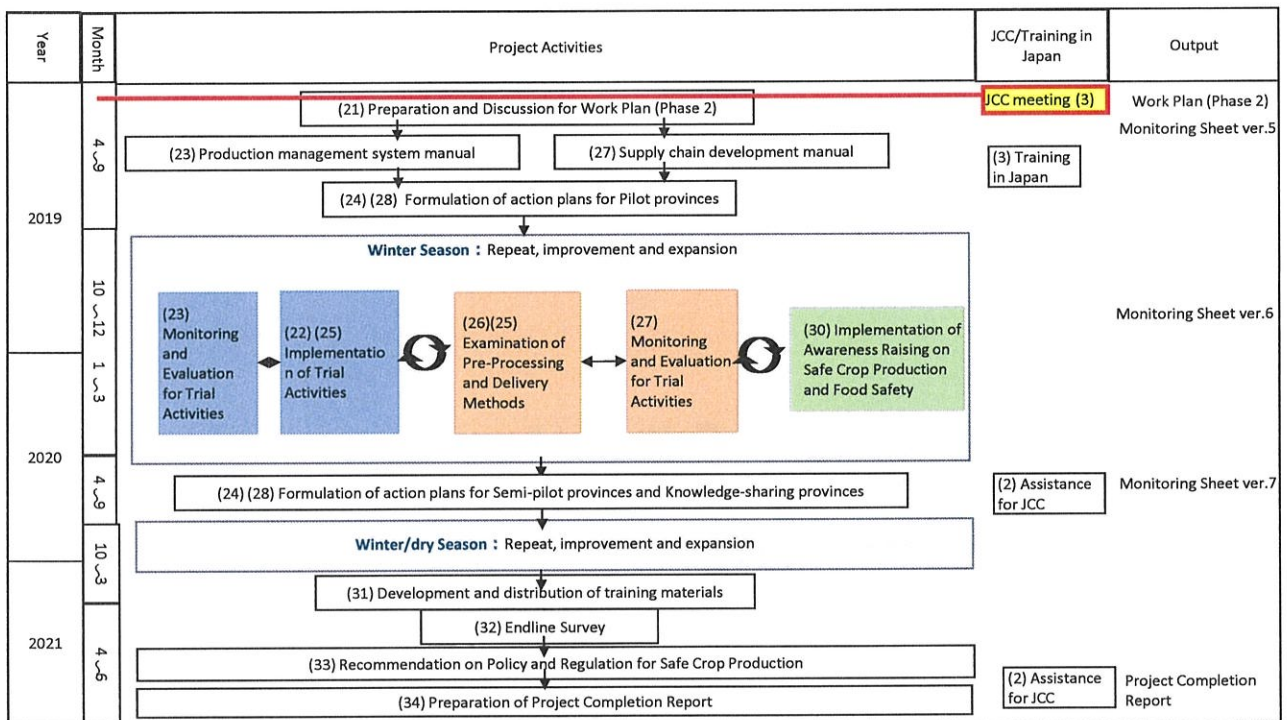
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Flow of Project Implementation (Jul 2016 - Mar 2019)



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Flow of Project Implementation (Apr 2019 – Jul 2021)



REGEND :

- : Output 1) The capacity of monitoring and management on safe crop production for relevant organization (DCP/MARD, DARD in respective province/city, district and commune) is improved.
- : Output 2) The good patterns (as model) on safe crop production (safety vegetable) following GAP (Basic GAP) with supply chain (market linkage between production and consumption) is proposed.
- : Output 3) Awareness of relevant organization/people, mainly producer and buyers (consumer and traders; such as wholesalers and retailers) on safe crop production and food safety is raised.
- : Winter/Dry Season

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Achievement of Outputs (as of Apr., 2019)

Output 1 Production

1) "The capacity of monitoring and management on safe crop production for relevant organization (DCP/MARD, DARD in respective province/city, district, and commune) is improved."

Target Indicators	Target	Achievement	Ratio
For Producers			
1-1) The number of target groups applying and utilizing Basic GAP/ VietGAP is increased to at least 16.	16	20	125%
1-2) 320 number of producers in target sites attend Basic GAP trainings.	320	<i>To be counted</i>	-
1-3) 80% of producers in target sites record on field diary properly according to Basic GAP.	80%	77% (665/860)	-
1-4) 100% of target groups in target sites conduct internal audit to evaluate group members' activity.	100%	100% (16/16)	-
For Government staff			
1-5) 48 number of field officers are trained as trainer of Basic GAP.	48	157	327%
1-6) 35 samples of soil and water analysis are conducted.	35	30	86%
1-7) 60 samples of pesticide residue inspection are conducted. (*count only for laboratory test)	60	63	105%
1-8) 70 times of internal audits are attended by field officers.	70	28	40%
1-9) Monitoring report is prepared by PPMU every 3 months. (*First monitoring report in Sep. 2017, continue until 2020)	12	6	50%
1-10) Evaluation report is prepared by CPMU before every JCC meeting.	4	1	25%
1-11) Action plan is prepared by PPMU and CPMU. (CPMU1, Pilot PPMU 4, Semi-pilot PPMU 3)	8	-	13 0%

Output 2 Marketing

2) "The good patterns as model on safe crop production (safety vegetable) following GAP (Basic GAP/VietGAP/Global GAP) with supply chain is proposed."

Target Indicators	Target	Achievement	Ratio
2-1) 20 number of matching events are conducted (*including one-to-one matching)	20	177	885%
2-2) 40 number of linkages between producers and buyers are made in target sites.	40	65	163%
2-3) The stakeholder coordination meetings for each target group which include producers, buyers and members of DARD are held at least twice a year. (*Phase1: 2seasons*7groups, Phase2: 3seasons*16groups =62)	62	28	45%
2-4) Monitoring report is prepared by PPMU every 3 months.	12	7	58%
2-5) Evaluation report is prepared by CPMU before every JCC meeting.	4	1	25%
2-6) Action plans is prepared by PPMU and CPMU.	8	-	0%

Output 3 Communication

3) "Awareness of relevant organization/people, mainly producer and buyers (consumer and traders; such as wholesalers and retailers) on safe crop production and food safety is raised."

Target Indicators	Target	Achievement	Ratio
3-1) The awareness program for consumers, producers and buyers are conducted 15 times by CPMU and PPMU.	15	40	267%
3-2) 5 promotional materials for awareness activities are developed.	5	7	140%
3-3) The number of participants in the awareness activities exceeds 500.	500	77,514 (School education)	15,500 %

Achievement of Project Purpose

“ Safe crop productions (safety vegetable) in target sites in the Northern Region of Viet Nam are promoted.”

Target Indicators	Target	Achievement	Ratio
1) At least three kinds of supply chain models for safe crops are developed in the target sites.	3	<i>To be developed</i>	-
2) Percentage of farmers who join joint sales of safe crop is increased to 50% in the target sites.	50%	60%	-
3) The area for reliable safe crop production in the target sites is increased to 180ha.	180ha	106.61ha	59.2%

3. Trial Activities

Output 1 Production Management

Output 2 Supply Chain Development

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Objective and Approaches of Trial Activities

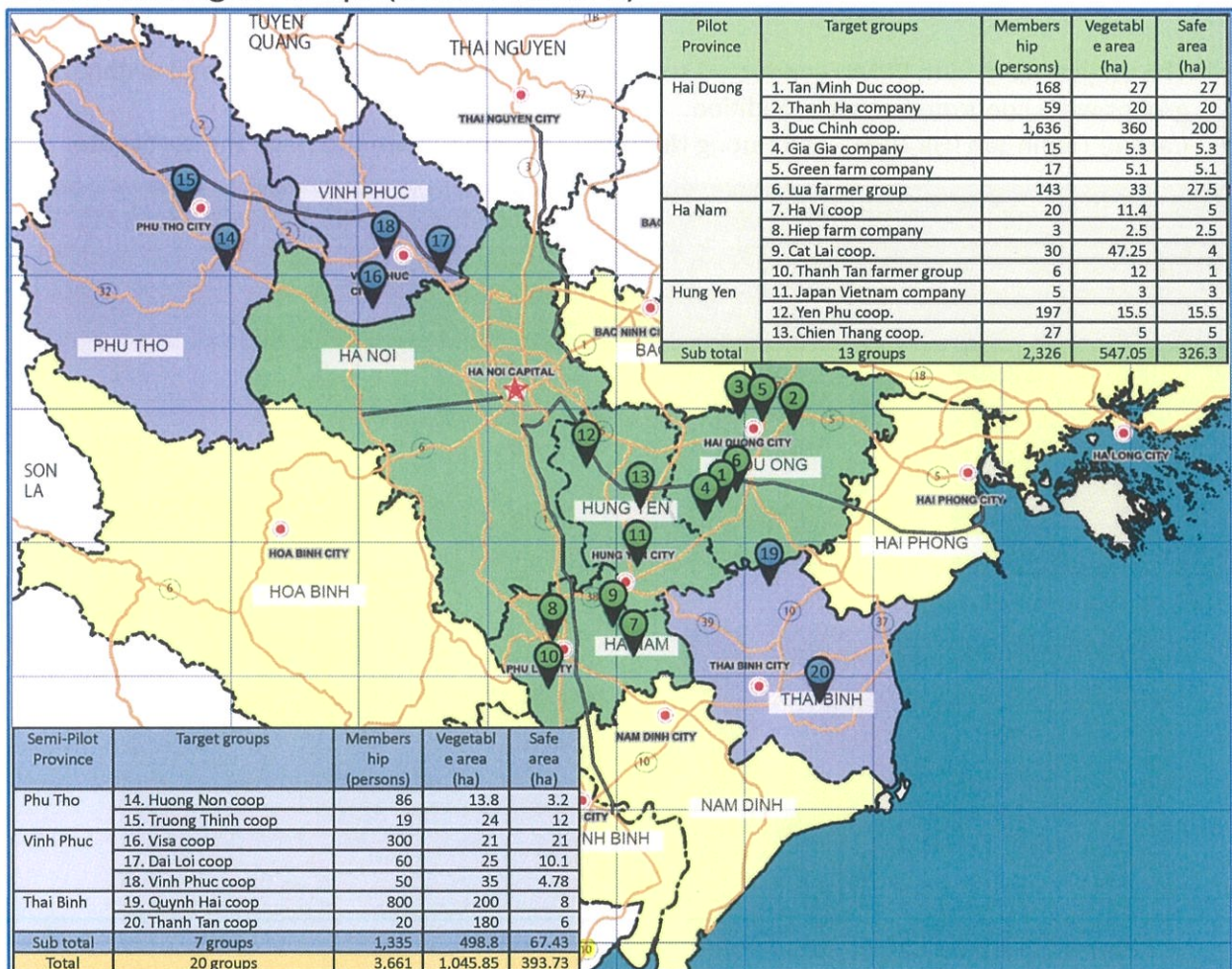
(1) Objective of trial activities

- To ensure the good responsiveness and application of Basic GAP, cultivation methods and supply chain development in the context of Northern Vietnam.

(2) Approaches

- Capacity building of relevant government staff and target groups to acquire knowledge and skills of Basic GAP application in consideration with marketing,
- Guide and monitor the safe vegetable production in accordance with Basic GAP criteria,
- Support improvement of cultivation methods for quality and safe vegetable production,
- Establish supply chains for safe vegetables through matching and examination of collection, pre-processing and delivery,
- Assure economic return to producers by practicing project approaches.

Selected Target Groups (since Oct.2018)



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Detailed contents of trial activities

Production activities

Good Agriculture Practice (GAP)

1. Confirmation of the safety of production area

2. Trainings for Basic GAP

3. On-field instruction for Basic GAP

- Record keeping, Chemical application
- Internal audit
- Joint purchase

4. Upgrading conditions to ensure food hygiene and safety

5. External inspection and auditing

- Pesticide residue check
- Technical assessment

Production Planning and Joint Sales

6. Cultivation planning based on market demand

7. Enhance joint sales management

8. Cultivation Method to improve quality and safety

- Soil improvement
- New variety seeds
- Seedling method
- New agriculture materials

Monitoring of trial activities

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1. Confirmation of the safety of production area

- The project team with PPMU conducted soil and water test for 8 target groups, and all target groups were confirmed as safe condition.
- Cat Lai, Thanh Tan (Ha Nam), and Huong Non (Phu Tho) are required to issue the certificate.

