

**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 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.
4	Number of farmer group and production volume	Certain number of farmer groups members	3-2 Farming practice (Field observation)
5	Willingness and eagerness	Willingness and eagerness of producers	4-1 No. of farmers for safe crop production is more than 5.
6	New model	Desirable new agriculture cooperative model	5-1 Leadership and independency (Field observation)
7	Vegetable production	Safe vegetable production and distribution	6-1 New model group
			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 in 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	
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	
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	
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				Experience on developing market channels		
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	Membership	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	Harvesting Season											
Name	1	2	3	4	5	6	7	8	9	10	11	12
Cabbage									X	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

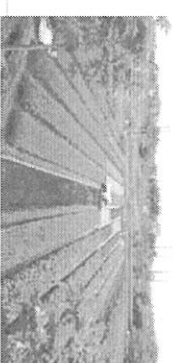
- Cooperative is looking for target buyers including: Industrial canteens, school canteens in local area, government officers
- Desire to develop Huong Non safe vegetable brand.

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 Volume

Harvesting Season

Name	1	2	3	4	5	6	7	8	9	10	11	12
Squash				X								
Morning glory	X	X	X	X	X	X	X	X	X	X	X	X
Shrinkage Vege.	X	X	X	X	X	X	X	X	X	X	X	X
Malabar nightsade	X	X	X	X	X	X	X	X	X	X	X	X

Perspective of Unit

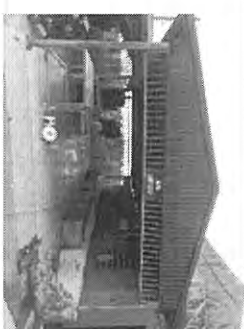
Cooperative is targeting customers including shops, supermarkets, industrial canteens, schools, hospitals, households in apartments, luxury villas, etc.
 Direction in the consumption link is to sign long-term consumption contracts with partners. Establish a vegetable shop and promote the brand to sign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

Perspective of Unit

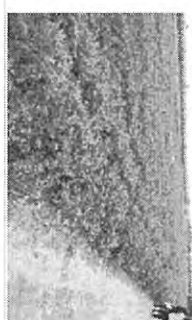
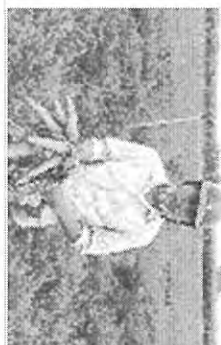
Continue to strictly manage all stages from production - harvest - consumption of products to ensure all products of cooperatives when supplying to the market meet the targets of food safety. Strengthen linkages with existing clients of the cooperative. At the same time, promote trade promotion, market 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									
Yam bean, maize, melon	100			X	X	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.

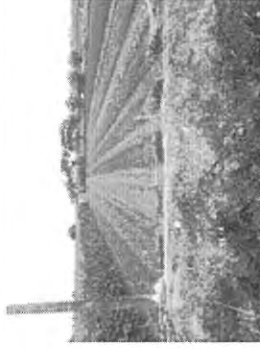
Producer's Profile

Province: Thai Binh

ID Number: TB-N2

Name of Unit

**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	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	X

Perspective of Unit

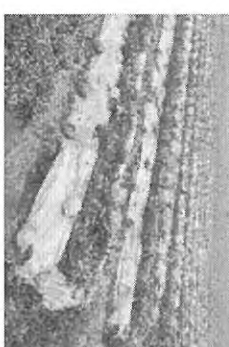
- The cooperative is aimed at the customer groups including industrial canteens, hospitals, schools
- Orientation in the consumption link is to sign long-term consumption contracts with partners.

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
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
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
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 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	Basic GAP 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

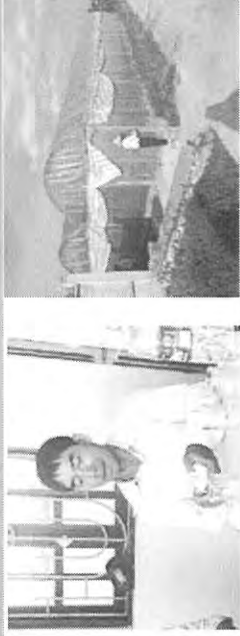
Producer's Profile

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

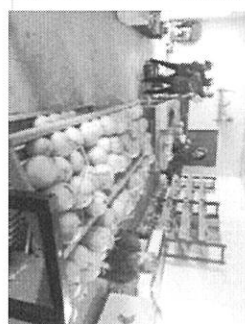
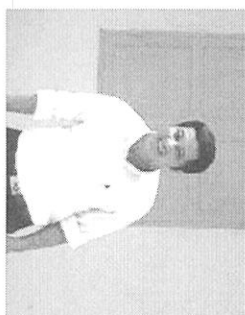
- The president is conscious of food safety and enthusiastic on processing and sales promotion.
- Desire to have more customers

Producer's Profile

Province: Hai Duong

ID Number: HD-N2

Name of Unit
Green farm vegetables production group



Established year

2014

Number of members

17

Form of management

Company

Total vegetable land/ Safe vegetable area

75.1ha/ 5.1 ha

Estimated annual safe vegetable output

80 tons

Protocol applied

Certificate of safe production condition

Vegetables with strengths

Vegetable	Volume	Harvesting Season																	
		1	2	3	4	5	6	7	8	9	10	11	12						
Name																			
Cauliflower	20 tons	X	X	X	X	X							X	X	X				
Leafy vegetables	15 tons	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Cabbage	30 tons	X	X	X	X	X							X	X	X				
Melons	15tons						X	X	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.
- Expect to have more customers in supermarket system, hotels, restaurant and canteens

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	Volume	Harvesting Season															
		1	2	3	4	5	6	7	8	9	10	11	12				
Name																	
Kohlrabi	200	X	X	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	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

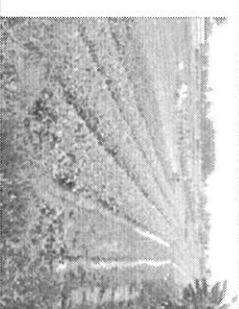
Producer's Profile

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	X	X
Leafy vegetable	3	X	X	X	X	X	X	X	X	X	X	X	X	X
Squash	5	X	X	X	X	X			X	X	X	X	X	X
Tomato	4	X	X	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 Name	Volume	Harvesting Season											
		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	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)**

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

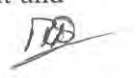
- ✓ Hai Duong PPMU reported to JCC that matching event enabled target groups to achieve deals however trading volume has not reached the expected level yet, especially the ratio of selling to the Supermarket of Duc Chinh Cooperative was still very low in comparison with production volume, and requested 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

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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

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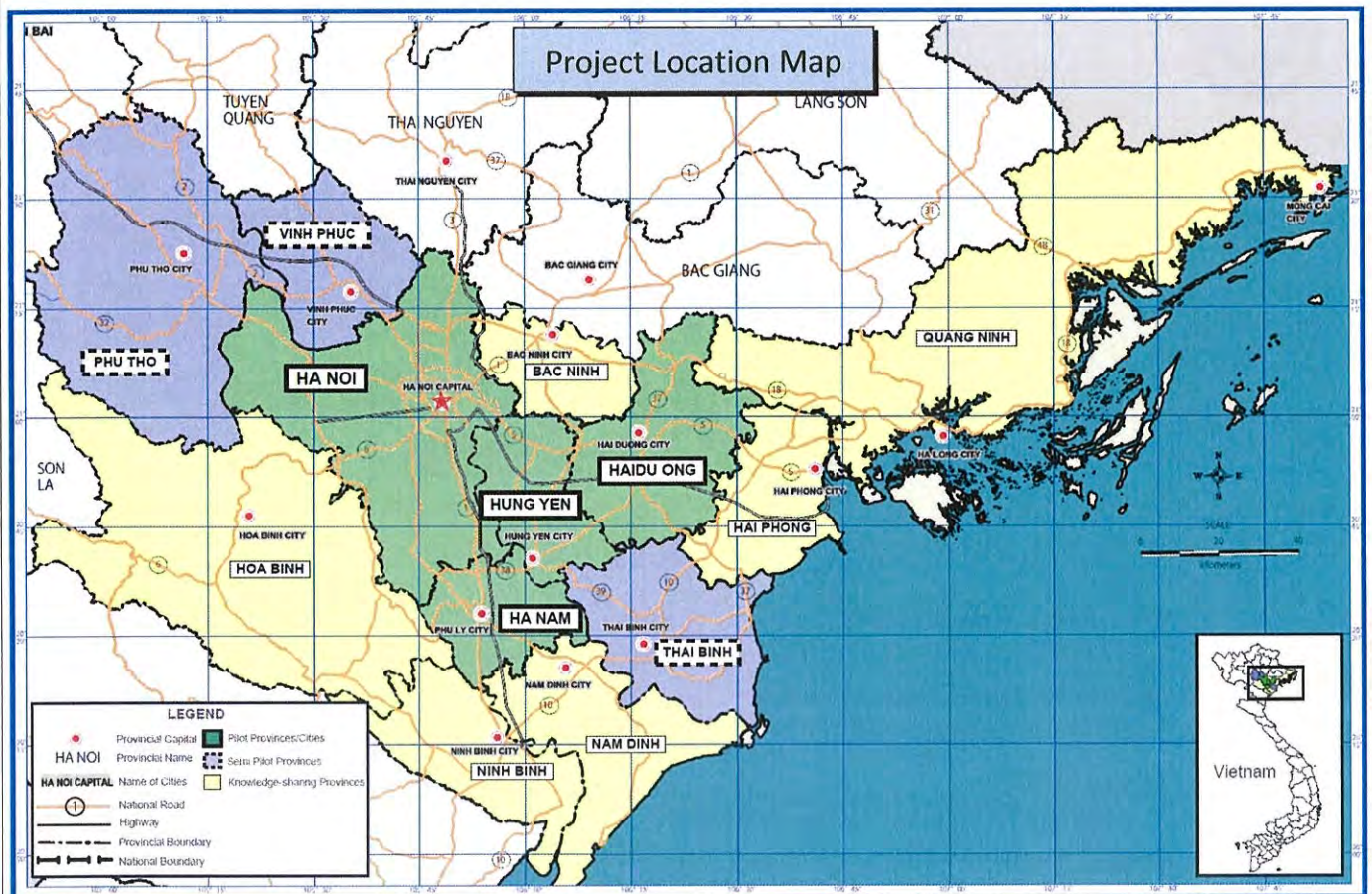
Project for Improvement of Reliability of Safe Crop Production in the Northern Region

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

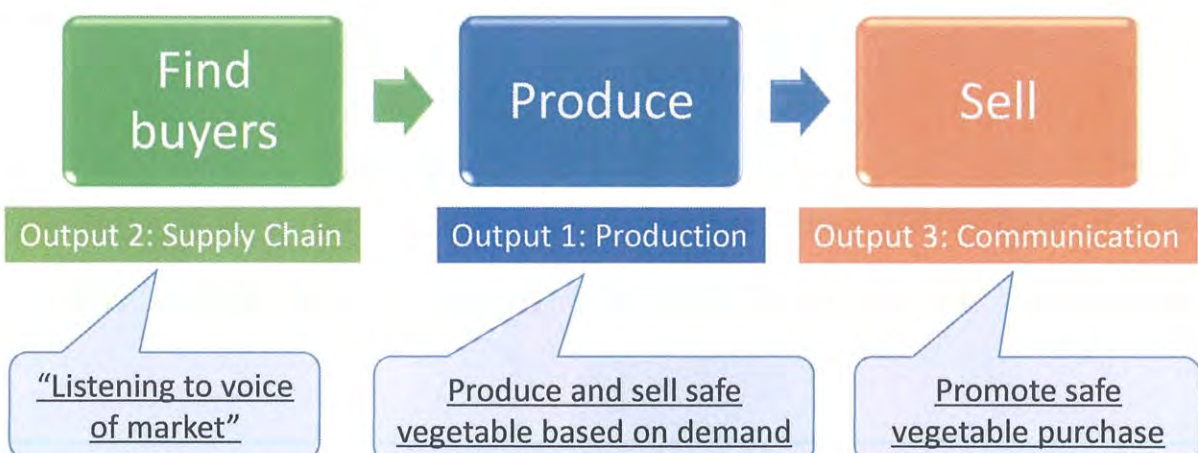
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Basic Concept: Produce what the market wants

Before



Project



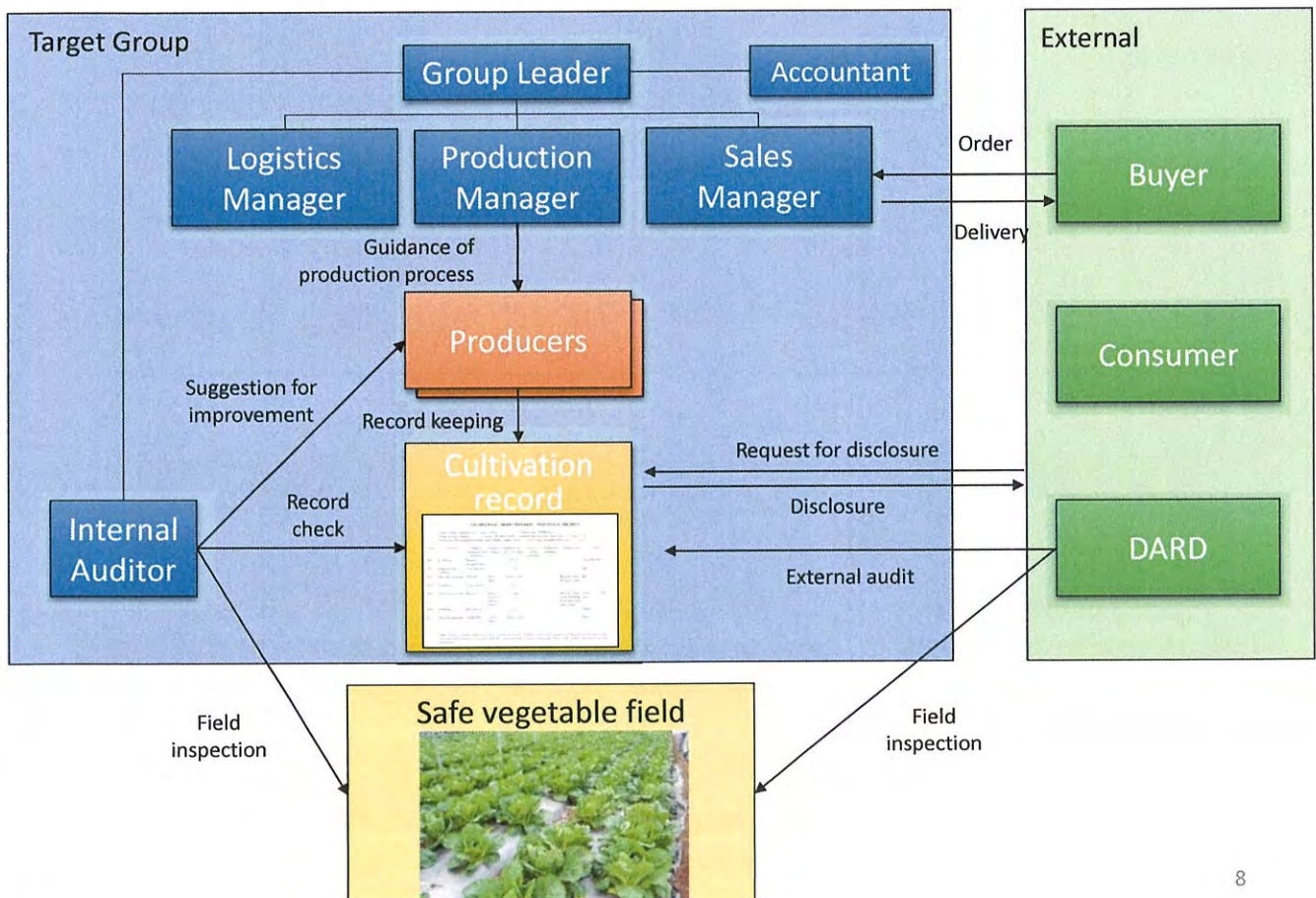
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Basic Concept: Produce what the market wants