Target groups	No. of groups satisfying with requirement of Circular 49/2013/TT-BNNPTNT and buyers	No. of groups required for soil and water test	No. of groups conducted soil and water test	No. of groups satisfying the requirement
Initial 7 target groups	2/7	5*	5	7/7
Additional 13 target groups	10/13	3	3	13/13
Total 20 target groups	12/20	8	8	20/20

* 3 groups were required by buyers.



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2. Training for Basic GAP

- The project team conducted 6 TOT Basic GAP, 3 Post harvest training and 3 follow-up TOT Basic GAP.
- 26 TOF Basic GAP were organized by PPMU in pilot provinces and semi-pilot provinces.

Training	No. of trainings	No. of Gov. staff	No. of farmers	Total participants
TOT Basic GAP	6 (3 pilot and 3 semi pilot provinces)	127	63	190
TOF Basic GAP	26 (all 20 groups received training)	47	706	753
Post harvest training	3*	24	32	56
Follow up TOT Basic GAP	3	62	55	117
Total	38	260	856	1,116

* Post harvest training was not organized as it was included as one of components on TOF Basic GAP and technical assessment for safety condition.



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2. Training for Basic GAP

- One exposure tour to Dalat was organized to learn the advanced techniques on safety control, cultivation methods and post-harvest handling.
- 3 exposure visits were organized for 6 target groups to visit Tan Minh Duc and Yen Phu cooperatives in order to share the experiences of trial activities.

Training	No. of trainings	No. of Gov. staff	No. of farmers	Total participants
Dalat study tour	1	7	13	20
Exposure visit to initial target groups	3	8	68	76
Total	4	15	81	96

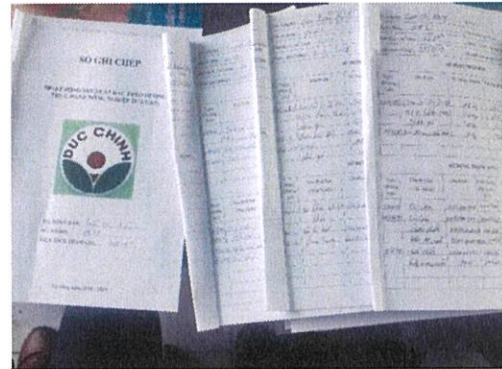


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3. On field instruction for Basic GAP

1) Record keeping

Guidance and monitoring of record keeping and agrochemical application.



BẢNG 1 - NHẬT KÝ THỰC HÀNH SẢN XUẤT

Tên đơn vị: ... Địa chỉ: ... Ngày tháng: ...

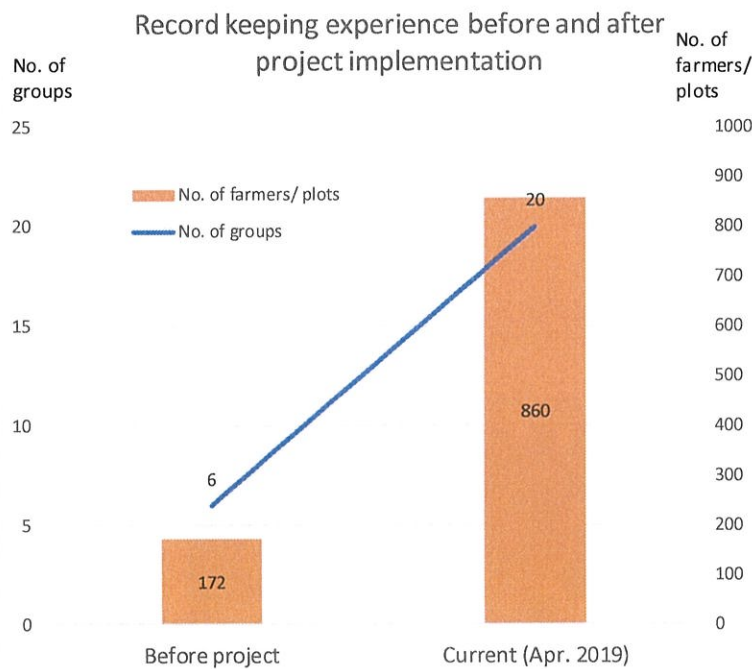
Ngày tháng	Chiều cao	Loại phân bón	Loại thuốc	Mô hình	Loại nước	Điểm sinh	Phân tích mẫu đất	Ngày thu hoạch
20/12	1,5m	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6		Thưa
20/12	1,5m	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6		Thưa
20/12	1,5m	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6		Thưa
20/12	1,5m	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6		Thưa
20/12	1,5m	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6		Thưa
20/12	1,5m	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6	Đỗ 6/6		Thưa



3. On field instruction for Basic GAP

1) Record keeping

- At the beginning, only 6 target groups out of 20 groups had regular record keeping, but currently all 20 groups, 860 farmers maintain the record regularly.



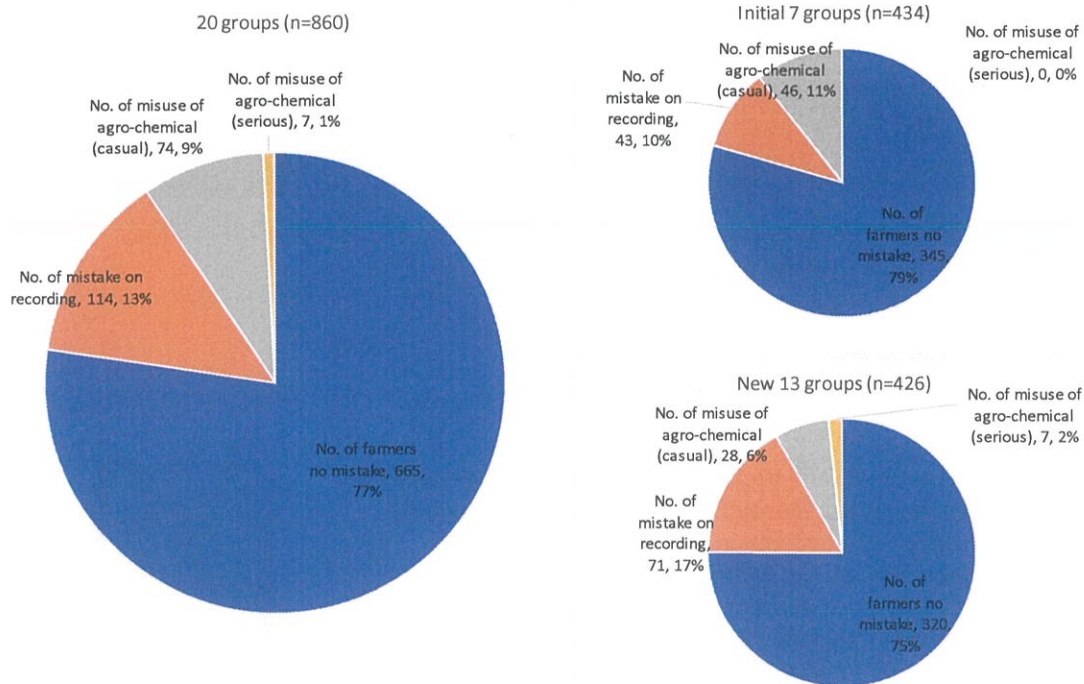
* Number of groups and farmers/plots before project was assessed by JICA consultant team.

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3. On field instruction for Basic GAP

1) Record keeping

- Out of 860 farmers/plots, 665 farmers/plots (77%) had no mistake on records.
- There were 114 cases of mistakes, 74 cases of casual misuse of agro-chemicals, and 7 cases of serious misuse of agro-chemicals, which was not satisfied with enough PHI.
- The project team with PPMU instructed the farmers for corrective action to avoid mistake.



Result of record keeping in winter 2018-19

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3. On field instruction for Basic GAP

1) Record keeping

- 65 farmers mistook on recording in Duc Chinh cooperative, and 42 cases were casual mistake of agro-chemical. Most of mistakes identified were wrong name of agrochemicals. As it was difficult for farmers to remind proper English names of chemicals, farmers wrote wrong commonly-used names.

Province	Target groups	No. of farmer/land plot, original	No. of farmer/plot checked	No. of farmers no mistake	No. of mistake on recording	No. of misuse of agro-chemical (casual)	No. of misuse of agro-chemical (serious)
Hai Duong	Tan Minh Duc coop.	51	51	45	6	0	0
	Thanh Ha company	10	10	10	0	0	0
	Duc Chinh coop.	278	278	211	25	42	0
	Gia gia company	16*	16	16	0	0	0
	Green farm company	11*	13	13	0	0	0
Ha Nam	Lua farmer group	50	50	24	20	6	0
	Ha Vi coop	27	27	16	8	3	0
	Hiep farm company	22*	19	14	4	1	0
	Cat Lai coop.	24	24	13	6	4	1
Hung Yen	Thanh Tan farmer group	6	6	3	2	1	0
	Japan Vietnam company	17*	17	17	0	0	0
	Yen Phu coop.	32	32	32	0	0	0
Phu Tho	Chien Thang coop.	8	8	8	0	0	0
	Huong Non coop	86	86	60	19	5	2
	Truong Thinh coop	42	42	30	6	4	2
Vinh Phuc	Visa coop	31*	31	27	4	0	0
	Dai Loi coop	48*	48	35	6	5	2
	Vinh Phuc coop	64*	64	57	7	0	0
Thai Binh	Quyhn Hai coop	32	32	28	1	3	0
	Thanh Tan coop	6*	6	6	0	0	0
Total	20 groups	861	860	665	114	74	7
	Initial 7 groups	437	434	345	43	46	0
	New 13 groups	424	426	320	71	28	7
Total (%)	20 groups			77%	13%	9%	1%
	Initial 7 groups			79%	10%	11%	0%
	New 13 groups			75%	17%	7%	2%

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3. On field instruction for Basic GAP

1) Record keeping

- There were 7 serious misuse of agro-chemicals found from 4 target groups: Cat Lai coop., Huong Non coop, Truong Thinh coop and Dai Loi coop. JICA project team reviewed those record books to identify the kind of case and the causes to lead misuse.
- According to the inspection, there was no case of illegal chemical application. All of 7 cases were PHI violence, which a farmer harvested vegetable without keeping enough interval period after application of a chemical.

Target group		No. of misuse of agro-chemical (serious)	Illegal chemical was applied	PHI was not enough before harvesting
Ha Nam	Cat Lai coop.	1	0	1
Phu Tho	Huong Non coop	2	0	2
Phu Tho	Truong Thinh coop	2	0	2
Vinh Phuc	Dai Loi coop	2	0	2
Total		7	0	7

Incident detail When the field staff checked the field record compared with harvesting record, the staff found the PHI was not enough according to the instruction on pesticide label.

- Name of pesticide: Radiant 60SC
- Recommended duration (number of days) of PHI according to guidance of pesticide label: 3 days
- Actual PHI duration (number of days) of this case: 2 days



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3. On field instruction for Basic GAP

2) Internal Audit

- According to the results of internal audits conducted by 20 target groups, it was identified the most frequent failures as below:

No	Criteria	Level	No. failed (n=20)	Comment
17	Are processing, packaging, and storage areas isolated from storehouses and containing sites of pesticides, fertilizers and other hazardous chemicals?	A	6	Do not have processing, packaging, and storage house
22	Have farmers worked on warning signs in the production site those just spraying pesticides?	B	6	Farmers do not have warning signs in the production site those just spraying pesticides
14	Are chemicals and those packages destroyed strictly in compliance with the State's regulations?	A	5	Pesticide packages are not destroyed strictly in compliance with the State's regulations
20	Is waste water, garbage collected and treated properly in accordance with regulations?	A	3	Liquid waste are not collected in compliance with regulation
1	Is the production site appropriate for the State's and local planning?	A	1	Do not have safe production site certification
6	Has a record been made and kept when fertilizers and soil additives are purchased and used?	A	1	Due to not practice joint purchase, so do not record and kept when purchase fertilizers and soil additives
12	Are chemicals/plant protection products used strictly in accordance with label directions and guidance of technicians?	A	1	Several farmers use over dose of pesticides
18	Is clean water used to wash products after harvesting?	A	1	Do not have processing, packaging, and storage house
19	Does the quality of clean water used to wash products meet the standard?	A	1	Do not have processing, packaging, and storage house
25	Do products have product origin or label to facilitate the traceability?	A	1	Do not have label to facilitate the traceability of products

NS

3. On field instruction for Basic GAP

3) Joint Purchase

- The project team and PPMU is establishing a joint purchase system for Duc Chinh cooperative, and prepared a list of agrochemicals for carrot with key information, such as PHI and dosage.
- Joint purchase system to be established from Sep. 2019.

List of Agrochemicals for Carrot in Duc Chinh Cooperative for safety usage								
This list of agrochemical was prepared by the Duc Chinh Cooperative. And this list was authorized by Hai Duong DARD				Agrochemicals are sold in the cooperative's shop Tel: XXXXXXXXXXXX Address: XXXXXXXXXXXX				
Max volume of 1 bin is 16Lt								
Diseases-Insects	Agrochemical Information		Pre Harvest Interval (days)	Amount of agrochemical for 1 bin	Amount of water for 1 bin	Number of bin for 1 sac	Maximum application times in season	Note
	Commercial Name	Active Ingredient						
1) Black cutworm (<i>Agrotis ipsilon</i>); Cotton leafworm (<i>Spodoptera litura</i>)	Match 050 EC	Lufenuron (min 96 %)	7	20ml-40ml	16 lit	1 binh	3	After the worm appears 5-7 days. Spray to insects' body.
	Prevathon 55C	Chlorantraniliprole (min 93%)	3	15ml-20ml	12 lit	1 binh	3	Spray to insects' body
	Radiant 60SC	Spinetoram (min 86.4%)	3	15ml	16 lit	1 binh	3	After the worm appears 5-7 days. Spray to insects' body or to plants
2) Root rot (<i>Rhizoctonia solani</i>)	Daconil 75WP, 500SC	Chlorothaloniil (min 98%)	7	15g	10 lit	2 binh	3	Spray before disease appears as prevention.
	Kasumin 2 SL	Kasugamycin (2%w/w)	7	50ml-60ml	16lit	1 binh	3	
	Moren 25WP	Pencycuron (min 99%)	10	20g	16lit	2 binh	3	Spray before disease appears as prevention or after appeared as recovering
	Validacin 55L	Validamycin (Validamycin A) (min 40%)	7	35ml-40ml	16lit	1 binh	3	
	Valivithaco 35L *1	Validamycin (Validamycin A) (min 40%)	7	50-60ml	16lit	1 binh	3	
3) Downy mildew (<i>Phytophthora infestans</i>)	Daconil 75WP, 500SC	Chlorothaloniil (min 98%)	7	15g	10lit	2 binh	3	Spray before disease appears as prevention.
	Forwanil 75WP **2	Chlorothaloniil (min 98%)	7	40g	16lit	1 binh	3	
4) Soft rot (<i>Erwinia carotovora</i>)	Alfamit 33WP	Metaxylol (min 95%)	7	16g	16lit	1 binh	3	Spray after diseases appered as recovering.
	DuPontTM Kocide 46.1WG	Copper Hydroxide	3	25g	16lit	1 binh	3	Spray before disease appears as prevention.
	Kasumin 2 SL	Kasugamycin (2%w/w)	7	50ml-60ml	16lit	1 binh	3	

Note:
*1: Valivithaco 35L is possible to apply instead of Validacin 55L because of same active ingredient. But should not be applied together to avoid over-dosage.
**2: Forwanil 75WP is possible to apply instead of Daconil 75WP or Daconil 500SC because of same active ingredient. But should not be applied together to avoid over-dosage.

4. Upgrading conditions to ensure food hygiene and safety

Construction/ rehabilitation of pre-processing and packaging house, installation of tools and equipment



4. Upgrading conditions to ensure food hygiene and safety

- 7 target groups upgraded the conditions of harvesting and pre-processing with support of the project team by providing tools, equipment and construction materials for pre-processing house.

Upgraded Items	No. of groups upgraded (as of Apr 2019)	No. of groups to be upgraded	No. of groups not required**
Tools and equipment for harvesting in the field	6	8	6
Tools and equipment in pre-processing area	6	8	6
Upgrade infrastructure of pre-processing house	7	8	5
Building cooling house for preserving vegetables	1*	-	-
Upgrade infrastructure of warehouse (fertilizer and chemicals)	1	-	-

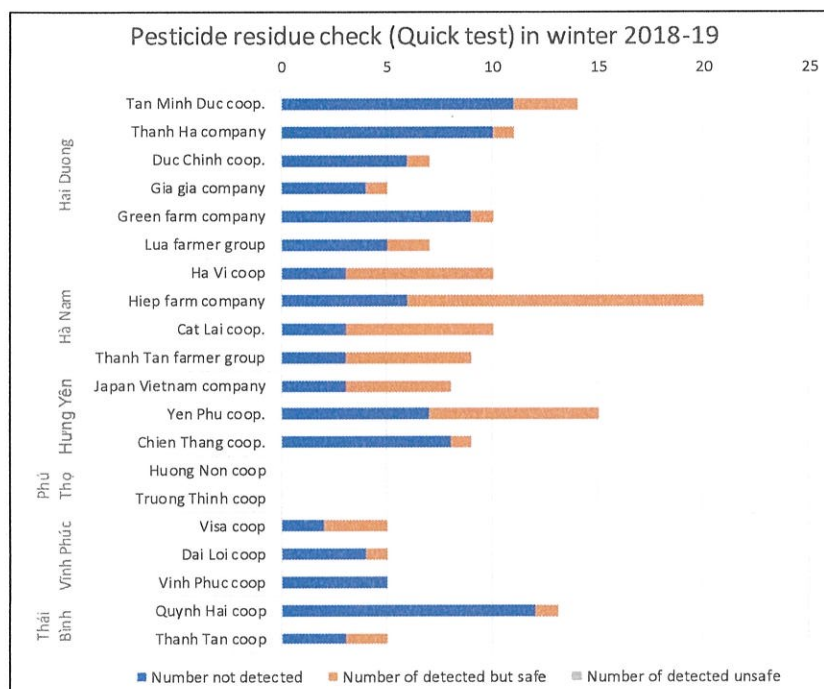
* Yen Phu invested the facilities without financial support from the project team.

** The groups have sufficient tools and facilities

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5. External Inspection and Auditing

- Quick test for pesticide residue: In winter 2018-19, total 168 samples in 18 target groups were tested by quick test.
- Out of 168 samples, 104 samples did not detect any residue though 64 samples showed a chemical residue but under safe level. There was no sample above MRL.



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MS

5. External Inspection and Auditing

- In winter 2017-18, laboratory test was conducted in 7 target groups. Total 25 samples were tested and all samples had no microbiological contamination. But there were residues over MRL found from 2 samples, the project team and PPMU investigated the causes of incidents.
- In winter 2018-19, laboratory test was conducted in 18 target groups except for 2 groups in Phu Tho province. PPMU staff collected samples in field and sent them to laboratory. Total 38 samples were tested and there was no sample detected as over MRL.

	No. of samples	No. of samples detected above MRL
Winter 2017-18	25	2*
Winter 2018-19	38	0
Total	63	2

*Detected samples were:

Morning glory: Lead (Pb) 0.444mg/kg (MRL 0.3mg/kg), and
Carrot: Pesticide (Difenoconazole) 0.243mg/kg (MRL 0.2mg/kg)

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6. Cultivation planning based on market demand

- Each target group established a safe vegetable production groups and prepared a cultivation plan based on the expected demand from buyers.
- In winter 2018-19, total trial activity area became more than 106ha.

	Target groups	No. of workers	No. of farmers	Area (ha)
Winter 2017-18	7	18	382	50.85 ha
Winter 2018-19	20	96	696	106.6 ha

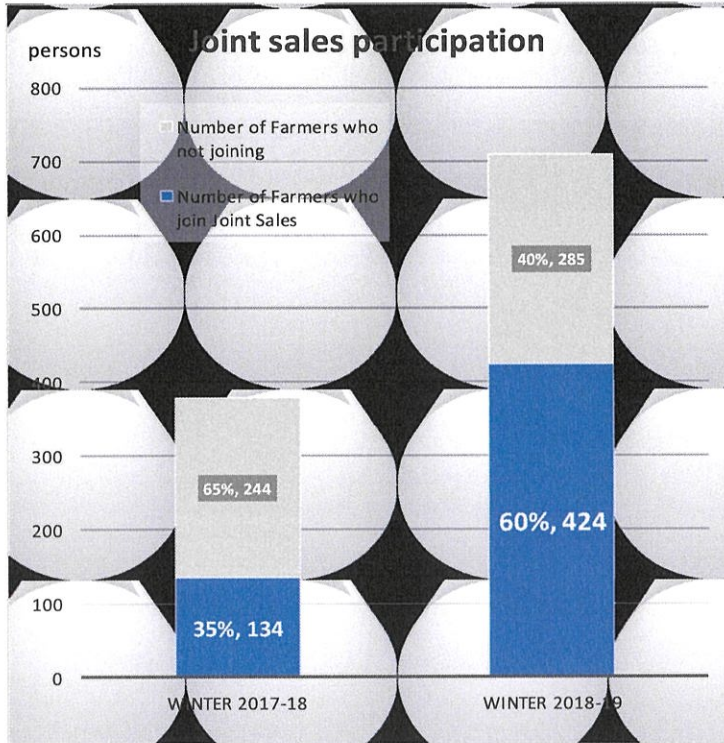
No.	Farmer's name	Area (m2)	Vegetable	Transplant date	Estimated amounts (Kg)	Expected harvesting time (kg)			
						Nov-18	Dec-18	Jan-19	Feb-19
Group 1									
1	Đương Thị Xuyên	540	Kohlrabi	21/10	1,200		1,200		
2	Phạm Văn Tân	540	Kohlrabi	2/10	1,200	1,200			
3	Đào Văn Đức	504	Chilli	10/7	400	400			
	Đào Văn Đức	540	Kohlrabi	10/10	1,200	1,200			
4	Đào Thị Ngại	1,152	Kohlrabi	12/10	4,100	1,600	2,500		
5	Đào Văn Dương	684	Spring onion	26/9	950	950			
6	Phạm Thị Mai	504	Kohlrabi	16/10	1,100		1,100		
7	Phạm Văn Minh	828	Chilli	15/8	300	300			
8	Lê Thị Sơn	288	Spring onion	21/10	400		400		
9	Vũ Văn Xanh	360	Kohlrabi	18/10	800		800		
10	Vũ Văn Xu	648	Kohlrabi	4/11	1,400		1,400		
11	Nguyễn Thị Xuyên	504	Spring onion	20/10	700			700	
12	Phạm Văn Nhung	360	Kohlrabi	10/10	800	800			
	Phạm Văn Nhung	288	Chilli	25/7	200	200			
13	Phạm Văn Thiều	684	Chilli	4/8	600	600			
14	Phạm Thị Bảo	360	Chilli	10/8	300	300			
	Phạm Thị Bảo	468	Bean	15/8	1,000	1,000			
15	Phạm Thị Muôm	360	Chilli	15/7	400	400			
	Phạm Thị Muôm	288	Bean	10/8	400	400			
16	Nguyễn Văn Toàn	792	Kohlrabi	15/10	1,700		1,700		
17	Phạm Văn Chiến	360	Spring onion	5/11	500		500		
	Phạm Văn Chiến	792	Kohlrabi	18/10	1,700		1,700		



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7. Enhance joint sales management