Basic Concept: Management Structure

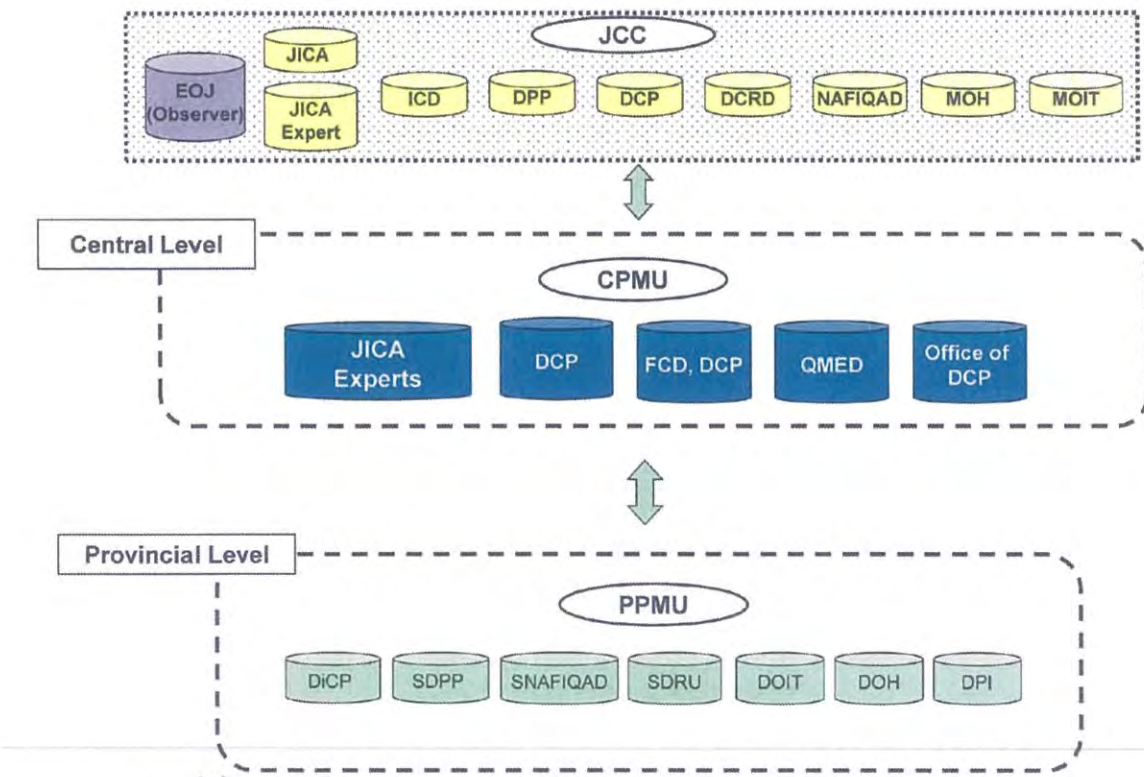


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Implementation Structure

Annex 3

Implementation Structure of the Project



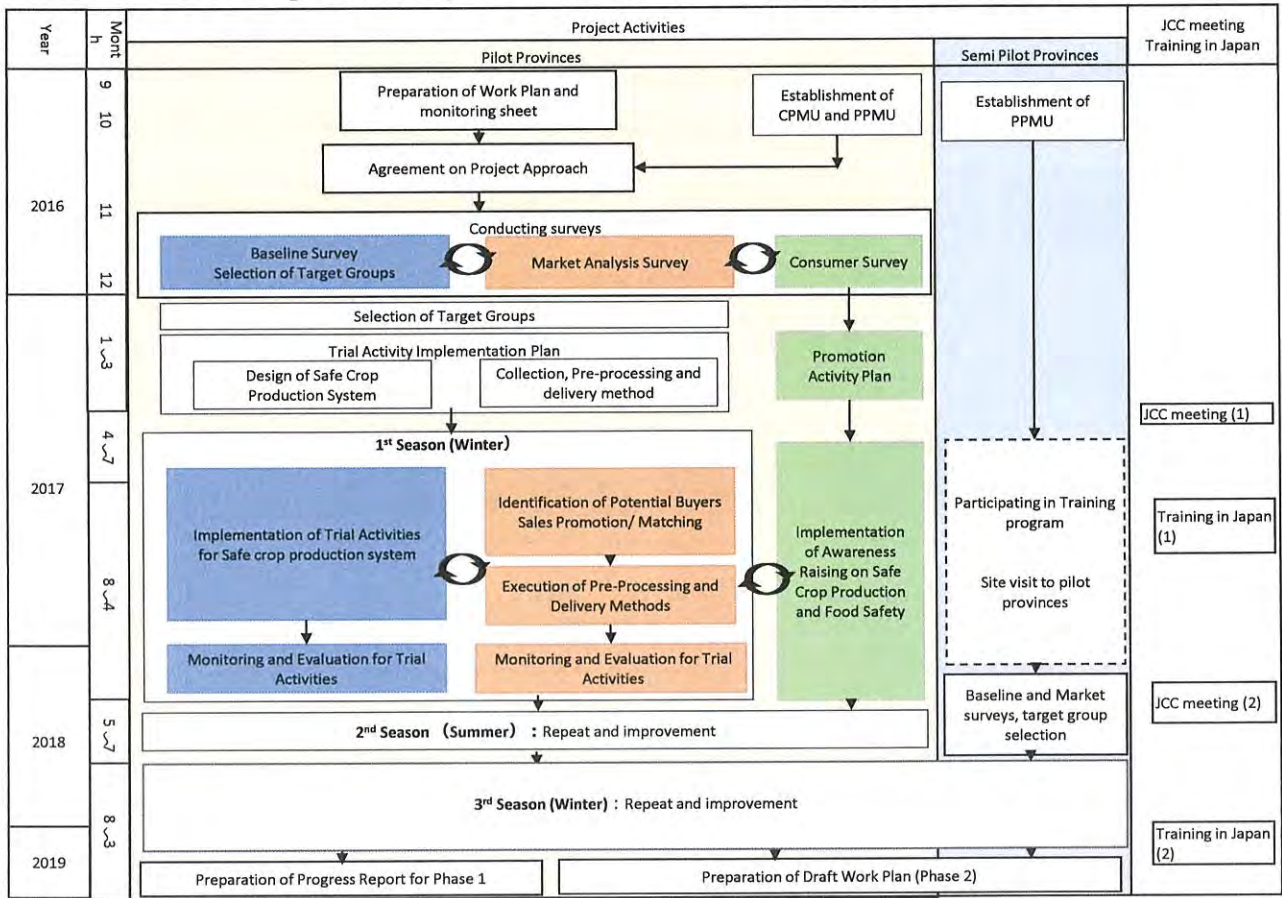
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2. Progress of Project Implementation

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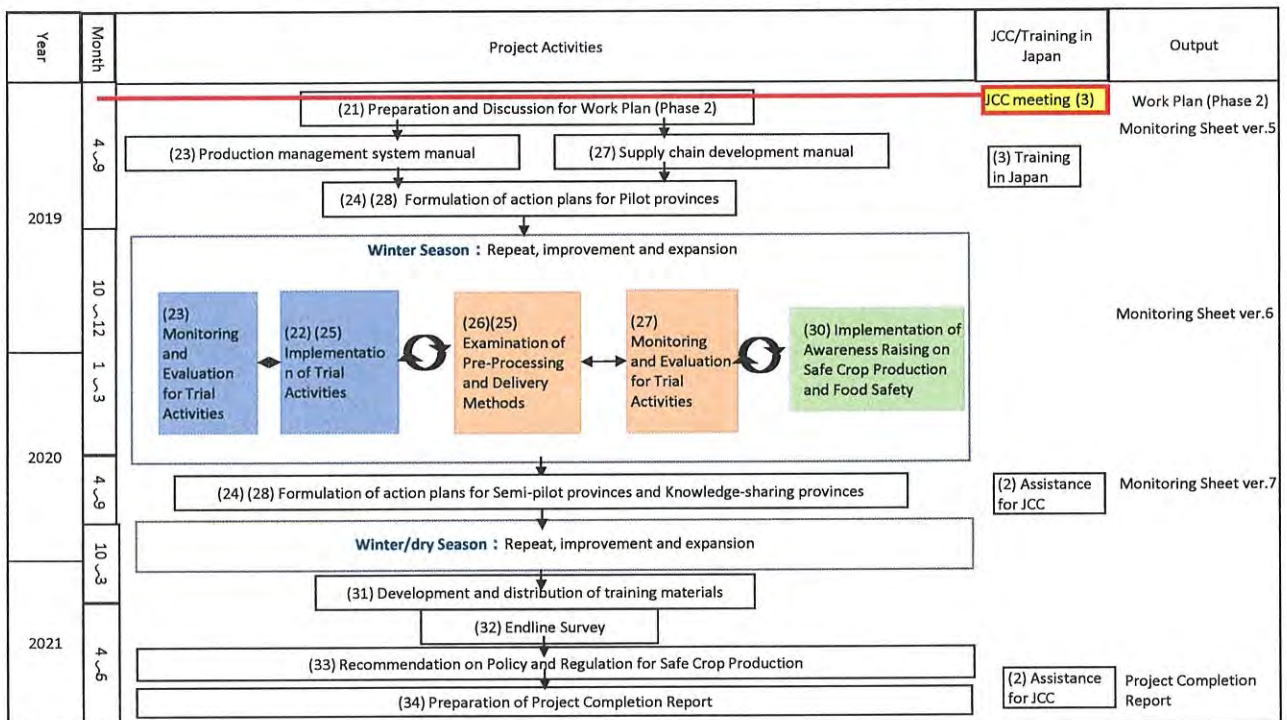
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Flow of Project Implementation (Jul 2016 - Mar 2019)



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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

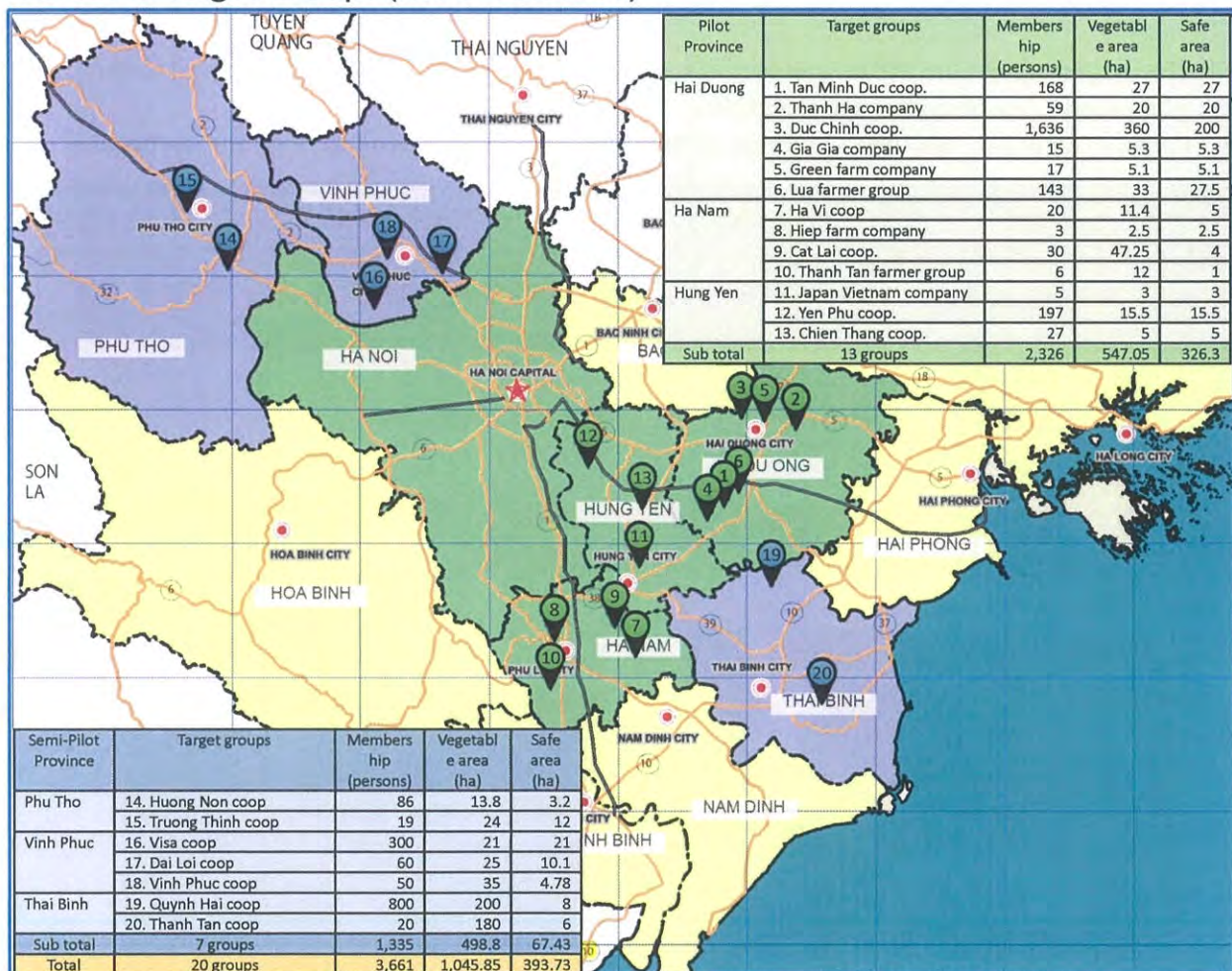
(1) Objective of trial activities

- 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

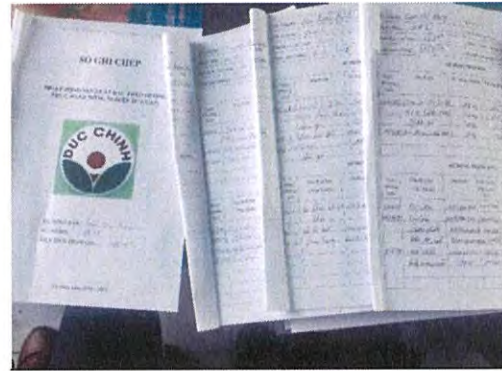


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3. On field instruction for Basic GAP

1) Record keeping

Guidance and monitoring of record keeping and agrochemical application.