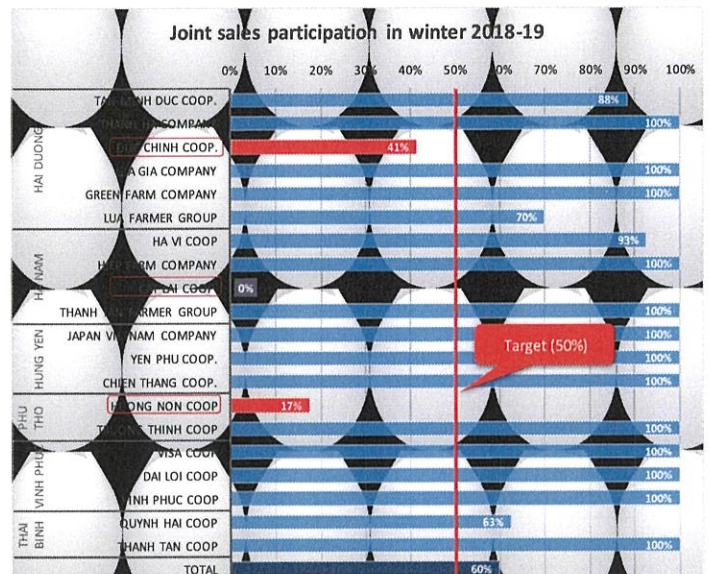
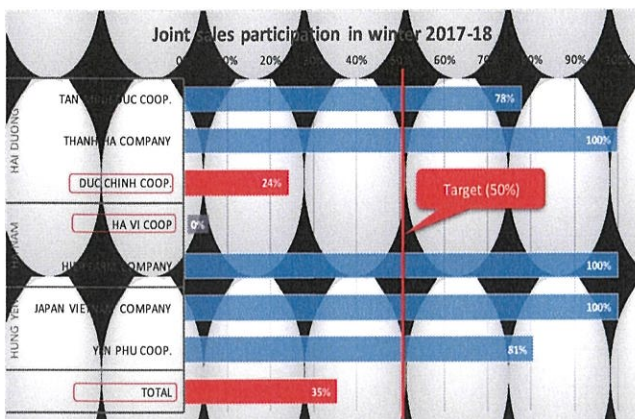
- Comparing with previous year, the total number of farmers involved in joint sales was increased from 134 to 424 persons, and the total percentage of joint sales participation was also increased from 35% to 60%.



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7. Enhance joint sales management

- As of April 2019, it was confirmed that more than 50% of farmers have joined the joint sales in 17 target groups out of 20 groups except for 3 cooperatives: Duc Chinh in Hai Duong, Cat Lai in Ha Nam and Huong Non in Phu Tho. In total, 60% of farmers joined the joint sales, which was higher than the project target indicator (50%).

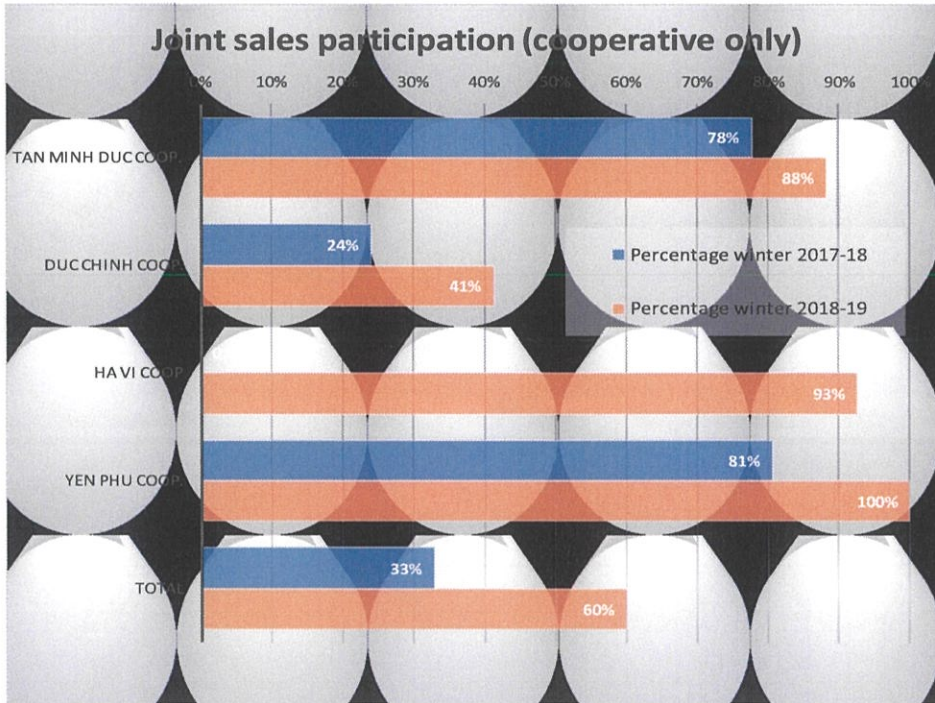


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7. Enhance joint sales management

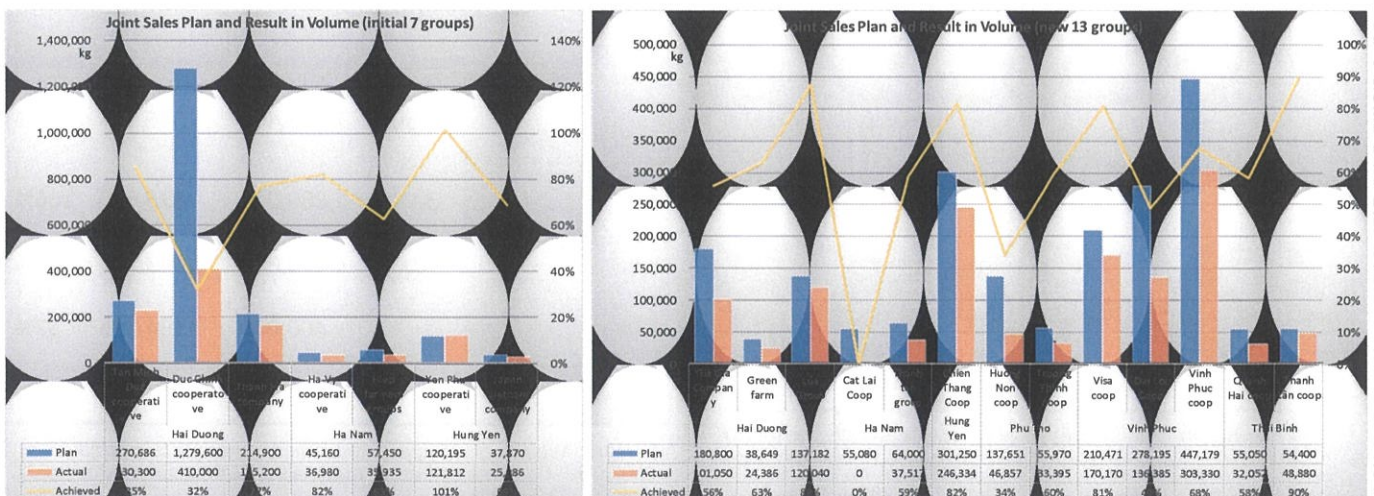
- all 4 groups improved the participation of joint sales compared with last year. Especially Ha Vy cooperative drastically improved after participation of local government like commune PC and district economic division.



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7. Enhance joint sales management

- Out of initial 7 target groups, Duc Chinh cooperative sold biggest volume of vegetable (410ton), though the smallest group was Japan Vietnam company (25ton). 7 groups in total supplied more than 1,000ton of safe vegetable in winter 2018-19. However, target groups could achieve only 50% of original plan as 2,000ton.
- Out of new 13 target groups, Vinh Phuc cooperative sold the biggest volume of vegetable (303ton) followed by Chien Thang cooperative (246ton). The smallest group was Cat Lai (0ton). 13 groups in total supplied more than 1,300ton of safe vegetable in winter 2018-19, and target groups achieved 65% of original plan as 2,016ton.



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8. Cultivation methods to improve quality and safety

- The project team demonstrated 4 types of cultivation methods as the most important methods to improve quality and safety.

1) Soil improvement Composting method



2) New variety seeds Heat tolerance, Disease tolerance



3) Seedling method



4) New agriculture materials

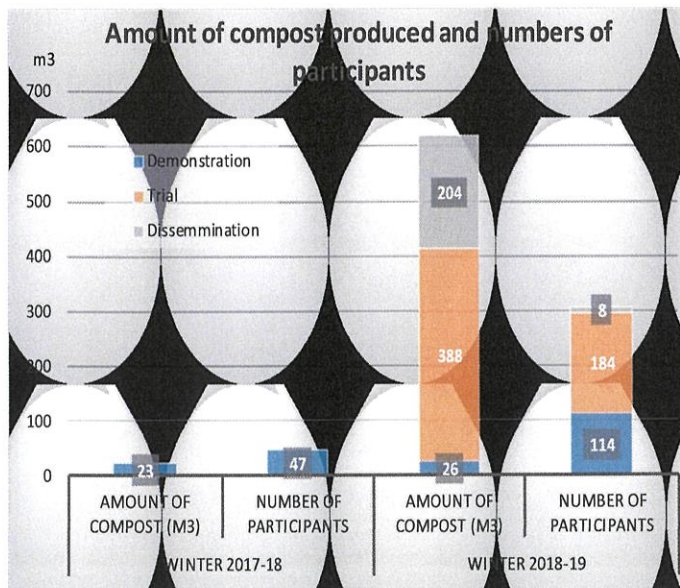


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8. Cultivation methods to improve quality and safety

1) Soil improvement by composting

- After the demonstrations, the project team supported 184 farmers who were interested in trial of composting and produced 388m³ of compost with minimum material support. Besides that, 8 farmers including 5 companies also started to produce 204m³ without project support. Up to now, the total production of compost is 618m³.
- The production cost of compost introduced by project is cheaper than the compost in local market.



Comparison of production cost of Introduced composting method and market price of compost and other products

Products	Production cost/ Market price			
	VND/kg	VND/m ³	VND/sao	%*
Compost introduced by Project	1,804	1,082,400	526,573	100%
Compost in local market (min)**	3,000	1,800,000	875,676	166%
Compost in local market (max)**	7,000	4,200,000	2,043,243	388%
Chicken dung in local market	-	400,000	194,595	37%
Cow/ pig dung in local market	-	500,000	243,243	46%

Remark: Weight of compost and other materials is calculated as 600kg/m³. Compost and other materials are estimated to apply 10m³ for 740m² of field.

* Compost introduced by project = 100%

** Interview data with local people

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8. Cultivation methods to improve quality and safety

2) New Variety Seeds

- The project team received 15 varieties seeds from three Japanese companies. These varieties were carefully selected as having specific characters such as heat tolerance and/or disease tolerance, which were requested from target groups.
- According to the trial result, three varieties were selected as the high potential variety seeds for dissemination.

No	Crop	Company	Expected Feature					Recommendation
			F1	F2	F3	F4	F5	
1	Cauliflower	Futaba seed	1					Second high
2	Cabbage	Futaba seed			1	1		High
3	Chinese cabbage	Futaba seed	1					Second high
4	Chinese cabbage	Futaba seed	1					High
5	Chinese cabbage	Futaba seed	1					Second high
6	Cabbage	Yamato Noen	1					
7	Cabbage	Yamato Noen	1					
8	Cabbage	Yamato Noen	1					
9	Melon	Yamato Noen				1		
10	Melon	Yamato Noen				1		
11	Melon	Yamato Noen				1		
12	Broccoli	Sakata seed	1		1			High
13	Komatsuna	Sakata seed	1		1			Second high
14	Green onion	Sakata seed					1	Second high
15	Carrot	Sakata seed		1				
Total			9	1	3	4	1	



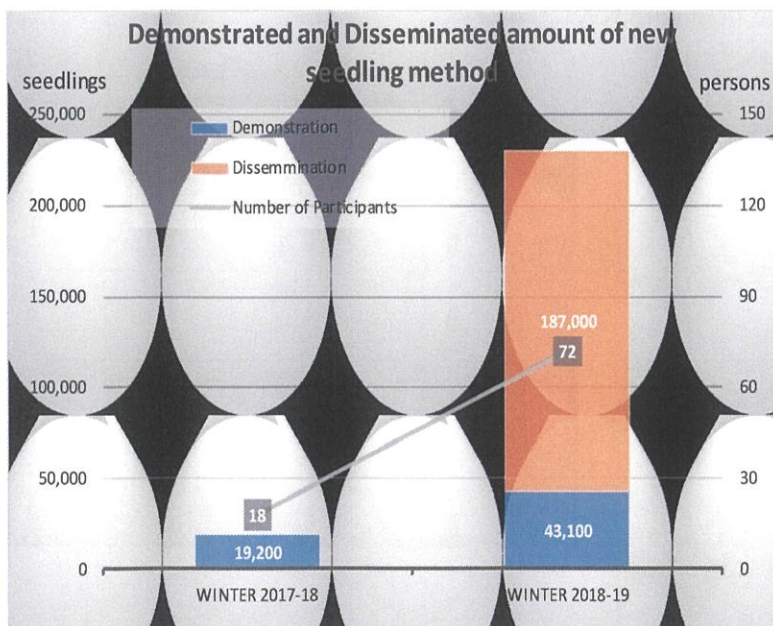
Feature 1 Heat tolerance in early season
 Feature 2 Heat tolerance in late season
 Feature 3 Disease tolerance
 Feature 4 Taste
 Feature 5 New product for Japanese market

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8. Cultivation methods to improve quality and safety

3) New seedling method

- In 2017, only 18 farmers received a training, but 72 farmers received it in winter 2018-19.
- After the demonstrations 38 farmers including 4 companies have started seedling production, total capacity of production is 187,000 seedlings.



New method

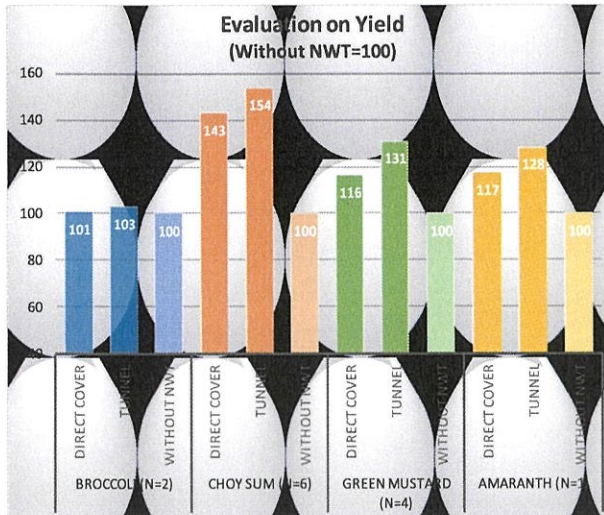
Conventional

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8. Cultivation methods to improve quality and safety

4) New agricultural materials (Non woven textile)

- Yield: Three leafy vegetables had a significant difference between with NWT and without NWT. Maximum yield gap was 28% for amaranth, 31% for green mustard and 54% for choy sum



Direct cover

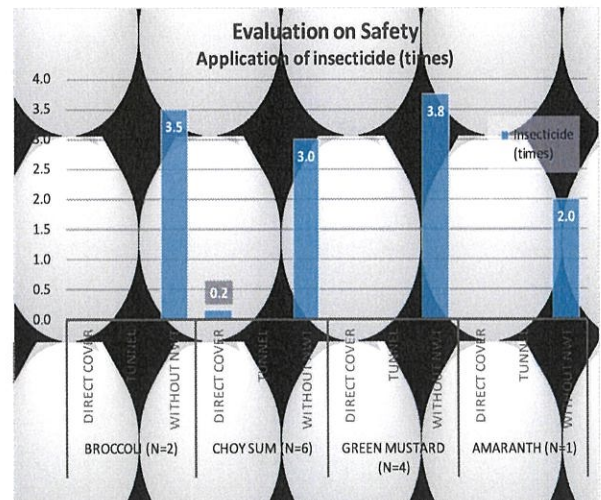
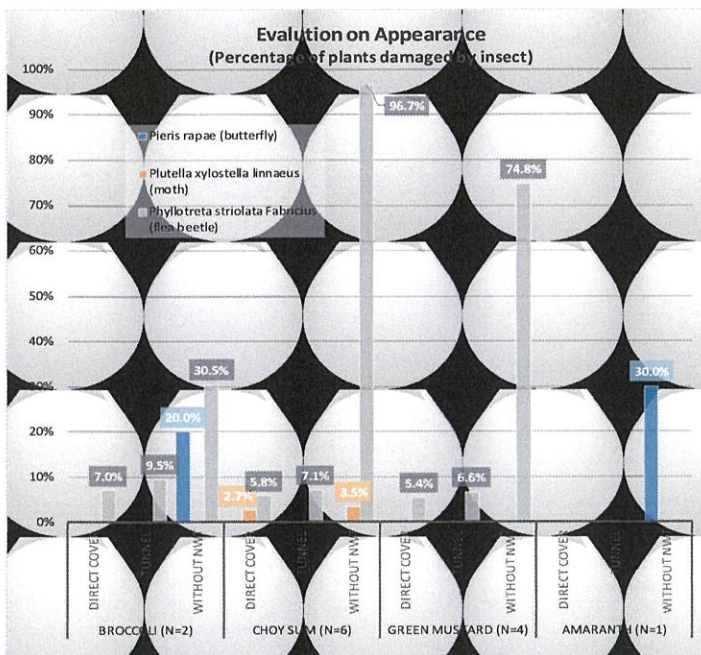
Tunnel

Without NWT

8. Cultivation methods to improve quality and safety

4) New agricultural materials (Non woven textile)

- Appearance: There was a significant difference for choy sum and green mustard between with NWT and without NWT. For choy sum, 96.7% of plants without NWT were damaged by flea beetles but only 5.8% (direct cover) and 7.1% (tunnel) of plants with NWT were damaged by them.
- Safety (reduce insecticide): The field without NWT required insecticide 2 - 3.8 times in average, but it was not required to apply in the field with NWT.



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Detailed contents of trial activity

Marketing activities

Identification of potential buyers

1. Market survey and analysis

2. Training on Marketing

3. Developing marketing tools

- Producer profile
- Logo/ leaflet
- Package label

4. Matching with buyers

- One-to-one matching
- Matching event
- Assisting in making contract

5. Examination of collection and delivery method

Monitoring of collection and delivery

- Initial check and random check
- Feedback from buyers

Mezoroekai (face to face meeting of stakeholders)

Review and planning of next season

Monitoring of trial activity

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1. Market survey and analysis

Category	Hanoi	Hung Yen	Hai Duong	Hanam	Total
Collector	8	0	5	5	18
Agro processing company	5	2	6	2	15
Wholesaler	2	10	0	5	17
Restaurant/ hospital/ catering company	7	5	4	6	22
Retailer (super market, safe vegetable shop)	2	5	6	6	19
Total	24	22	21	24	91

Market survey to various categories of buyers



Individual collectors



Safe vegetable shops

Supermarket

Processing companies for export



Canteen of small and big scale

Identify potential buyers

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2. Training on Marketing

- The project team conducted 2 TOT Marketing in Hanoi city and invited PPMUs of pilot and semi pilot provinces.
- 13 TOF Marketing were organized by PPMU in pilot provinces and semi-pilot provinces.

Training	No. of trainings	No. of Gov. staff	No. of farmers	Total participants
TOT Marketing	2 (conducted in Hanoi)	41	45	86
TOF Marketing	13 (4 trainings was jointly with Basic GAP training)	69	268	337
Total	15	110	313	423



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3. Developing marketing tools

- In order to make the marketing activities of TGs more effective, the Project team assisted them in preparing the various marketing tools.
- Those tools are used to provide information of the group, its production and products to buyers and other stakeholders.

Tools	Purpose
Producer profile	Provide stakeholders detailed information of TG required for stating trading
Logo	Symbolize the identity of the group
Business card	Introduce the name and contact of the group
Sign board	Introduce the group at the office or production site or provide direction to the office/farm to visitors.
Leaflet	Introduce the overview of producer group visually with photos and story
Package/label	Provide information of producer, product and traceability



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4. Matching with Buyers

1) One to one matching

- 53 one-to-one matching were organized by the end of September 2018 for 7 TGs and 124 were organized after September 2018 for 20 TGs. In total, 177 matchings were organized.
- As the project progresses, TGs as well as PPMU becomes more familiar with matching. Some TGs become famous since they appeared on TV or newspapers. Consequently, there were more cases where buyers approached to TGs directly.
- Success rate of matching varies among TGs depending on the variety and volume of vegetables available, the demand of buyers at the timing of matching and the capacity of TG leaders to communicate and negotiate with buyers.


Training	No. of one to one matchings	Actual linkage made by one to one matching	Trading linkage without one to one matching	Total linkages made
Before Sep 2018 (for initial 7 target groups)	53	13	13	26
After Sep 2018 (for 20 target groups)	124	30	9	39
Total	177	43	22	65



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4. Matching with Buyers

2) Matching event

Forum	Concept	Outcomes
First forum 12 August 2017	Dialogue with buyers <Program> <ul style="list-style-type: none"> ➤ Seminar ➤ World Café ➤ Display and matching 	<ul style="list-style-type: none"> ● Around 200 participants consisting of government, buyers and producers. ● Participants liked World Café. There was a lot of useful discussion. But its operation was not effective.
Second forum 25 December 2017	Role of buyers <Program> <ul style="list-style-type: none"> ➤ Seminar on 'role of buyers in safe vegetable business' ➤ Dialogue between producers and buyers ➤ Display and matching 	<ul style="list-style-type: none"> ● Around 100 participants but more producers than buyers. ● TG did make linkages with buyers during dialogue session
Third forum 12 September 2018	Trading safe vegetable in Hanoi Co-hosted by HPA, Women Union, Labor Union, Urban Economic newspaper, and JICA project <Program> <ul style="list-style-type: none"> ➤ Seminar ➤ Panel discussion ➤ Matching ➤ Display 	<ul style="list-style-type: none"> ● Around 300 participants consisting of government, producers, buyers, agriculture material companies and consumers. ● As many buyers (69) participated, the chance of matching was high.
Fourth forum 11 December 2018	Focused on matching <Program> <ul style="list-style-type: none"> ➤ Display and matching 	<p>There was enough time for producers and buyers to discuss and negotiate.</p> 

AKS

AKS

5. Examination of collection and delivery method

1) Monitoring of collection and delivery

In physical monitoring, control points of each step after harvest were examined by using the check sheet. The check sheet contains instructions for producers or workers to follow when they handle harvest in order to avoid risk of contaminations as well as to maintain quality and traceability. Monitoring was conducted for 18 target groups except for 2 groups in Phu Tho province.



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5. Examination of collection and delivery method

- The Project team introduced three steps of activities to realize buyers' requirement:
 - Mezoroekai to agree on the criteria and conditions for collection and delivery activities at the beginning of season,
 - Monitoring of collection and delivery to check if the criteria and conditions agreed at the mezoroekai are met,
 - Review and planning of next season at the end of season.

	2017-18	2018-19	Total
Mezoroekai	4	11	15
Review meeting	5	8	13
Total stakeholder meeting	9	19	28



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NK5

5. Examination of collection and delivery method

Mezoroekai

- Producers and buyers who participated in Mezoroekai generally found it useful and effective.
- However, 13 groups have not been able to organize mezoroekai so far. The reasons not organizing the mezoroekai were either one of the following:
 - Buyers do not require high quality standard and thus are not interested in organizing.
 - Buyers have their own system to check the quality standard and thus no need to organize.
 - Some buyers even do not have enough staff and time to attend Mezoroekai which is held at target group.
 - Since the target group does not have any buyer for joint sales, it could not organize.

Feedback from buyers

- Feedback related to usage of pesticide include using illegal pesticide, detection of pesticide residue and mixing of unsafe vegetables. Solving the issue related to pesticide requires good internal control of TG. Unless TGs do not have proper system to check and manage pesticide usage, the same problem happens again.
- Feedback related to delivery include delay of delivery and unsatisfied quantity of supply.
- Feedback on low quality is mostly related to insufficient pre processing such as lack of uniformity, mixing of products which do not satisfy sorting criteria. Holding mezoroekai, continuous training of workers who carry out preprocessing activities and regular monitoring can reduce the chance of such feedback.
- Feedback is very useful to identify bottlenecks in supply-chain. Solving problems based on the feedback can improve supply chain very effectively.
- It is important for each TG to record and review feedback to reflect their plan and operation. There is no such mechanism established yet.