BẢNG 1 - NHẬT KÝ THỰC HIỆN SẢN XUẤT

Địa điểm trồng: *Đông Anh, Thủ Đức*
 Ngày trồng: *22/2*
 Diện tích: *3,2 ha*

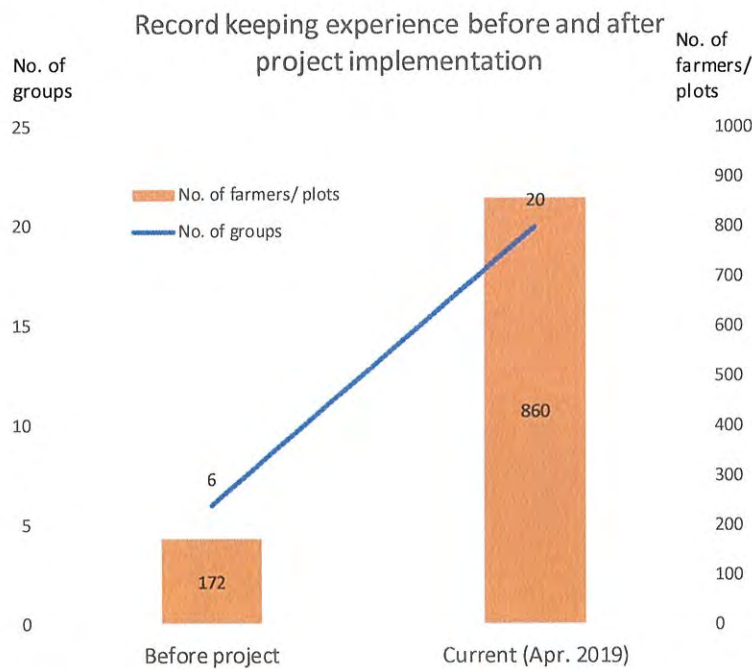
Ngày tháng	Chiều cao	Thụ quả (kg/ha)	Loại sâu bệnh	Mã thuốc	Loại thuốc	Liều lượng	Phương pháp phun	Người ghi chép
22/2	100 cm	100 kg	Sâu xanh	100 ml	100 ml	100 ml	Phun sương	Thao
23/2	120 cm	150 kg	Sâu xanh	100 ml	100 ml	100 ml	Phun sương	Thao
24/2	140 cm	200 kg	Sâu xanh	100 ml	100 ml	100 ml	Phun sương	Thao
25/2	160 cm	250 kg	Sâu xanh	100 ml	100 ml	100 ml	Phun sương	Thao
26/2	180 cm	300 kg	Sâu xanh	100 ml	100 ml	100 ml	Phun sương	Thao
27/2	200 cm	350 kg	Sâu xanh	100 ml	100 ml	100 ml	Phun sương	Thao
28/2	220 cm	400 kg	Sâu xanh	100 ml	100 ml	100 ml	Phun sương	Thao
29/2	240 cm	450 kg	Sâu xanh	100 ml	100 ml	100 ml	Phun sương	Thao
30/2	260 cm	500 kg	Sâu xanh	100 ml	100 ml	100 ml	Phun sương	Thao



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.



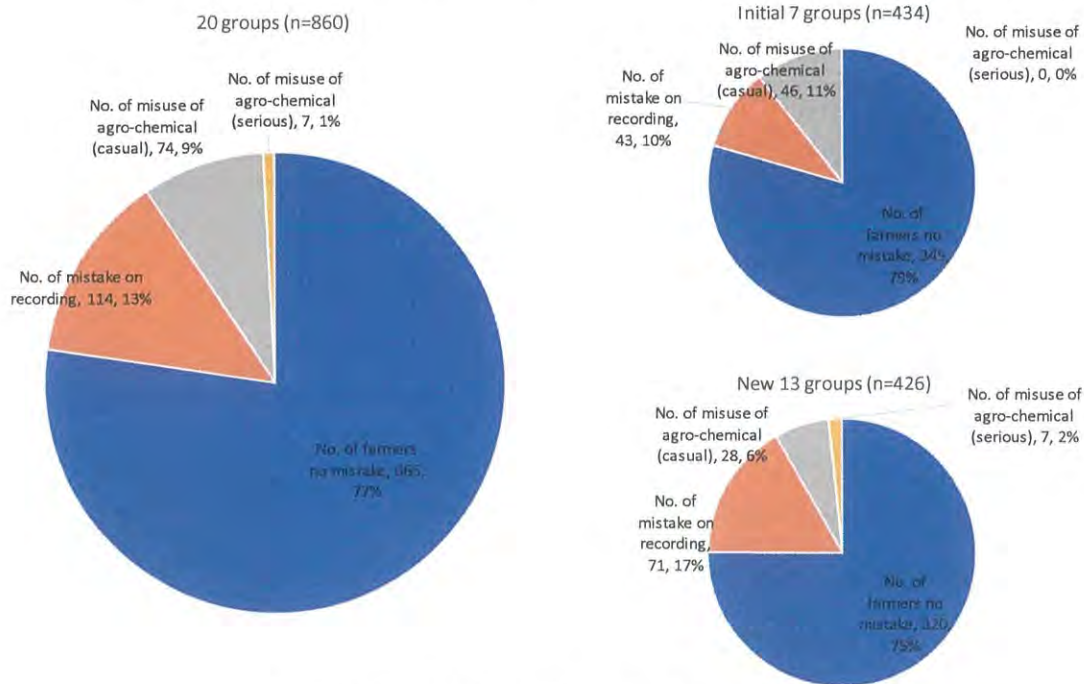
* Number of groups and farmers/plots before project was assessed by JICA consultant team.

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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
Vinh Phuc	Truong Thinh coop	42	42	30	6	4	2
	Visa coop	31*	31	27	4	0	0
Thai Binh	Dai Loi coop	48*	48	35	6	5	2
	Vinh Phuc coop	64*	64	57	7	0	0
Total	Quynh 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

NE

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: 2000000000 Address: 2000000000				
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	
3) Downy mildew (<i>Platyphora 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	Metaxyl (min 95%)	7	16g	16lit	1 binh	3	Spray after diseases apposed 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	-	-

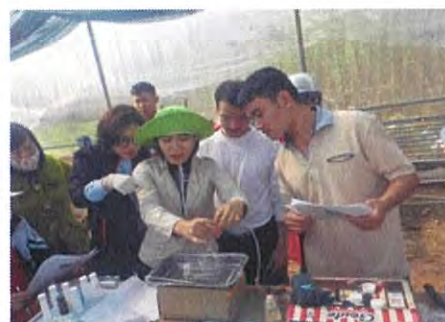
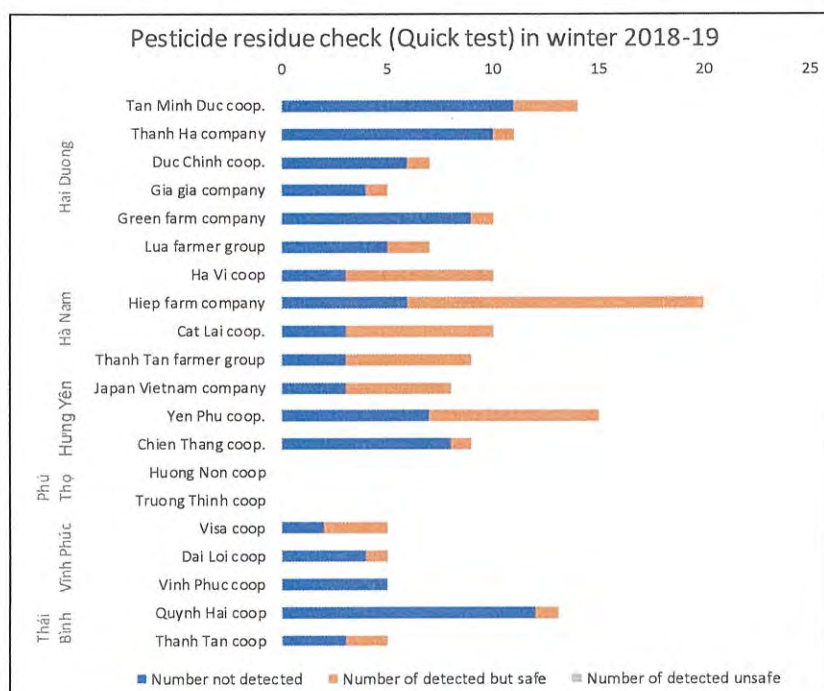
* Yen Phu invested the facilities without financial support from the project team.

** 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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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

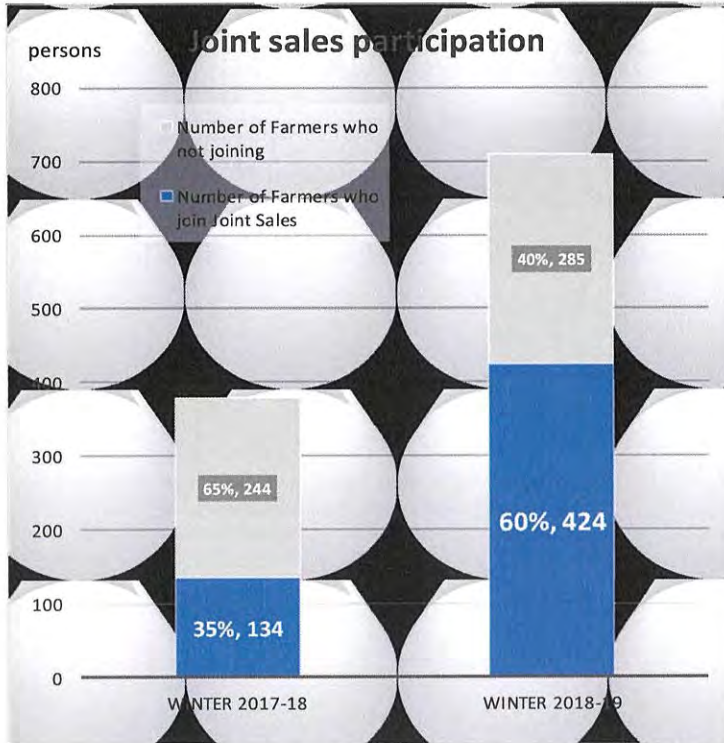
No.	Farmer's name	Area (m2)	Vegetable	Transplant date	Estimated amounts (Kg)	Expected harvesting time (kg)			
						Nov-18	Dec-18	Jan-19	Feb-19
Group 1									
1	Dương Thị Xuyên	540	Kohlrabi	21/10	1,200		1,200		
2	Phạm Văn Tân	540	Kohlrabi	2/10	1,200	1,200			
3	Đào Văn Đức	504	Chilli	10/7	400	400			
	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 Thiệu	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 Muôn	360	Chilli	15/7	400	400			
	Phạm Thị Muôn	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

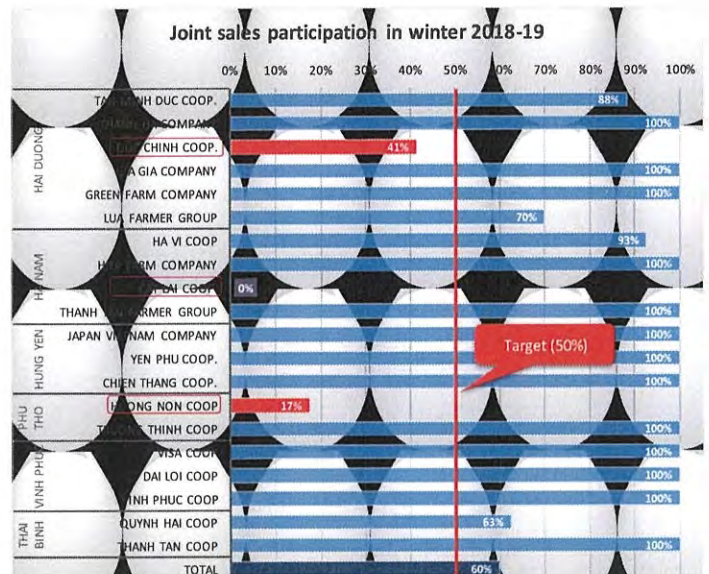
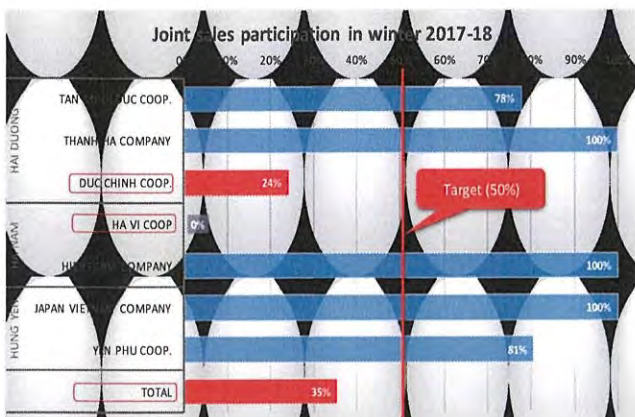
- Comparing with previous year, the total number of farmers involved in joint sales was increased from 134 to 424 persons, and the total percentage of joint sales participation was also increased from 35% to 60%.



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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%).

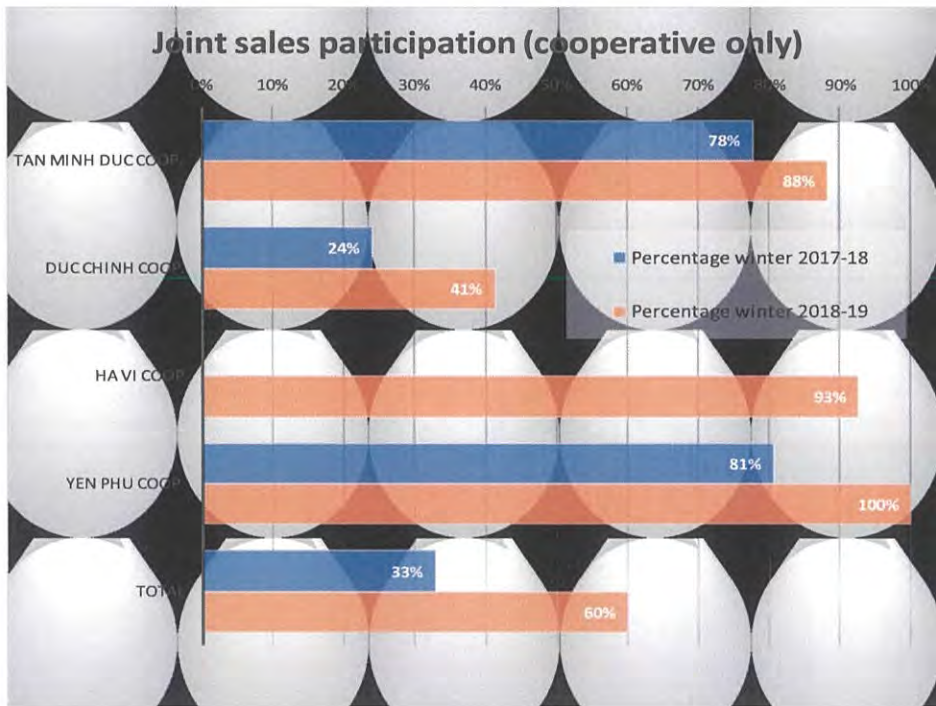


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7. Enhance joint sales management

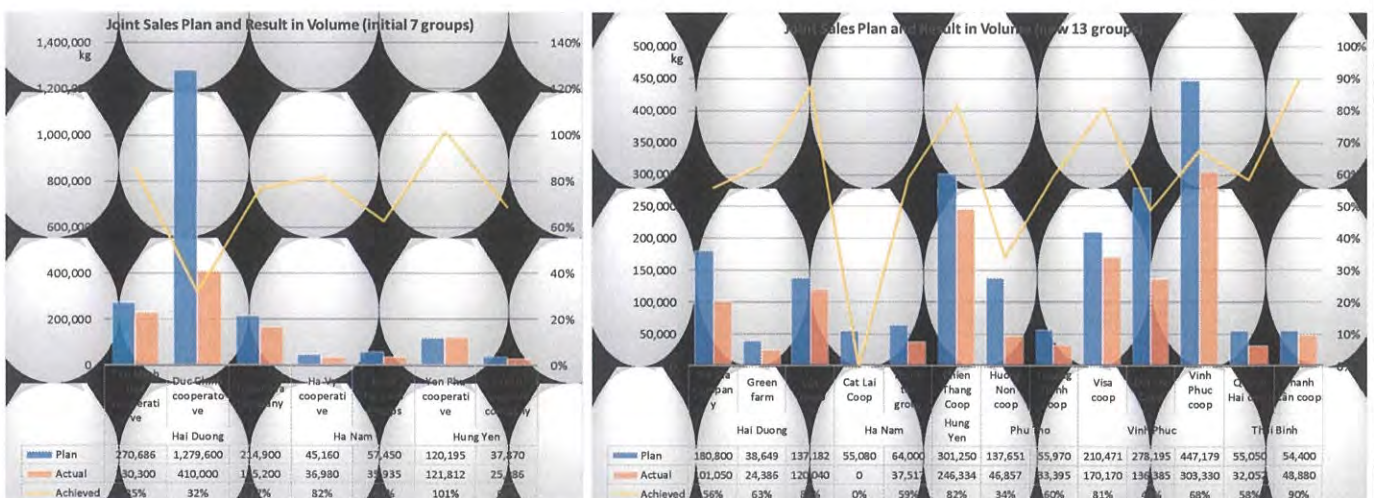
- all 4 groups improved the participation of joint sales compared with last year. Especially Ha Vy cooperative drastically improved after participation of local government like commune PC and district economic division.



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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

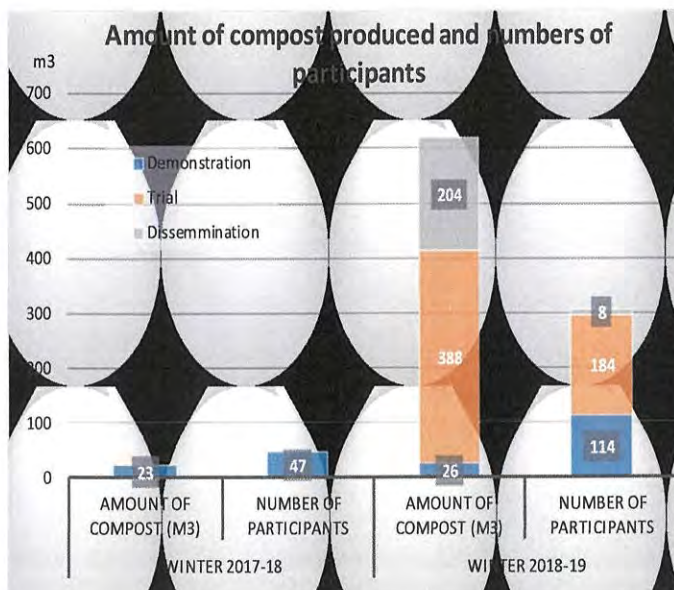


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8. Cultivation methods to improve quality and safety

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	



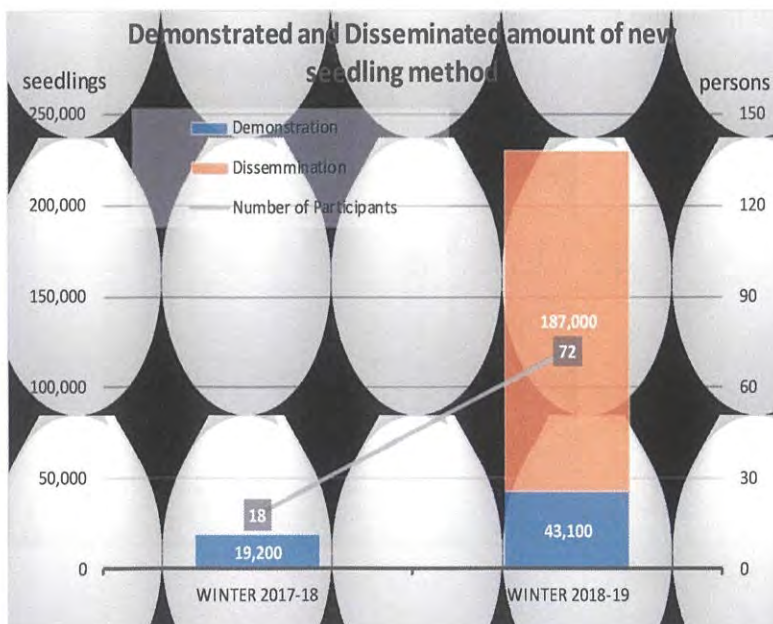
Feature 1 Heat tolerance in early season
 Feature 2 Heat tolerance in late season
 Feature 3 Disease tolerance
 Feature 4 Taste
 Feature 5 New product for Japanese market

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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

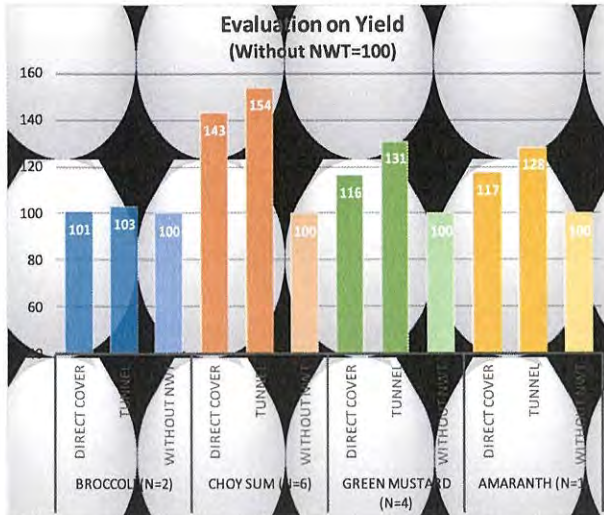
Conventional

42

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

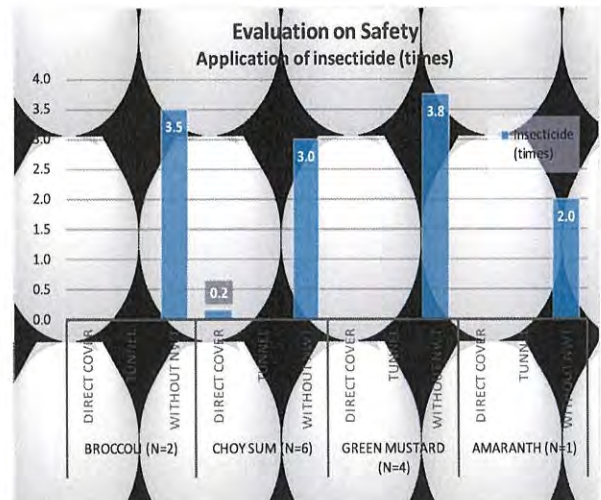
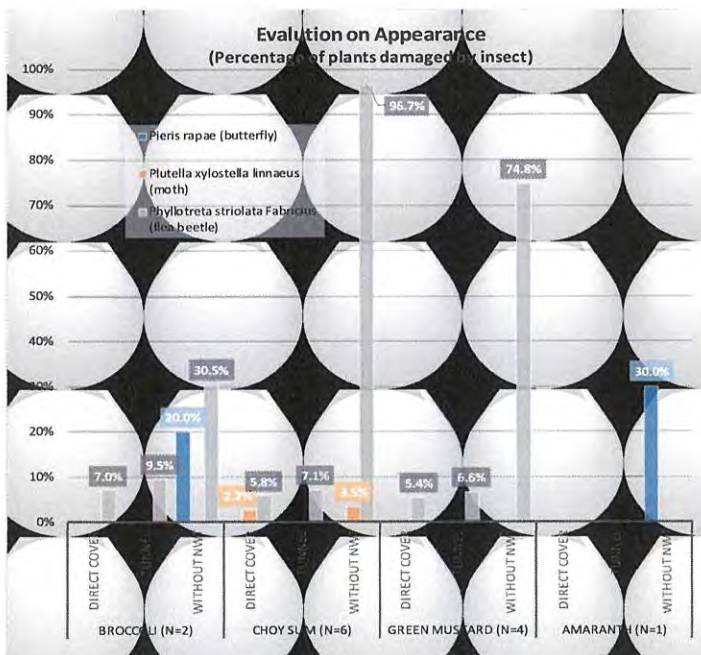
Tunnel

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.



Handwritten signature or mark.

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 	There was enough time for producers and buyers to discuss and negotiate.



AK

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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.

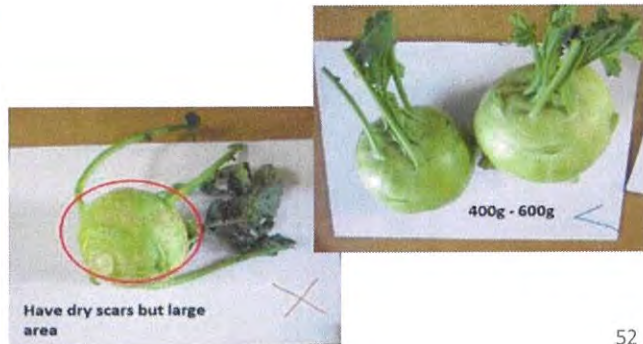


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5. Examination of collection and delivery method

- 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



52

NKS

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.