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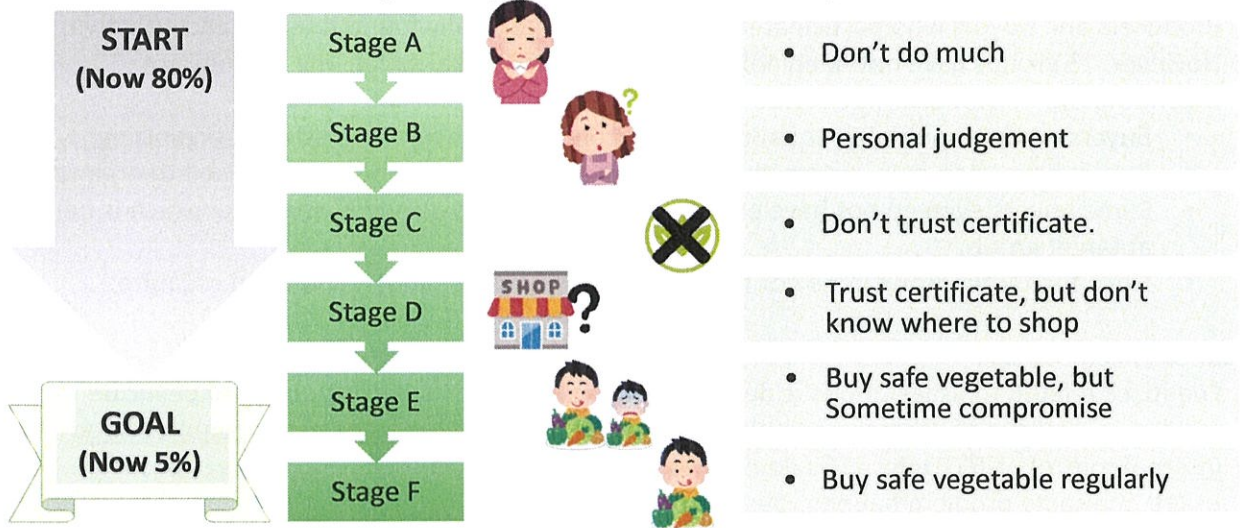
4. Communication activities

Output 3 Communication

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Communication activities

Consumer Survey – Hypothesis & Objective



What we found:

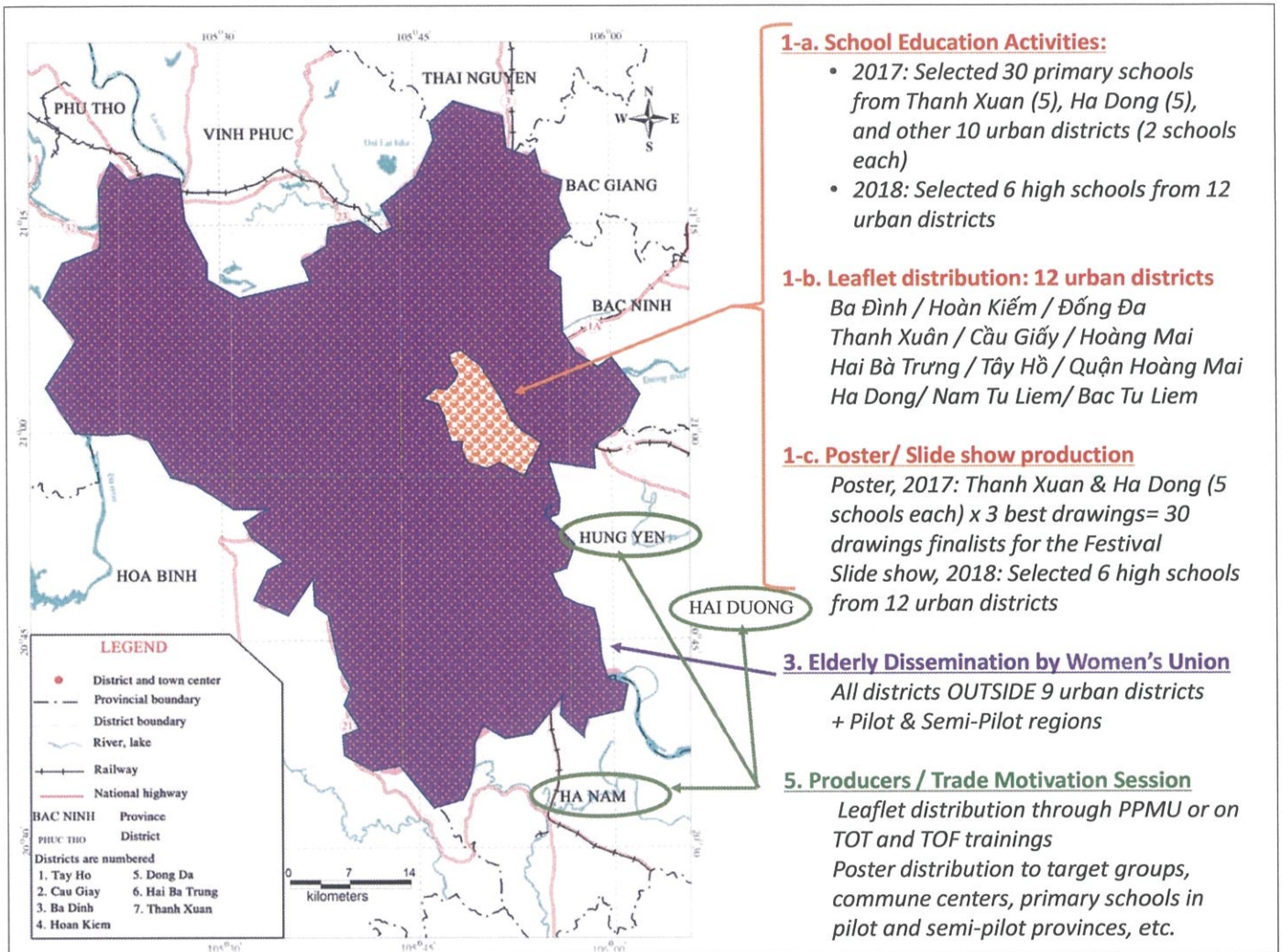
- ① Older consumers tend to stay at Stage A & B, and younger ones tend to move towards Stage E&F
- ② When they become interested in safe vegetables, they use internet to look for information (stores, producers and certification).
- ③ For everybody, across different stages, “health concern for children” triggers purchase of safe vegetables

Communication activities

Activity Plan Overview

	1.	5.	2.	4.
	Stage A > Stage B	Stage C	Stage D > Stage E	Stage F
Youth (Under 22)	<p>Awareness & Education Target: Mass Activity: School Education + Contest (for exposure)</p> <p>Theme:</p> <ul style="list-style-type: none"> • Importance of food safety • Understanding safe vegetable's journey • How to select safe vegetable 	<p>Trust Building Target: Producer & Trade Activity: F2F Dissemination</p> <p>Theme:</p> <ul style="list-style-type: none"> • Safe vegetable production process • Safe vegetable and certificate • How consumers want safe vegetable 	<p>Trust + Access Info Target: Youth + Younger Activity: Online Platform</p> <p>Theme:</p> <ul style="list-style-type: none"> • Shop directory • Certificate information (producer certificate, package info, retailer certificate) • Producer information 	<p>Retailers' Trust Target: Mass Activity: In-Store Promo</p> <p>Theme:</p> <ul style="list-style-type: none"> • Certificate • Production process • Safe vegetable's journey
Younger (22 ~ 50)	<p>Materials:</p> <ul style="list-style-type: none"> • Educational leaflet → Share with grass root activities → Feature online information source • Visual material by students → Share with producers & traders 	<p>Materials:</p> <ul style="list-style-type: none"> • Visual • Leaflet → From school activities 		<p>Materials:</p> <ul style="list-style-type: none"> • In-store display
Older (Over 50)	<p>3. Target: Older Activity: Leaflet</p> <p>Theme: Same as above Share above information to disseminate through leaflet & training</p>			

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School Education 2017 - Leaflet

Educational leaflets have been distributed to all Grade 4 students in 194 schools in 12 urban districts in Hanoi City: Total 52,514 units.

“How to select safe vegetables”
 Entertaining quiz & maze game

Testimonials of Moms who buy safe vegetable
 Influence mothers through children

Secret 1: Mr. Worm
 To escape from the labyrinth of a vegetable leaf, you are required to answer the question below by Mr. Vegetable Worm. You have to find the secret of Mr. Worm in the question below and find a way to escape from the labyrinth. Best Mr. Worm allows you to continue going.

Secret 2: Ms. Vegetable Seller & Mr. Vegetable Producer
 Ms. Vegetable Seller has a question below for you. You have to answer her question and find a way to escape from the labyrinth. Best Ms. Vegetable Seller allows you to go to the final labyrinth.

Secret 3: Market & Supermarket
 There is only one final labyrinth leaf. You have to find out the secret of vegetable supermarket and find a way to escape from the labyrinth. When you have completed both 2 jobs, your prize will wait for you at the end of the correct way.

What do Smart moms say?
 Positive comments from smart moms:

Secret Disclosure
 Secret 1: **WARNING, because**...
 Secret 2: **WARNING, because**...
 Secret 3: **WARNING, because**...

Secret Labyrinth of Vegetable
 Help Moms select safe vegetable for the whole family

AKC

FRD

School Education 2017 – In-Class Program

In-class program has been conducted at 30 schools in 12 urban districts in Hanoi City. Total 10,350 Grade 4 students participated.



1. School teachers teach leaflet contents in class.
2. Students & Moms complete homework together.
 - i. Students teach Moms how to select safe vegetable.
 - ii. Students and Moms write Commitment Paper and sign together

Số NN & PTNT Hà Nội / JICA. Chương trình Giáo dục Nhà trường về Tiêu thụ Rau An toàn

Commitment Paper

Trường: _____ Khối: _____ Lớp: _____

Thân gửi các em học sinh,
 Bây giờ các em sẽ trở thành giáo viên của chương trình "Làm sao để lựa chọn Rau An toàn?"

Bước 1: Các em hãy hướng dẫn Mẹ của mình về nội dung trên tờ rơi.
 Bước 2: Yêu cầu Mẹ trả lời 2 câu hỏi trong Giấy Cam kết.
 Bước 3: Em và Mẹ hãy ký tên vào phần cuối của Giấy Cam kết.
 Bước 4: Nộp Giấy Cam kết cho giáo viên trước ngày: _____, 2017. (2 ngày sau chương trình tại lớp học).

Kính gửi các Mẹ,
 Sau khi tham gia trò chơi trên tờ rơi và được Giáo viên – Con của mình cung cấp tất cả thông tin vui lòng trả lời 2 câu hỏi sau đây.

(1) Nội dung chính các Mẹ học được từ bài học ngày hôm nay.

(1) *What you learned*

(2) Hoạt động các Mẹ sẽ thực hiện ngay từ ngày mai, nhằm đảm bảo tiêu dùng Rau an toàn.

(2) *How will you improve in safe vegetable consumption*

Đã Cam kết
 Từ nay *Signed by student & Mom* Nhấn

School Education 2017 – Commitment Paper Results (n=5,116)

5,116 Commitment Paper submissions have been collected from 17 schools across 9 urban districts in Hanoi City.

- **2 open-answer questions were prompted.**
 Q1 : *What was one key thing you learned from today's lesson?*
 Q2 : *What is one thing you will do from tomorrow, to ensure safe vegetable consumption?*
- **On Commitment Paper after studying the leaflet:**
 1. **61%** wrote at least one key learning points around **how to distinguish safe vegetable**
 2. **81%** would change their behavior around **safe vegetable purchasing points**, while only **1.2%** would still buy vegetable from familiar person of close
- **Based on the number of answers on Paper, proactive engagement has been observed: Especially the schools scored above average can be selected for future educational program planning. (Slide 19)**

BỘ GIÁO DỤC VÀ ĐÀO TẠO / JICA. Chương trình Giáo dục Nhà trường về Tiêu thụ Rau An toàn

Phiếu thông tin cho phụ huynh

Tên họ: *Phùng Việt* Lớp: *4A5*

Thân gửi các em học sinh,
 Bây giờ các em sẽ trở thành giáo viên của chương trình "Làm sao để lựa chọn rau an toàn?"