53

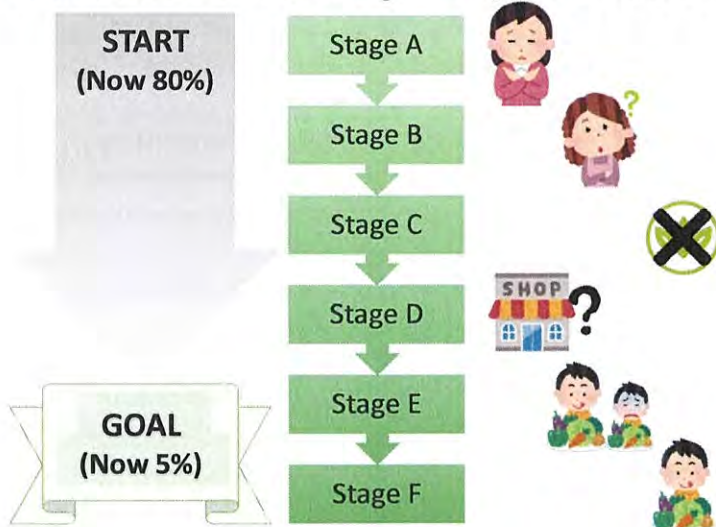
4. Communication activities

Output 3 Communication

54

Communication activities

Consumer Survey – Hypothesis & Objective



- Don't do much
- Personal judgement
- Don't trust certificate.
- Trust certificate, but don't know where to shop
- Buy safe vegetable, but Sometime compromise
- Buy safe vegetable regularly

What we found:

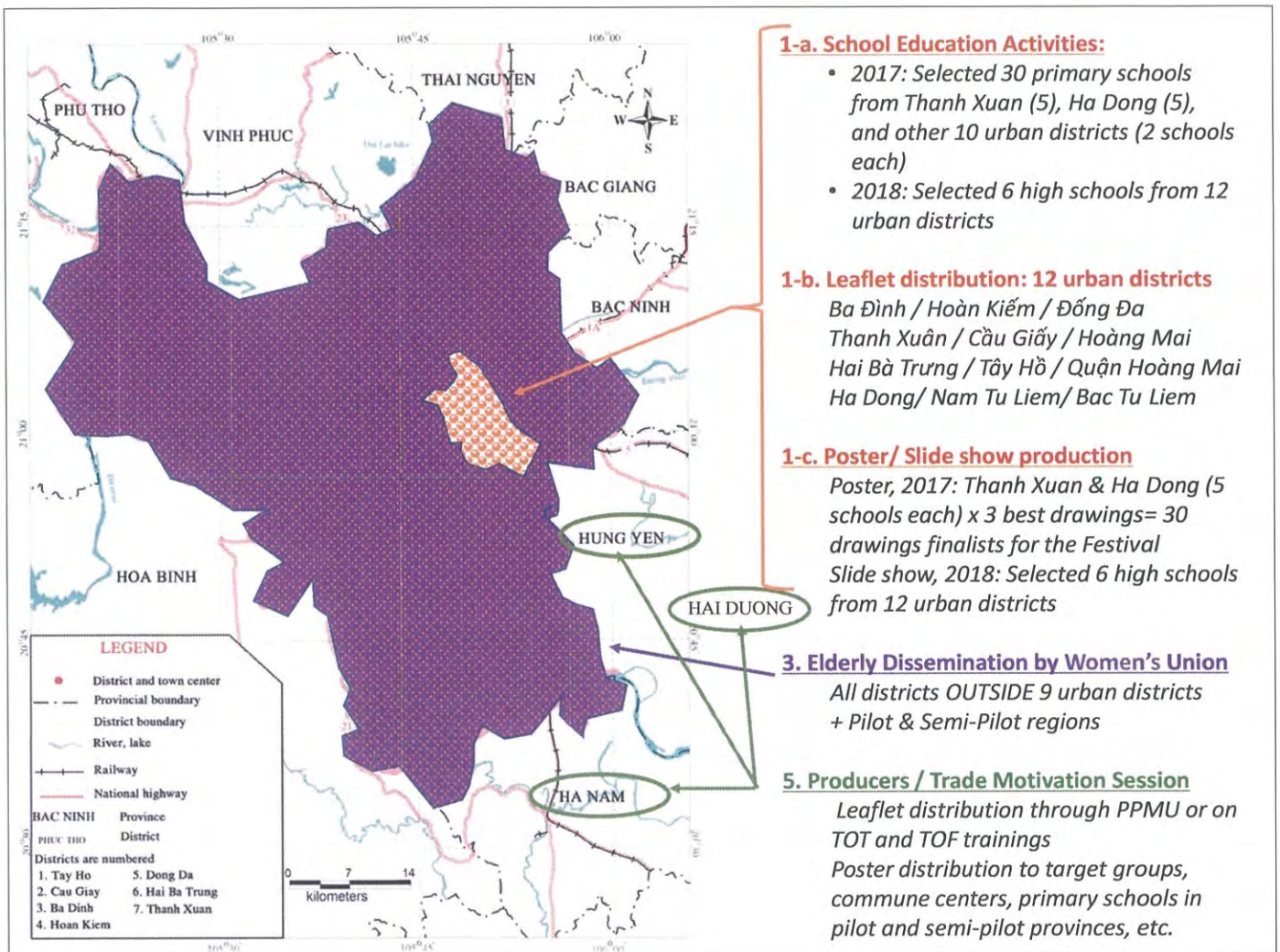
- ① Older consumers tend to stay at Stage A & B, and younger ones tend to move towards Stage E&F
- ② When they become interested in safe vegetables, they use internet to look for information (stores, producers and certification).
- ③ For everybody, across different stages, "health concern for children"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

Communication activities

Activity Plan Overview

	1.	2.	3.	4.	5.	6.
	Stage A	Stage B	Stage C	Stage D	Stage E	Stage F
Youth (Under 22)	Awareness & Education Target: Mass Activity: School Education + Contest (for exposure) Theme: • Importance of food safety • Understanding safe vegetable's journey • How to select safe vegetable		Trust Building Target: Producer & Trade Activity: F2F Dissemination Theme: • Safe vegetable production process • Safe vegetable and certificate • How consumers want safe vegetable	Trust + Access Info Target: Youth + Younger Activity: Online Platform Theme: • Shop directory • Certificate information (producer certificate, package info, retailer certificate) • Producer information		Retailers' Trust Target: Mass Activity: In-Store Promo Theme: • Certificate • Production process • Safe vegetable's journey
Younger (22 ~ 50)	Materials: • Educational leaflet → Share with grass root activities → Feature online information source • Visual material by students → Share with producers & traders		Materials: • Visual • Leaflet → From school activities			Materials: • In-store display
Older (Over 50)	Target: Older Activity: Leaflet Theme: Same as above Share above information to disseminate through leaflet & training					

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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

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 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*

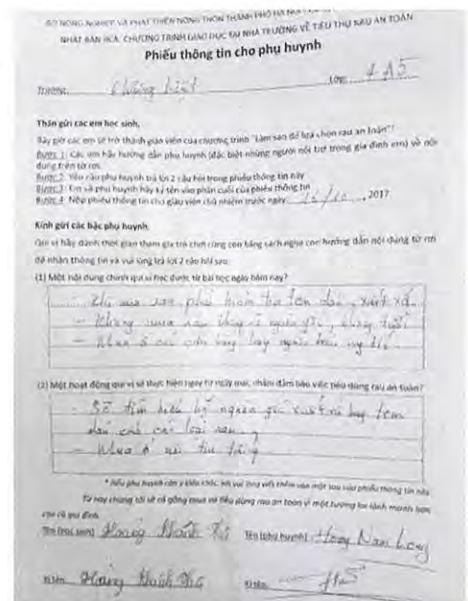
Được 4
nhấn

Từ nay *Signed by student & Mom*

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)**



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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

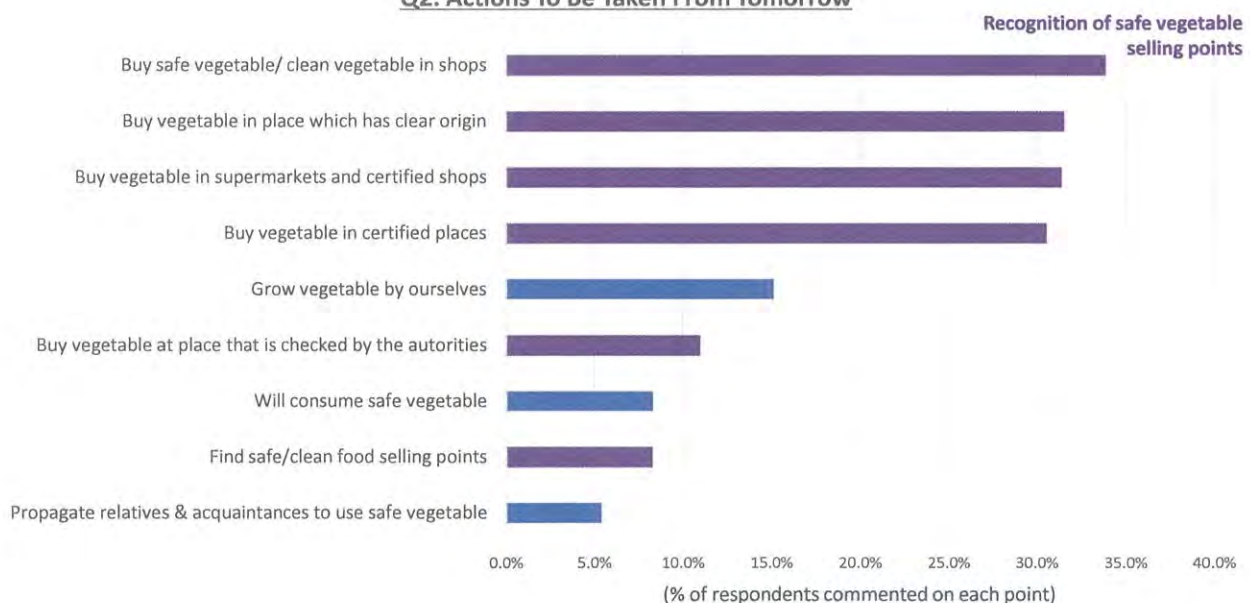


61

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.

62

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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.



63

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.



64

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

65

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,
 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: 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 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

H. Cam K
nh. Mom.

66

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?*

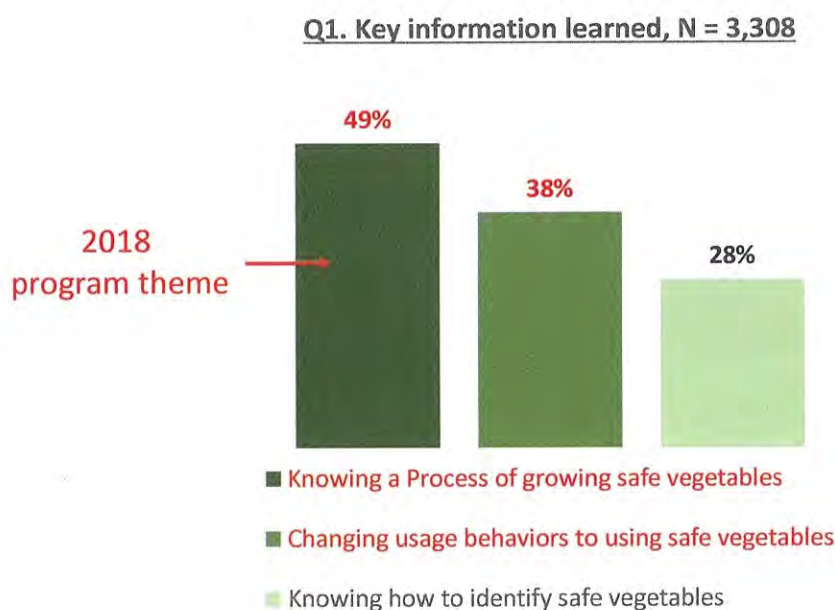
Q2 : *What is one thing you will do from tomorrow, to ensure safe vegetable consumption?*

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

67

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.

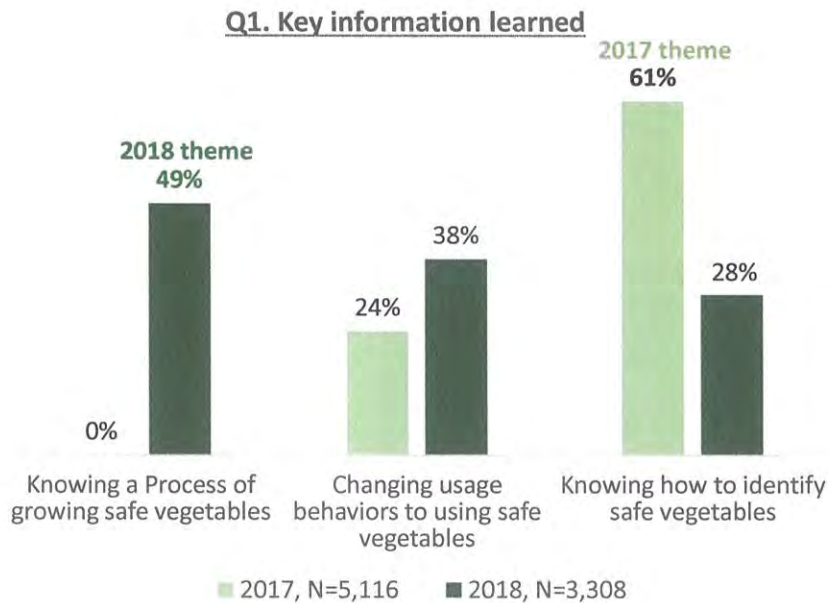


68

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

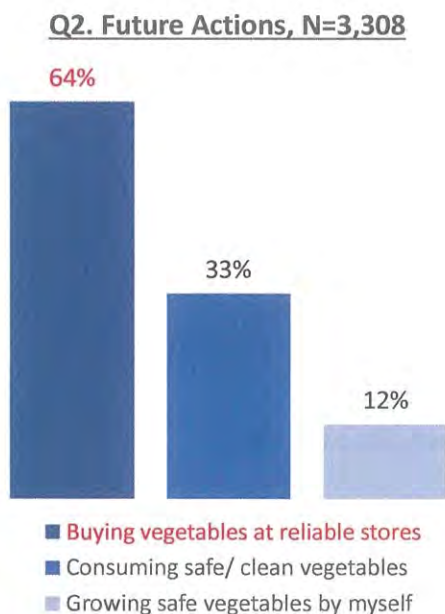
As we compare results between 2017 (Grade 4) and 2018 (Grade 10), simple message through younger children may be passed to mothers more effectively. (61% vs 49%)



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

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AD

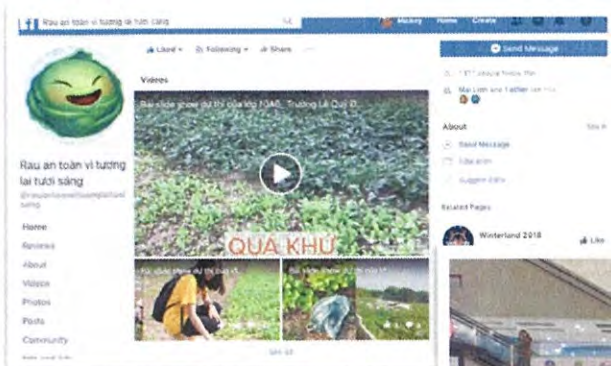
School Education 2018 Extracurricular – Safe Vegetable Slideshow Festival

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.



71

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.

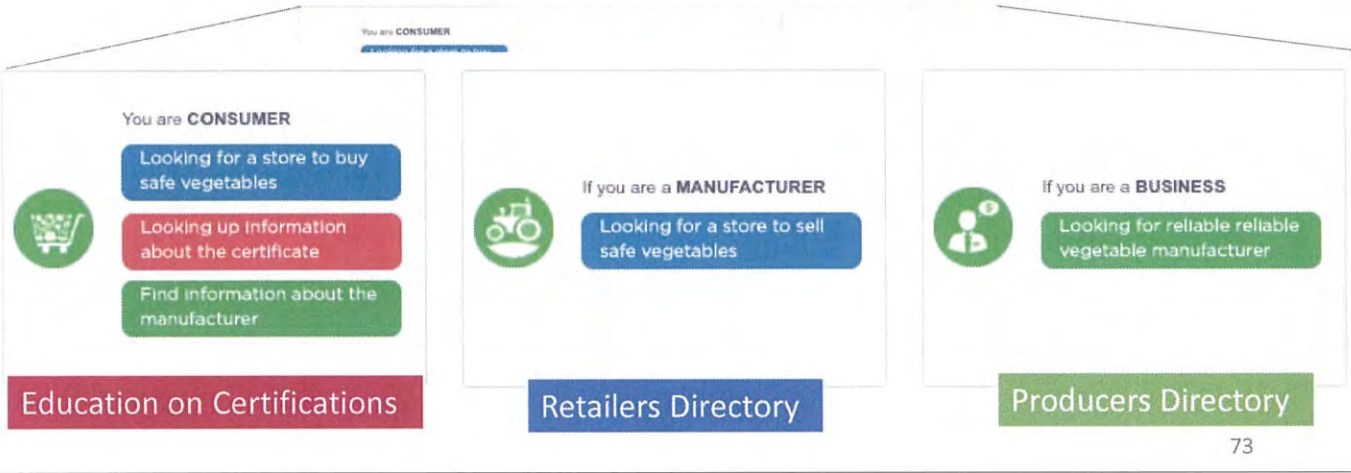
- 530 live votes were gained during Exhibition
- 30 people including teachers and students attended.
- Hanoi DARD and AEON Mall tenants contributed as prize sponsors



72

Ali

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".

NKS

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

Adi

Adi

Annex IV
Report from Pilot Province, Hai Duong PPMU

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Hải Dương đang là tỉnh có diện tích sản xuất rau lớn nhất miền Bắc, đa dạng cây trồng tập trung theo vùng trọng điểm, tổng diện tích cây rau toàn tỉnh 31.000ha, năng suất trung bình 225 tạ/ha, sản lượng khoảng 700 ngàn tấn/năm. Trong đó, vùng hành củ 6.000ha, cà rốt 1.500ha, rau cải bắp, su hào,



2. Khái quát về Dự án

- Bối cảnh: Trong sự phát triển kinh tế của nước ta nói chung, ngành nông nghiệp cần được phát triển một cách bền vững, lĩnh vực sản xuất và thương mại gia tăng và mở rộng thị trường, đòi hỏi cần phải đảm bảo độ an toàn cho các sản phẩm nông nghiệp được ưu tiên lên hàng đầu.
- Tuy nhiên trong công tác thúc đẩy sản xuất rau an toàn, đòi hỏi phải xây dựng thị trường để có giá bán tương xứng với giá trị của rau an toàn, nâng cao chất lượng và giá trị của sản phẩm đầu ra là một đòi hỏi thách thức?

AK

Dự án: “Tăng cường độ tin cậy trong lĩnh vực sản xuất cây trồng an toàn khu vực miền Bắc” được xây dựng trong bối cảnh đó, với mục tiêu:

- Sản xuất: Hỗ trợ theo GAP cơ bản.
- Thị trường: Thiết lập hình thái về chuỗi giá trị thông qua hợp tác với khối tư nhân
- Truyền thông: Nâng cao nhận thức về ATTP và vai trò của người tiêu dùng trong việc thúc đẩy sản xuất cây trồng an toàn.



Chợ truyền thống, bán lẻ



Siêu thị cao cấp

5



- Dự án đã được UBND tỉnh Hải Dương ký văn bản thỏa thuận ngày 29/2/2016;
- Thủ tướng Chính phủ phê duyệt chủ trương đầu tư tại Quyết định 2138/QĐ-TTg ngày 30/12/2017.
- Bộ Nông nghiệp và PTNT phê duyệt dự án tại Quyết định 2355/QĐ-BNN-HTQT ngày 19/6/2018.



6

3. Triển khai các hoạt động dự án

- Thành lập Ban Quản lý dự án Safe Crops tỉnh Hải Dương (gồm 7 thành viên) do đồng chí Giám đốc Sở làm Giám đốc BQL dự án.
- Kế hoạch thực hiện dự án giai đoạn 1 (2016-2018) được thiết lập, với sự hỗ trợ của các chuyên gia JICA
- Các mô hình thí điểm do BQL dự án tỉnh đề xuất, khảo sát thực địa, cung cấp thông tin liên quan và cùng với nhóm tư vấn thống nhất lựa chọn.
- Điều tra về sản xuất nông nghiệp, cây trồng an toàn, thị trường tiêu thụ và các thông tin liên quan tại các mô hình thí điểm của dự án được tiến hành.

7

Lựa chọn nhóm mục tiêu: giai đoạn 1 của dự án, từ tháng 10/2016, tại Hải Dương, có 3 nhóm mục tiêu được lựa chọn để triển khai các hoạt động với tổng diện tích là 42,5 ha và 339 hộ nông dân tham gia:

- HTX Đức Chính - Cẩm Giàng:
- HTX Tân Minh Đức - Gia Lộc
- Công ty TNHH rau củ quả Thanh Hà



8

NLS

Với kết quả đã đạt được giai đoạn 1, năm 2018, Hải Dương, có thêm 3 nhóm mục tiêu mới được lựa chọn để mở rộng hoạt động dự án giai đoạn 2:

- Tổ sản xuất rau an toàn thôn lúa, huyện Gia Lộc.
- Cơ sở sản xuất rau an toàn CP-Green Farm, TP Hải Dương,
- Cty CP thực phẩm Gia Gia, huyện Thanh Miện,



Hoạt động sản xuất tại các mô hình:

- Khảo sát điều kiện vùng sản xuất, đánh giá chất lượng nguồn nước, đất trồng, phân tích mẫu đất, nước, xác định độ an toàn của vùng sản xuất.



Phân công công cán bộ phụ trách:

- Cử 3 cán bộ trực tiếp phụ trách mô hình thí điểm và
- 1 cán bộ phát triển thị trường



Năm 2018, do bổ sung 3 nhóm mới, BQLDA tỉnh Hải Dương đã phân công thêm 4 cán bộ phụ trách đảm nhận về sản xuất và thị trường để đảm bảo tiến độ công việc:



Hoạt động đào tạo

➤ Cử 9 cán bộ (Cán bộ PPMU, cán bộ phụ trách mô hình thí điểm và lãnh đạo các nhóm) tham gia các lớp TOT về Phát triển sản xuất cây trồng an toàn, về thị trường tại Hà Nội do Dự án tổ chức.



Giảng viên: thành viên của CPMU, cục Trồng trọt

13

➤ **Đào tạo tại Nhật Bản:** Cử 1 cán bộ PPMU tham gia khóa tập huấn ngắn hạn (10 ngày); 1 cán bộ tham dự tập huấn 1 tháng về sản xuất và tiêu thụ nông sản an toàn theo chuỗi và 1 cán bộ tham dự tập huấn ngắn hạn (5 ngày) về thiết lập chuỗi cung ứng rau an toàn



Mezoroekai tại nhật bản



Các mục kiểm soát của JGAP

14

AK

PLD

➤ **Tham quan, học tập tại Lâm Đồng:** 9 cán bộ kỹ thuật, cán bộ thị trường và đại diện nhóm thí điểm đã được tham quan, học tập kỹ thuật sản xuất (4 ngày) tại tỉnh Lâm Đồng do dự án tổ chức. Chuyến thăm quan đã giúp học viên nắm bắt được quy trình ủ phân hữu cơ; quy trình sản xuất rau tiên tiến trong nhà màng; kỹ thuật sản xuất cây con giống.



Tổ chức tập huấn TOT về GAP cơ bản

➤ Năm 2017, tại Hải Dương tổ chức cho 30 học viên là cán bộ kỹ thuật và nông dân nòng cốt của 3 nhóm thí điểm. Qua khoá tập huấn giúp các học viên nắm bắt được quy trình sản xuất rau an toàn theo tiêu chuẩn GAP, cách ghi sổ nhật ký, từ đó về chuyển giao, tập huấn cho nông dân trong mô hình thí điểm.



NK

➤ Tổ chức tập huấn TOF cán bộ và nông dân về phát triển thị trường tiêu thụ rau tại Hải Dương: Giúp nông dân tìm được người mua đáng tin cậy và kỹ năng đàm phán và ký kết hợp đồng.



Hoạt động thị trường

➤ Tham gia hội nghị kết nối cung cầu nông sản, diễn đàn kinh doanh rau an toàn tại TP Hà Nội (2 lần/năm). Hội nghị là nơi gặp gỡ, giao thương giữa các nhóm sản xuất với người mua tiềm năng.



➤ **Cung cấp kiến thức thị trường:** Dự án triển khai các hoạt động về bán hàng tập trung, kết nối thị trường



Kết nối Oshitsu với HTX Đức Chính



Kết nối Harumidori với HTX Tân Minh Đức

- Mua VTNN tập trung: kiểm soát được chất lượng, giảm giá thành..
- Bán hàng tập trung: đáp ứng tối đa yêu cầu của khách hàng, chủ động xây dựng kế hoạch sản xuất, chia sẻ thông tin...
- > Đây là hoạt động chủ chốt giúp người sản xuất thu được hiệu quả cao

19

➤ **Tổ chức Mezeroekai trước khi thu hoạch** giữa người mua và nhóm sản xuất khi đã đạt được thỏa thuận kết nối.



Mezeroekai
Giữa siêu thị BigC – HTX Tân Minh Đức



Mezeroekai
Cty Thanh Hà – Siêu thị BigC Hải Dương

20

Als

Hoạt động giám sát sau thu hoạch

➤ Mục đích đảm bảo sản phẩm đúng như cam kết tới kho người mua và không có các mối nguy sau thu hoạch.



Hoạt động giám sát sau thu hoạch đảm bảo sản phẩm không có các mối nguy trước khi vận chuyển và tại kho bên mua

21



Hoạt động truyền thông:

- ❖ Tổ chức treo tranh cổ động tại mô hình thí điểm và các cửa hàng rau an toàn tại TP Hải Dương.
- ❖ Trưng bày và giới thiệu sản phẩm của 3 mô hình thí điểm tại Lễ hội Vải thiều thanh Hà năm 2018 cho 3.000 lượt khách tham quan.



ADK

ADK

➤ Đón tiếp hơn 50 đại biểu đến từ câu lạc bộ Phụ nữ với tiêu dùng TP Hà Nội tại HTX Tân Minh Đức, nhằm quảng bá thương hiệu, tạo niềm tin của đơn vị sản xuất tới người tiêu dùng tỉnh bạn.



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Áp dụng kỹ thuật mới (kỹ thuật của Nhật Bản)

➤ Hướng dẫn nông dân phương pháp ủ phân hữu cơ và cách sử dụng phân hữu cơ hiệu quả.



➤ Hướng dẫn nông dân sử dụng màng phủ không dệt áp dụng trong sản xuất cho hiệu quả kinh tế cao, hạn chế sử dụng thuốc bảo vệ thực vật.



Sử dụng màng phủ bằng vải không dệt của Nhật Bản hạn chế sâu

Hỗ trợ của dự án

1. Hỗ trợ cho các mô hình thí điểm:

- Phân tích mẫu đất, nước, xác nhận vùng sản xuất an toàn;
- Nâng cấp điều kiện khu sơ chế; nhà màn, nhà lưới để sản xuất cây giống, cung cấp tài liệu, nhật ký đồng ruộng;
- Đào tạo trên lớp và thực hành sản xuất trên đồng ruộng áp dụng GAP, kỹ thuật ủ phân, sản xuất cây giống, biện pháp BVTV...cung cấp dụng cụ thử test nhanh chất lượng sản phẩm;
- Xây dựng logo, nhãn hiệu cho sản phẩm, cung cấp kiến thức thị trường, kết nối khách hàng tiềm năng.

2. Nâng cao năng lực quản lý sản xuất cây trồng an toàn

- Cán bộ kỹ thuật, khuyến nông viên và các thành viên PPMU được cung cấp kiến thức, kinh nghiệm về quản lý, sản xuất cây trồng an toàn (kinh nghiệm từ Nhật Bản) thông qua các khóa đào tạo.
- Cơ hội học hỏi từ các chuyên gia về phương pháp tiếp cận; kỹ thuật mới và cơ hội chia sẻ, học tập kinh nghiệm từ các tỉnh.

Công tác quản lý thực hiện dự án tại tỉnh

- Trình UBND tỉnh về vốn đối ứng cho các hoạt động dự án thực hiện tại Hải Dương giai đoạn 2017-2020.
- Lồng ghép với các hoạt động trong chương trình của tỉnh
- Cử cán bộ trực tiếp tham gia, theo dõi hoạt động tại mô hình.
- Họp tổng kết đánh giá hàng năm và triển khai kế hoạch năm kế tiếp; kết quả hoạt động của PPMU, các hoạt động đã triển khai tại các điểm mô hình.
- Dự án triển khai tại Hải Dương đã được các cấp chính quyền quan tâm và sự ủng hộ, tham gia nhiệt tình của nông dân vùng thí điểm. Vì vậy các hoạt động triển khai được thuận lợi, đảm bảo tiến độ.

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- Đăng tải thông tin lên trên trang Website của Sở Nông nghiệp và PTNT; mời các đơn vị, công ty trong và ngoài tỉnh đến hợp tác, thu mua sản phẩm và tham gia hoạt động của dự án tại Hải Dương,
- Tổ chức Hội chợ: sản phẩm của các nhóm mục tiêu được trưng bày, giới thiệu đến khách hàng
- Tạo cơ hội kết nối: đã có 4 doanh nghiệp đăng ký mua rau an toàn của các nhóm mục tiêu gồm: Công ty cổ phần Kim Chính, Công ty TNHH Nhân Tâm, Công ty cổ phần GCT Kiên Giang - TP Hải Dương và Công ty TNHH Harumidori Việt Nam.
- Phối hợp với Đài PTTH Hải Dương xây dựng chuyên đề “sản xuất rau an toàn theo công nghệ Nhật Bản” để giới thiệu về dự án, thời lượng 30 phút phát trên Đài PTTH Hải Dương.

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4. Kết quả đạt được khi tham gia dự án của các nhóm mục tiêu

Đối với nhóm mục tiêu

- + Được hướng dẫn lập kế hoạch sản xuất các chủng loại rau tơi từng hộ.
- + Được đào tạo, tập huấn về quy trình sản xuất an toàn, GAP cơ bản, VietGAP
- + Học kỹ thuật canh tác mới (làm phân ủ; sử dụng nhà lưới và màng phủ không dệt; ươm cây giống trên khay; ghép cà chua với gốc cà tím...)
- + Được hỗ trợ phân tích mẫu đất, nước, xác nhận vùng sản xuất an toàn.
- + Được hướng dẫn quy trình kiểm soát chất lượng nguyên liệu đầu vào, quá trình sơ chế và sản phẩm sau sơ chế, đóng gói. Kiểm soát, đánh giá nội bộ thường xuyên.
- + Dự án hỗ trợ kinh phí thiết kế và in bao bì, tem nhãn, logo, danh thiếp và tờ rơi.