BƯỚC 1: Các em hãy hướng dẫn phụ huynh (đặc biệt những người mới bắt đầu trong gia đình em) về nội dung trên tờ rơi.
 BƯỚC 2: Yêu cầu phụ huynh trả lời 2 câu hỏi trong phiếu thông tin này.
 BƯỚC 3: Em và phụ huynh hãy ký tên vào phần cuối của phiếu thông tin.
 BƯỚC 4: Nộp phiếu thông tin cho giáo viên trước ngày: *4/10*, 2017.

Kính gửi các bậc phụ huynh,
 Quý vị hãy dành thời gian tham gia trò chơi cùng con bằng cách nghiêm túc hướng dẫn nội dung từ tờ rơi nhận thông tin và vui lòng trả lời 2 câu hỏi sau:

(1) Nội dung chính quý vị học được từ bài học ngày hôm nay?

*Chỉ mua rau phải hình hoa tím đỏ, viết số
 - Không mua rau không có nhãn gốc, không tươi
 - Mua ở các cửa hàng lấy người bán uy tín*

(2) Một hoạt động quý vị sẽ thực hiện ngay từ ngày mai, nhằm đảm bảo việc tiêu dùng rau an toàn?

*Sẽ tìm hiểu kỹ nguồn gốc xuất xứ rau
 mua các loại rau
 Mua ở nơi tin cậy*

* Nếu phụ huynh cảm thấy khó khăn với nội dung trên xin mời liên hệ các chuyên gia tư vấn tại địa phương để được hỗ trợ.
 Từ nay chúng tôi sẽ cố gắng hơn và tiêu dùng rau an toàn vì một tương lai lành mạnh hơn cho cả gia đình.

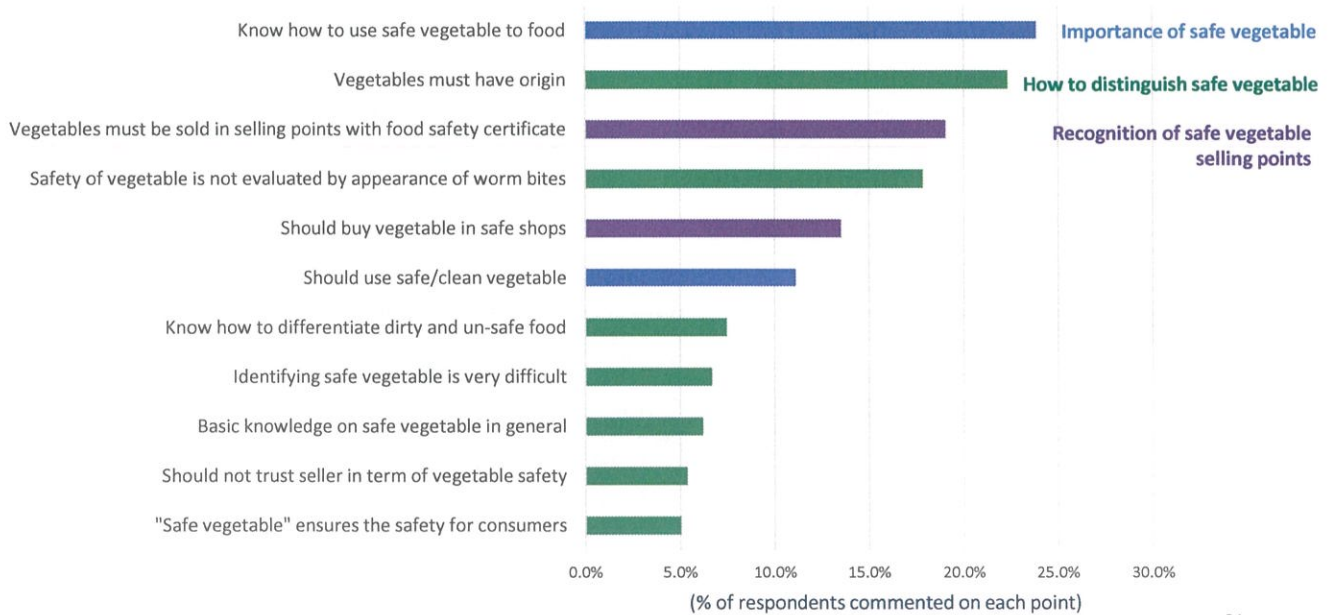
Tên (Đã in sẵn) *Phùng Việt* Tên (Đã in sẵn) *Phùng Việt*
 Ngày: *4/10/2017* Ngày: *4/10/2017*

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School Education 2017 – Commitment Paper Results (n=5,116)

Even through positive entertaining (not inducing fear) contents, three key contents have been well learned: 1) importance of safe vegetable, 2) how to distinguish safe vegetable, and 3) recognition of safe vegetable selling points.

Q1: Key contents learned

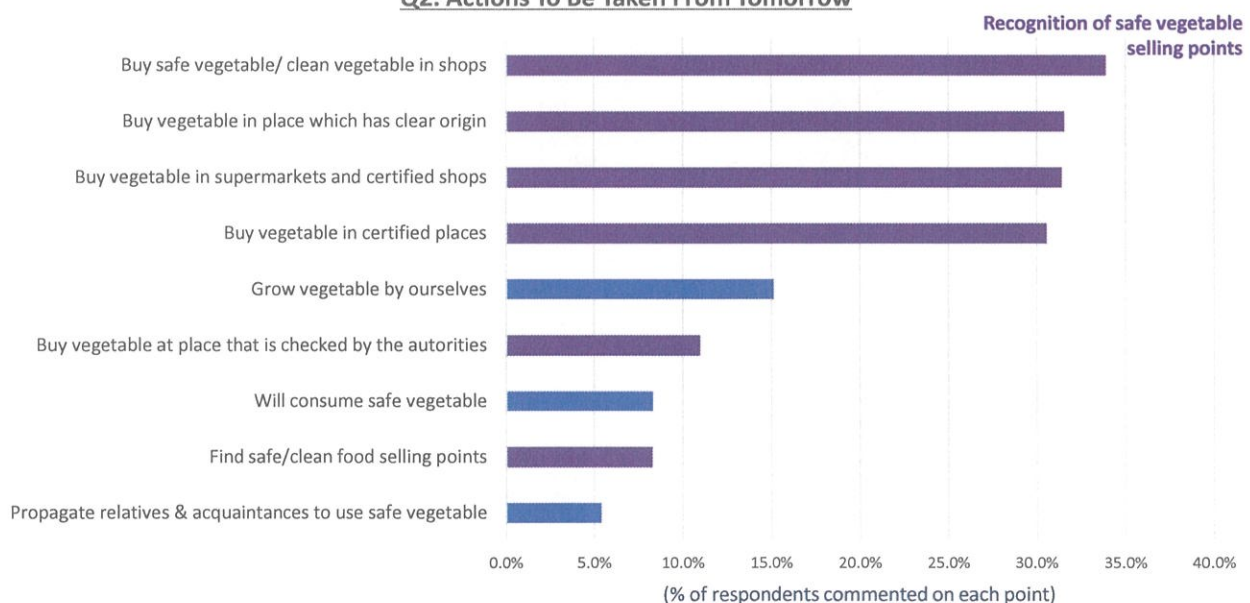


61

School Education 2017 – Commitment Paper Results (n=5,116)

2/3 of Top 9 answers, which earned above 5% respondents, were related to safe vegetable selling points.

Q2: Actions To Be Taken From Tomorrow



It has been confirmed that consumers' first action after safe vegetable education is to look for selling points, it is important to direct these consumers to HPA Website.

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Adi

Adi

School Education 2017 Extracurricular – Safe Vegetable Poster Festival

Under DOET, teachers initiated an entertaining ceremony event, which enjoyed 600 participants; and Hanoi DARD helped with media coverage.



School Education 2017 Post-Festival – Poster Exhibition at AEON MALL



Many visitors with children

- Traffic was heavy throughout 6 days.
- Good timing (Christmas to year end) to attract public attention.



Promoters & Leaflet

- Pre-trained with anticipated Q&A.
- Additional training for more proactive interaction with the elderly is suggested.

Adi

School Education 2018 - Leaflet

Educational leaflets have been distributed to all Grade 10 students in 39 schools in 12 urban districts in Hanoi City: Total 24,986 units.

“A Journey of Safe Vegetables” - Entertaining quizzes with explanations in answer



Testimonials of Moms who buy safe vegetable: Influence mothers through children

School Education 2018 – In-Class Program

In-class program has been conducted at 6 schools in 12 urban districts in Hanoi City. Total 3,891 Grade 10 students participated at 85% response rate.



1. School teachers teach leaflet contents in class.
2. Students & Moms complete homework together.
 - i. Students teach Moms a journey of safe vegetable.
 - ii. Students and Moms write Commitment Paper and sign together

Sở NN & PTNT Hà Nội / JICA: Chương trình Giáo dục Nhà trường về Tiêu thụ Rau An toàn

Commitment Paper

Trưởng: _____ Khối: _____ Lớp: _____

Thân gửi các em học sinh,
 Đây giờ các em sẽ trở thành giáo viên của chương trình “Làm sao để Lựa chọn Rau An toàn”!
 Bước 1: Các em hãy hướng dẫn Mẹ của mình về nội dung trên tờ rơi.
 Bước 2: Nếu câu Mẹ trả lời 2 câu hỏi trong Giấy Cam kết
 Bước 3: Em và Mẹ hãy kí tên vào phần cuối của Giấy Cam kết
 Bước 4: Nộp Giấy Cam kết cho giáo viên trước ngày _____, 2017. (2 ngày sau chương trình tại lớp học).

Kính gửi các Mẹ,
 Sau khi tham gia trò chơi trên tờ rơi và được Giáo viên - Con của mình cung cấp tất cả thông tin vui lòng trả lời 2 câu hỏi sau đây.

(1) Nội dung chính các Mẹ học được từ bài học ngày hôm nay.

(1) What you learned _____

(2) Hoạt động các Mẹ sẽ thực hiện ngay từ ngày mai, nhằm đảm bảo tiêu dùng Rau an toàn.

(2) How will you improve in safe vegetable consumption _____

Từ nay _____ Signed by student & Mom

Đ. Cam K
nh. Mom.

School Education 2018 – Commitment Paper Results (n=3,308)

3,308 Commitment Paper submissions have been collected at a very high 85% response rate: It is important to engage schools which are under direct control of DOET, as this homework is extremely important to engage mothers.

- 2 open-answer questions were prompted.