Camera giám sát SX Cty Gia Gia

- + Dự án hỗ trợ xây dựng nhà màng, trang thiết bị, nâng cấp nhà sơ chế hiện có
- + Cán bộ chủ chốt của nhóm mục tiêu được tập huấn TOT, TOF về sản xuất, và phát triển thị trường, để chủ động phát triển sản xuất và tìm kiếm thị trường.
- + Thông qua hoạt động của dự án các nhóm mục tiêu đã có cơ hội kết nối, tiếp cận với khách hàng tiềm năng như: siêu thị Big C Hà Nội, BigC Hải Dương, siêu thị Metro, Coop Mart Hải Phòng, Intimex,.... Cty CP Dịch Vụ Thương Mại Tổng Hợp Vincommerce, Cty TNHH Harumidori, Cty CP Hưng Việt, Cty Kim Chính, ...



Hỗ trợ nhà sơ chế HTX Tân Minh Đức



Hỗ trợ nhà màng công ty Thanh Hà

Đòi với nông dân:

Đã hình thành thói quen:

- Sử dụng vật tư đầu vào (thuốc BVTV, phân bón) rõ nguồn gốc, đúng đối tượng cây trồng.
- Tuân thủ quy trình sản xuất rau, quả theo các quy định của GAP cơ bản;
- Ghi chép nhật ký đồng ruộng, nhật ký thu hoạch đầy đủ.



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Bài học kinh nghiệm của các nhóm mục tiêu tham gia dự án

1. THAY ĐỔI CÁCH THỨC SẢN XUẤT

- **Lập kế hoạch sản xuất:** Căn cứ vào năng lực sản xuất, yêu cầu thị trường, thông tin vụ trước đã sản xuất Từ đó đưa ra quyết định chủng loại rau cần sản xuất, số lượng rau, cách thức nâng cao chất lượng bằng sản xuất GAP...
- **Tổ chức sản xuất:** Sản xuất theo nhóm: tiết kiệm được đầu vào, dễ quản lý, dễ điều chỉnh, nhiều cơ hội tiêu thụ sản phẩm từ đó nâng cao hiệu quả sản xuất.
- **Ghi nhật ký đồng ruộng và lưu giữ hồ sơ:** Tạo thói quen cho người sản xuất ghi chép hoạt động sản xuất và lưu giữ hồ sơ làm bằng chứng và rút kinh nghiệm vụ sau
- **Tự chịu trách nhiệm về chất lượng sản phẩm:** Cung cấp thông tin sản xuất minh bạch, tự công bố và chịu trách nhiệm về chất lượng sản phẩm
- **Hiểu rõ mục đích của việc kiểm tra nội bộ:** Là công việc cần thiết phải làm, cùng nhau kiểm tra chất lượng đầu vào, điều kiện sản xuất, thực hành sản xuất, quy trình sản xuất... Từ đó điều chỉnh cho tốt hơn
- **Rút kinh nghiệm:** Chia sẻ thông tin, cùng chịu trách nhiệm, cùng chung quyền lợi
- **Tiêu thụ tập trung:** Chia sẻ thông tin khách hàng, số lượng, chủng loại sản phẩm để tiêu thụ sản phẩm một cách tốt nhất .

**Sản xuất cây trồng an toàn không khó. không phải đầu tư cao
Điều quan trọng là phải thay đổi nhận thức, thay đổi hành vi**

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Adi

2. THAY ĐỔI NHẬN THỨC VỀ THỊ TRƯỜNG:

Các nhóm mục tiêu đã thay đổi nhận thức về thị trường như:

- **Lập kế hoạch sản xuất của đơn vị dựa trên nhu cầu thị trường:** Thông qua dự án làm thay đổi thói quen truyền thống sản xuất gieo trồng rồi bán hàng sang xu hướng tìm người mua thực hiện sản xuất gieo trồng rồi bán hàng.
- **Xây dựng công cụ quảng bá của đơn vị và kết nối kinh doanh:** Như hồ sơ đơn vị sản xuất rau an toàn (các thông tin về đơn vị sản xuất, một số giấy tờ minh họa của đơn vị); Tài liệu quảng bá (Logo, Danh thiếp, Tờ rơi, Biển hiệu, catalogue, standee, v.v)
- **Nâng cao kỹ năng về bán hàng tập trung:** Dự án tập huấn TOF về thị trường. Các nhóm mục tiêu đã bước đầu thành công trong bán hàng tập trung và tìm những người mua tiềm năng, có sự liên kết chặt chẽ giữa người bán và người mua, cùng nhau lắng nghe ý kiến phản hồi và cam kết lâu dài bền chặt.
- **Tranh thủ các diễn đàn kinh doanh rau, hội chợ, tổ chức các cuộc họp Mezoroe-Kai để kết nối thị trường.**

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3. NHỮNG THUẬN LỢI, KHÓ KHĂN TRIỂN KHAI TẠI CÁC MÔ HÌNH THÍ ĐIỂM

Thuận lợi

- ❖ Được sự quan tâm, chỉ đạo của lãnh đạo của UBND tỉnh, các địa phương và sự ủng hộ nhiệt tình của nông dân vùng tham gia dự án.
- ❖ Diện tích đất sản xuất nông nghiệp của các mô hình thí điểm tập trung, thuận lợi cho sản xuất rau hàng hóa.
- ❖ Nông dân có nhiều kinh nghiệm trong sản xuất rau, luôn tìm tòi ứng dụng TBKHKT mới áp dụng vào sản xuất.
- ❖ Nhu cầu sử dụng các sản phẩm sạch và an toàn ngày càng được người dân quan tâm.
- ❖ Sản phẩm rau, quả khi của các mô hình thí điểm sản xuất ra đảm bảo tiêu chuẩn VietGap, Gap cơ bản, được đưa vào hệ thống các siêu thị, công ty, bếp ăn tập thể và 1 phần xuất khẩu.

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Khó khăn

➤ Trong sản xuất, kinh doanh sản phẩm

- Nông dân ghi chép nhật ký đồng ruộng, nhật ký thu hoạch chưa thật đều đặn.
- Một số đơn vị chưa có nhà sơ chế hoàn chỉnh, gặp khó khăn trong việc sơ chế sản phẩm đáp ứng yêu cầu của siêu thị cao cấp.

➤ Phân phối sản phẩm

- Cước vận chuyển quá cao do khoảng cách xa.
- Có những người mua ở xa trong khi mua với sản lượng nhỏ.
- Giá bán rau an toàn còn thấp, phụ thuộc nhiều vào thị trường.
- Một số đơn vị còn thiếu phương tiện vận chuyển, do đó hạn chế khách hàng ở xa, chủ yếu là bán tại chỗ hoặc gửi xe.

➤ Chiến lược thị trường

- Không được cập nhật thông tin thị trường kịp thời.
- Không có marketing chuyên nghiệp.

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KẾT LUẬN

- Các hoạt động triển khai tại Hải Dương đảm bảo theo kế hoạch và tiến độ đề ra.
- Quá trình triển khai, thực hiện có sự phối hợp chặt chẽ giữa CPMU, PPMU, đơn vị tư vấn JICA với 6 điểm thực hiện mô hình đảm bảo chặt chẽ, linh hoạt, kịp thời, hiệu quả.
- Dự án đã được các cấp chính quyền, địa phương và nông dân nhiệt tình đón nhận và tạo điều kiện thuận lợi để dự án nhanh chóng được triển khai.
- Qua hơn 2 năm triển khai, dự án đã có sức lan tỏa lớn: Đã nâng cao năng lực quản lý, kỹ năng báo cáo, chỉ đạo sản xuất cho cán bộ cấp tỉnh, huyện đã làm thay đổi hành vi, nâng cao nhận thức của nông dân trong sản xuất rau an toàn; Sản phẩm của dự án đã đưa vào bán tại các hệ thống siêu thị, công ty, doanh nghiệp, thị trường tiêu thụ rau được mở rộng; Năng lực quản lý sản xuất, tiếp thị và mở rộng thị trường rau an toàn của các mô hình thí điểm tăng lên, ...
- Kết quả thành công của dự án sẽ là mô hình điểm để các tổ chức, các cơ sở sản xuất, các hộ nông dân trên địa bàn tỉnh tham gia học hỏi đưa vào sản xuất trên diện rộng, nhằm góp phần nâng cao năng suất, chất lượng sản phẩm rau quả, nâng cao giá trị gia tăng cho nông dân tỉnh Hải Dương.

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CHÂN THÀNH CẢM ƠN!



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Annex V

Result and Lessons of Communication Activities, Hanoi PPMU



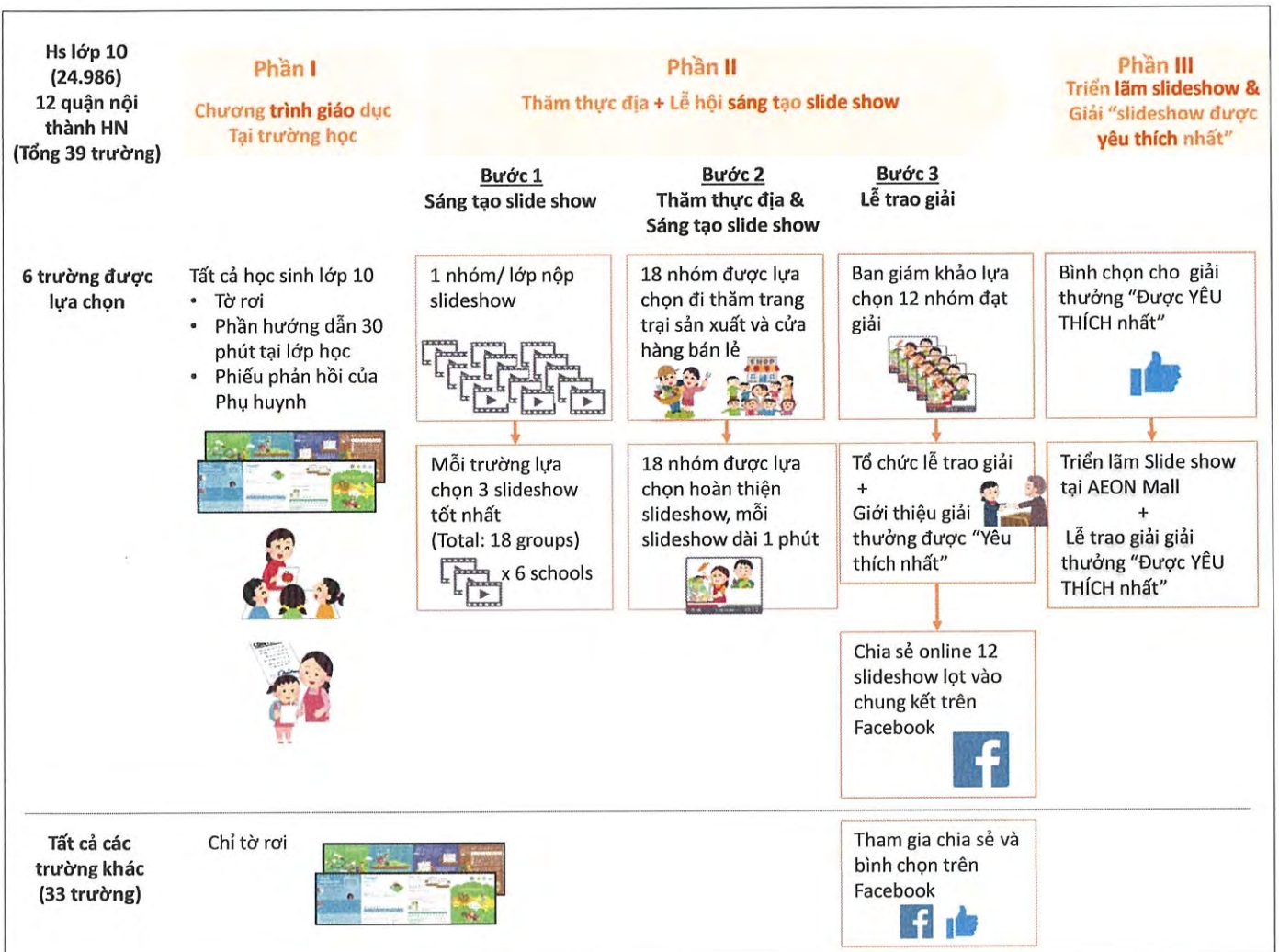
Dự án Tăng cường Độ Tin cậy trong Lĩnh vực Sản xuất Cây trồng An toàn tại Khu vực Miền Bắc

BÁO CÁO Kết quả hoạt động truyền thông năm 2018



Năm 2018, Dự án tập trung triển khai các hoạt động tuyên truyền và kết nối kênh tiêu thụ, quảng bá và xúc tiến thị trường tiêu thụ rau an toàn nhằm nâng cao nhận thức về sản phẩm an toàn cho cộng đồng trong đó đặc biệt chú trọng tới đối tượng học sinh bậc phổ thông trung học tại Hà Nội





Tổ chức Hội nghị các trường học trên địa bàn thành phố Hà Nội để tuyên truyền về chương trình truyền thông năm 2018

nk

Nội dung : 3 nội dung chính

1. Chương trình giáo dục tại các trường PTTH tại Hà Nội

- Thời gian triển khai: Tháng 9 năm 2018
- Tuyên truyền bằng tờ rơi về tầm quan trọng của an toàn thực phẩm trong sản xuất rau. Đối tượng triển khai: Toàn bộ học sinh khối lớp 10 của 39 trường PTTH tại 12 quận nội thành Hà Nội.
- Phát phiếu thông tin cho phụ huynh: Triển khai tại 6 trường học của 12 quận nội thành mỗi quận lựa chọn 1 trường, mỗi trường lựa chọn toàn bộ khối lớp 10. Sau khi được giáo dục tại lớp thông qua tờ rơi, học sinh sẽ chia sẻ phổ biến nội dung đã học cho các mẹ và các bà để quảng bá về rau an toàn. Học sinh và các mẹ/bà sẽ điền vào Phiếu Thông tin phụ huynh. Phiếu thông tin sẽ được thu thập lại.

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Kết quả: Chương trình giáo dục tại trường học – Tờ rơi

- Tờ rơi giáo dục được phát cho học sinh lớp 10
- Số lượng: tại 39 trường của 12 quận nội thành thành phố Hà nội
- Tổng: **24.986 tờ rơi.**



nh

nh

Câu hỏi 01

Đâu là khu vực trồng rau an toàn?