Q1 : *What was one key thing you learned from today's lesson?*

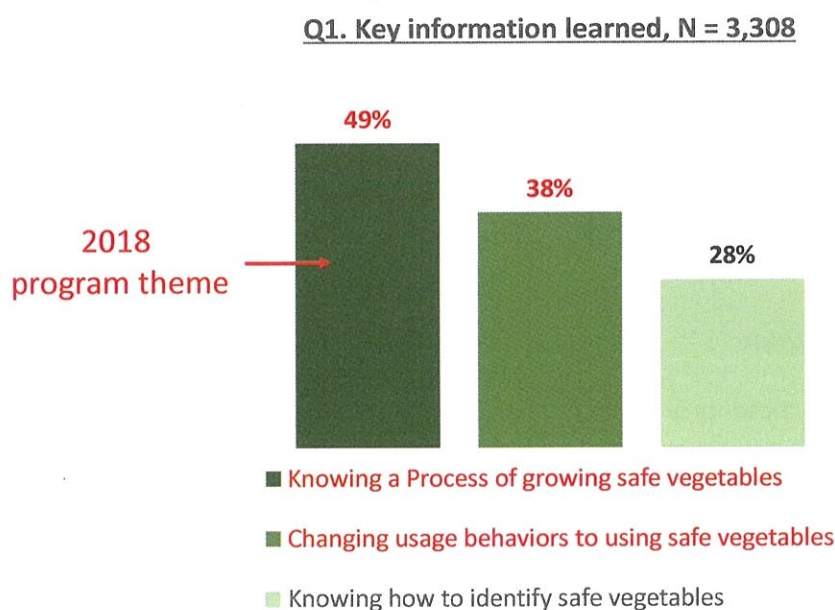
Q2 : *What is one thing you will do from tomorrow, to ensure safe vegetable consumption?*

- Response rate was much higher in 2018 (85%) vs 2017 (50%)

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School Education 2018 – Commitment Paper Results (n=3,308)

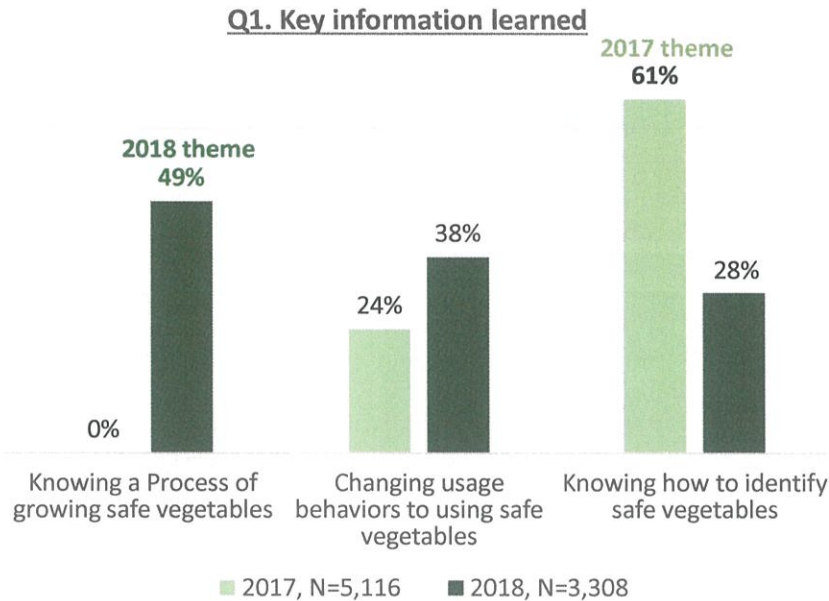
Overall, the program is contributing to enhance knowledge about safe vegetables and to induce behavioral changes.



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School Education 2018 – Commitment Paper Results (n=3,308)

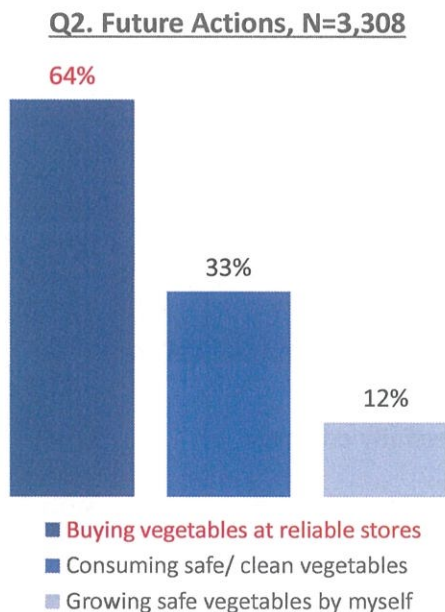
As we compare results between 2017 (Grade 4) and 2018 (Grade 10), simple message through younger children may be passed to mothers more effectively. (61% vs 49%)



69

School Education 2018 – Commitment Paper Results (n=3,308)

As strategically intended, it is confirmed that the consumers' behavioral change after learning about safe vegetables is to move onto search for reliable stores: Shop directory can be promoted.



70

Ak

AD

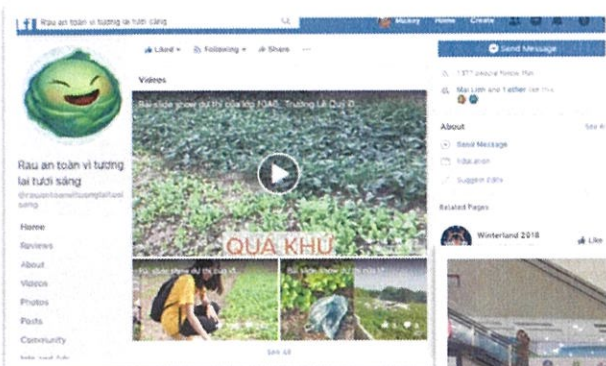
School Education 2018 Extracurricular – Safe Vegetable Slideshow Festival

Under DOET, teachers initiated an entertaining ceremony event, which enjoyed approximately 1,000 participants; and Hanoi DARD helped with all display materials, equipment, and VIP coordination.



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School Education 2018 Post-Festival – Most LIKEd Award at AEON MALL



Project FB Page

- Students were eagerly sharing slideshows and **mass dissemination was very effective.**
- **Rules to deter cheating** must be reinforced.

Opening Ceremony

Earlier timing can be considered

- Weather was very bad.
- Students' exam timing caused lack of participation.



Award Ceremony

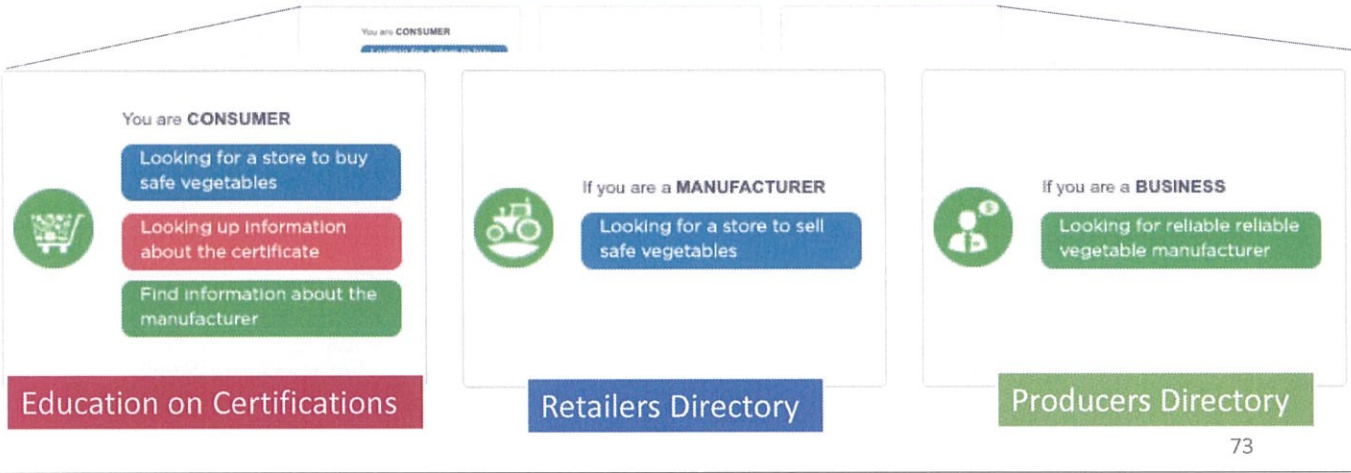
Additional award successfully created continuous excitement.

- 530 live votes were gained during Exhibition
- 30 people including teachers and students attended.
- Hanoi DARD and AEON Mall tenants contributed as prize sponsors



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HPA Website – nongsanantoanhanoi.gov.vn



Elderly Dissemination Program – Leaflet + Poster

The purpose is to educate the elderly with basic information and induce interaction with (grand)children to engage them emotionally.



Minor changes have been made: larger fonts, and wording to match "grandmother".

AKS

RD

Dissemination Program – Women’s Union

As the membership is very large, 2 types of leaflets for 2 different targets can be utilized for Women’s Union programs.

The Elderly: Through events

1. Disseminate with elderly leaflet at events
2. Have the audience bring the leaflet home to play with children/grandchildren
3. Have them submit Commitment Paper
(Or have them write Commitment Paper at the event.)



Mothers: Through Mother & Children magazine

- Distribute school leaflet together with Mother & Children magazines.
- Feature introduction of HPA website in Mother & Children magazines.

<https://nongsanantoanhanoi.gov.vn/>



5. Expenditures

1. Expenditures (July 2016 - May 2019)

Upgrading of harvesting and pre-processing tools, equipment and facilities
Construction and material support for greenhouse/ net house

No	Item	No. of target groups	Expenditure by JICA
1	Tools and equipment for harvesting in the field	7	71,845,000
2	Tools and equipment in pre-processing area	7	321,065,000
3	Upgrade infrastructure of pre-processing house	8	733,921,000
4	Upgrade infrastructure of warehouse	1	143,216,000
5	Construction of greenhouse/ net house	4	291,266,000
			1,561,313,000



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2. Expenditures (June 2019 - July 2021)

Direct costs on trial and communication activities, excluding allowance and transportation costs to be borne by JICA consultant team.

PPMUs are expected to bear the costs for TOF training, provincial safe vegetable business forum, and field allowance and transportation cost for field officers in charge.

No	Item	Q'ty	Unit cost	Expenditure by JICA
Production				
1	Soil and water laboratory test	32	1,327,000	42,464,000
2	Exposure visit among target groups	6	10,000,000	60,000,000
3	Upgrading of pre processing facility and equipment	8	150,000,000	1,200,000,000
4	Pesticide residue check (quick test)	98	800,000	78,400,000
5	Pesticide residue check (laboratory test)	80	5,618,000	449,440,000
6	Cultivation method for safe vegetable	20	38,000,000	760,000,000
Marketing				
1	Sales promotion events	1	-	263,000,000
2	Sale promotion material	20	23,530,000	470,600,000
Communication				
1	School education program material	1	-	494,000,000
2	School education program event	1	-	250,000,000

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3. Expenditures for Action Plan to be prepared by PPMU

Production

No	Item	Q'ty	Budget by PPMU
1	Confirmation of safety of production area		
	Soil and water sampling and test	2	Allowance for field officers and laboratory test fee (1,320,000/sample)
	Issue of certificate of safe production area by DARD	1	Certificate issuing fee
2	Trainings for basic GAP		
	TOF for basic GAP	1	Venue, transportation, allowance for the participants
	TOF Follow-up training	1	Venue, transportation, allowance for the participants
	Exposure visit among target groups	1	Venue, coffee break, lunch, allowance for the participants, lecturer fee, materials
3	On field instruction for Basic GAP		
	Field Instruction of application of basic GAP (record keeping and chemical application)	Every week	Allowance for field officers
	Internal meeting	Every month	Allowance for field officers
	Internal audit	2	Allowance for field officers
4	Upgrading conditions to ensure food hygiene and safety		
	Technical assessment for upgrading conditions		Allowance for field officers
	Upgrading of facilities and equipment	1	Material cost for facilities and equipment (150,000,000/group)
5	External inspection and auditing		
	Technical assessment for safety conditions	1	Allowance for field officers
	Pesticide residue check (quick test)	1	Test kit materials (1,600,000/group, including a test tool set and test reagent for 10 samples/pack)
	Pesticide residue check (laboratory test)	2	Laboratory test (5,600,000/sample)
6	Cultivation planning based on market demand		
	Formulation of Safe Crop Production Group	1	Allowance for field officers
	Preparation of production planning	1	Allowance for field officers
7	Enhancing joint sales management		
	Establishment of joint sales system	1	Allowance for field officers
	Field instruction for joint sales	1	Allowance for field officers
8	Cultivation method for Safe Vegetable	1	Material cost for Demonstration farm

3. Expenditures for Action Plan to be prepared by PPMU

Marketing

No	Item	Q'ty	Budget by PPMU
1	Training on marketing		
	TOF marketing	1	Venue, transportation, allowance for the participants
2	Developing marketing tools		
	Developing marketing tools	1	Designing and printing of leaflet, banner, business card, logo of target group
3	Matching with buyers		
	One-to-one matching for each TG	5	Allowance for field officers
	Provincial safe vegetable business forum in each province	1	Venue, banner, coffee break, allowance for the participants
	Trade fair in each province	1	Booth, table, banner, materials, allowance
5	Examination of collection and delivery method		
	Initial check of collection and delivery by PPMU and TG	1	Allowance of field officers
	Random check by PPMU	1	Allowance of field officers
	Review meeting for each TG	1	Allowance of field officers
	TOF on marketing action plan in each province	1	Venue, transportation, allowance for the participants

Thank you for your kind attention

Ali

Ali