A. Khu vực A
B. Khu vực B
C. Khu vực C

Câu hỏi 02

2.1. Để rau được trồng rau an toàn thì người trồng rau cần chú ý điều gì?

A. Không dùng phân bón
B. Không dùng thuốc trừ sâu
C. Không dùng phân bón và thuốc trừ sâu
D. Không dùng phân bón và thuốc trừ sâu

2.2. Rau nào là rau an toàn?

A. Rau cải
B. Rau bina
C. Rau cải thìa
D. Rau cải xoăn

Câu hỏi 03

Ngày 3 tháng 12.

Đâu là rau an toàn?

A. Rau cải
B. Rau bina
C. Rau cải thìa
D. Rau cải xoăn

Câu hỏi 04

Đâu là rau an toàn?

A. Rau cải
B. Rau bina
C. Rau cải thìa
D. Rau cải xoăn

Testimonial

Chị Minh Anh - 32 Tuổi
Phân viên vận chuyển - Tây Hà, Hà Nội

Chị Nguyễn Thị Bích Ngọc - 32 Tuổi
Giáo viên - Lương Bằng, Hà Nội

Chị Đỗ Thị Thanh Hương - 37 Tuổi
Nhiệm vụ - Cầu Giấy, Hà Nội

Thông tin liên hệ: JICA, jicafacoproject@gmail.com

Đáp án

Câu 1: B

Câu 2: A, B, C, D

Câu 3: C

Câu 4: C

Câu hỏi	A	B	C	D
Câu 1	X			
Câu 2		X	X	X
Câu 3			X	
Câu 4			X	

Hà Nội, ngày 05 tháng 12 năm 2014

Tại sao rau bẩn thường sẽ bị đổ vỡ ra ngoài thành của rổ rau được bày bán ở chợ truyền thống?

“Hành trình Rau an toàn” - Câu đố thú vị cùng phần giải thích trong câu trả lời

Các bà mẹ thông thái nói gì?

Chị Trần Thị Minh Nguyệt - 31 Tuổi
Giáo viên - Cầu Giấy, Hà Nội

Chị Phạm Thị Ngọc - 32 Tuổi
Giáo viên - Cầu Giấy, Hà Nội

Chị Phạm Thị Ngọc - 32 Tuổi
Giáo viên - Cầu Giấy, Hà Nội

Đáp án

1. Khu vực B

2. Rau cải, rau bina, rau cải thìa, rau cải xoăn

3. Rau cải

4. Rau cải

Câu 3: C

Đâu là rau an toàn?

A. Rau cải
B. Rau bina
C. Rau cải thìa
D. Rau cải xoăn

Hành trình của rau an toàn

Chị Phạm Thị Ngọc - 32 Tuổi
Giáo viên - Cầu Giấy, Hà Nội

Chị Phạm Thị Ngọc - 32 Tuổi
Giáo viên - Cầu Giấy, Hà Nội

Lời chứng thực từ các Mẹ đã mua RAT: Thông qua trẻ em để tác động đến các mẹ

nhì



Chuyên gia tư vấn Nhật Bản giao lưu cùng các em học sinh lớp 10 tại trường THPT Trần Hưng Đạo để giới thiệu về chương trình truyền thông năm 2018 。



• Chương trình giáo dục tại trường học – **Chương trình trong lớp học**

- Chương trình trong lớp học được thực hiện: Tại 6 trường học của 12 quận nội thành Thành phố Hà Nội
- Tổng: **3.891 học sinh lớp 10 tham dự với tỉ lệ phản hồi là 85%.**



PHIẾU PHẢN HỒI

2 câu hỏi dạng mở được đưa ra

CH1 : Một nội dung chính bạn đã học được từ bài học hôm nay là gì?

CH2 : Một điều bạn sẽ làm từ ngày mai, để đảm bảo việc tiêu dùng rau an toàn là gì?

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

Phiếu phản hồi

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 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.

— Bạn đã tìm hiểu được gì từ chương trình này? —

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

— (Bạn sẽ làm gì để cải thiện việc tiêu dùng rau an toàn? —

Từ nay Phụ huynh và học sinh ký tên ở Giám đốc nhóm



1. Giáo viên hướng dẫn nội dung tờ rơi trong lớp học.
2. Học sinh và mẹ cùng nhau hoàn thành bài tập về nhà.
 - Học sinh hướng dẫn các Mẹ về Hành trình RAT.
 - Học sinh và mẹ điền vào Phiếu phản hồi của Phụ huynh và cùng kí tên.

Chương trình giáo dục tại trường học – Kết quả phiếu phản hồi

➤ **3,308 Phiếu phản hồi Phụ huynh** đã được thu lại với tỉ lệ phản hồi cao là **85%**:

➤ Tỉ lệ phản hồi năm 2018 cao hơn (85%) so với năm 2017 (50%)

SỞ NÔNG NGHIỆP VÀ PHÁT TRIỂN NÔNG THÔN THÀNH PHỐ HÀ NỘI / CƠ QUAN HỢP TÁC QUỐC TẾ NHẤT BẢN JICA. CHƯƠNG TRÌNH GIÁO DỤC TẠI NHÀ TRƯỜNG VỀ TIÊU THỤ RAU AN TOÀN

Phiếu phản hồi của phụ huynh

Tên: THPT Trưng Vương Lớp: 1CA2

Thân gửi các em học sinh,
 Đây giờ các em sẽ trở thành giao viên của chương trình "Hành trình của Rau An toàn"
Bước 1: Các em hãy hướng dẫn phụ huynh (đặc biệt những người nội trợ trong gia đình em) và 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 chủ nhiệm trước ngày _____, 2018.

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

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

Đúng giờ, nhiều người trong chúng ta vẫn bị nước ngọt, thức phẩm chế biến sẵn, thực phẩm chúng ta sử dụng rau quả "xả" mà không rửa sạch sẽ, rửa sạch lại bằng nước muối và rửa lại bằng nước sôi để nguội để đảm bảo an toàn cho sức khỏe gia đình.

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

Ta sẽ mua rau tại các cửa hàng rau an toàn gần nhà bằng cách truy cập liên hệ thông tin trên tờ rơi và đi mua rau tại cửa hàng rau an toàn chính thức gần nhà hay nơi làm việc.

* Nếu phụ huynh cần ý kiến khác, xin vui lòng viết thêm vào một sao của phiếu thông tin này.
 Truy cập <https://trungtamtaoantruan.com.vn> để tìm hiểu về: 1) các cửa hàng rau an toàn gần nhà hoặc nơi làm việc của bạn, 2) thông tin về người sản xuất rau an toàn, và 3) các loại giấy chứng nhận rau an toàn.

Từ nay chúng tôi sẽ cố gắng mua và tiêu dùng RAT vì một tương lai lành mạnh hơn cho cả gia đình.

Tên (học sinh): Trần Nguyễn Hoàng Tên phụ huynh: Vũ Thị Ngọc

Kí tên: Hoàng Kí tên: Ngọc

Adhi

Adhi

Chương trình giáo dục tại trường học – Ý kiến phản hồi của Giáo viên (Nội dung)



Tất cả giáo viên đều đánh giá tính hiệu quả của nội dung là “rất tốt”, hoặc “tốt” ở tất cả các khía cạnh: giáo dục thực tế thông qua nội dung và hình thức thú vị thu hút sự quan tâm và tìm hiểu của học sinh.

Các nội dung

- ◆ Tờ rơi hữu ích với nội dung chính tốt và trình bày dưới dạng câu hỏi.
- ◆ Khi được nghe về chủ đề rau an toàn, hầu hết học sinh đều hứng thú.
- ◆ Tài liệu được thiết kế và hướng dẫn chi tiết cho học sinh dễ đọc và hiểu do đó thu hút sự quan tâm của học sinh về tiêu dùng rau an toàn.

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Chương trình giáo dục tại trường học – Ý kiến phản hồi của giáo viên (Bài tập về nhà)



Tác động đến các Mẹ:

- ◆ Sau khi nghe tuyên truyền về rau an toàn, học sinh nhận được sự ủng hộ tích cực từ nhiều phụ huynh.
- ◆ Phụ huynh đưa ra phản hồi: họ đang thay đổi thói quen, thay vì mua rau tại chợ, họ chuyển sang mua rau tại các siêu thị và cửa hàng RAT.
- ◆ Các Mẹ là người mua thực phẩm cho cả gia đình, họ quan tâm đến sức khỏe của các thành viên trong gia đình.
- ◆ Thu hút sự quan tâm tham gia của các phụ huynh trong chương trình là rất hiệu quả trong việc thúc đẩy học sinh nâng cao nhận thức và chia sẻ các vấn đề liên quan đến gia đình và sức khỏe xã hội.

nh

Chương trình giáo dục tại trường học – Phản hồi của Học sinh (Giáo dục)

Nội dung: Học sinh đón nhận tốt

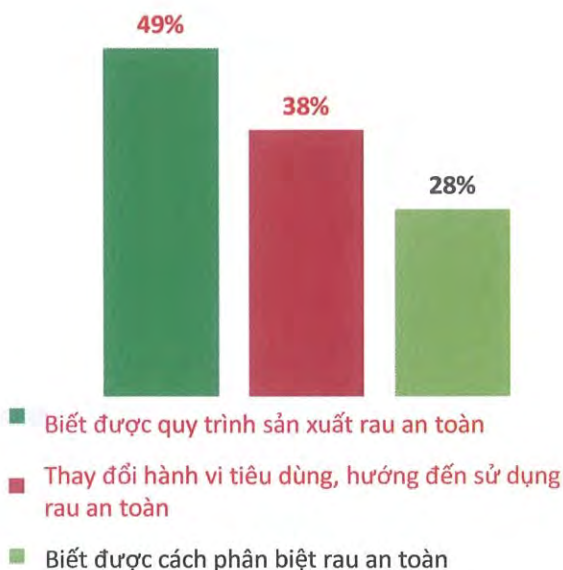
- ◆ Chương trình này rất **thiết thực trong cuộc sống**.
- ◆ **Nội dung mang tính giáo dục cao** về vệ sinh an toàn thực phẩm
- ◆ Ngôn từ **dễ hiểu**, phù hợp với lứa tuổi và mức độ nhận thức của học sinh
- ◆ **Hình ảnh rõ ràng, đẹp, sống động**, thực tế, đơn giản và dễ hiểu. Học sinh nắm bắt thông tin nhanh
- ◆ Chương trình hấp dẫn khiến học sinh đam mê và mong muốn được tìm hiểu và dành chiến thắng, **nhận được rất nhiều sự quan tâm từ phía học sinh**.



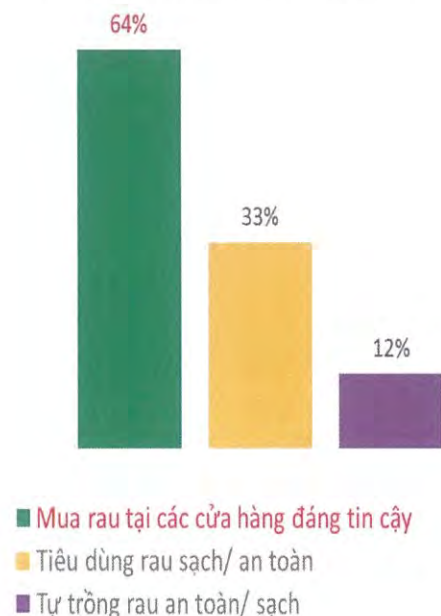
Chương trình giáo dục tại Trường học – Kết quả phiếu phản hồi của Phụ huynh (n=3.308)

Nhìn chung, chương trình đã đóng góp vào việc nâng cao kiến thức về RAT và giúp thay đổi hành vi tiêu dùng.

Q1. Thông tin chính đã học được, N = 3,308



Q2. Hành động trong thời gian tới, N=3,308



2. Hoạt động trải nghiệm thực tế

- Thời gian triển khai: Tháng 10 năm 2018
- Nội dung: Tổ chức tham quan thực tế tại các khu sản xuất trên địa bàn Hưng Yên
- Số lượng: 18 nhóm được lựa chọn từ 6 trường đã đi thăm quan học tập tại các nhóm sản xuất của Dự án và Big C để tìm hiểu về các nỗ lực trong việc mang rau an toàn đến với người tiêu dùng
- Địa điểm :
 - Thăm quan tại HTX rau quả Nhật Việt và HTX rau Yên Phú – Hưng Yên
 - Thăm quan chuỗi siêu thị bán lẻ Big C

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Thăm quan khu ruộng sản xuất tại hợp tác xã

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AKS



Thăm quan cơ sở sản xuất chế biến và đóng gói tại hợp tác xã



Nhà

AD



Thăm quan tại siêu thị Big C- Thăng Long

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3. Tổ chức Lễ hội Sản xuất Video/ Slideshow về rau an toàn

- Chủ đề dự kiến của Lễ hội “**Hành trình sản xuất rau an toàn**”
- Đối tượng dự thi: Tổ chức tại 6 quận nội thành Hà Nội, mỗi quận lựa chọn 1 trường. Mỗi trường lựa chọn 5 nhóm học sinh khối lớp 10, mỗi nhóm 3 học sinh
- Hình thức thi: Quay Video hoặc làm Slideshow về chu trình sản xuất hoặc tiêu thụ rau an toàn trên địa bàn thành phố Hà Nội
 - Vòng sơ khảo: Các trường tổ chức chấm điểm và lựa chọn 1 nhóm có video/slideshow xuất sắc gửi Ban Tổ chức Lễ hội
 - Vòng chung khảo: Ban Tổ chức đánh giá và lựa chọn trao giải cho các bài dự thi xuất sắc.
- Thời gian : Phát động Lễ hội tháng 10 năm 2018.
Lễ trao giải thực hiện vào tháng 11 năm 2018

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Tập huấn công nghệ thông tin để sản xuất

Slideshows

- Sử dụng phần mềm Adobe Spark
- Tập huấn Để giúp học sinh tìm hiểu về các kỹ thuật sáng tạo slideshow, các trường tham gia tổ chức tập huấn IT với sự hỗ trợ của JICA



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Kết quả Lễ hội Slideshow với chủ đề RAT

Số trường tham gia 6

Số học sinh tham gia Khoảng 360 với 120 slideshows



Số slideshow vào vòng chung kết 18 slide shows được lựa chọn từ các trường tham gia
(3 slide shows đẹp nhất x 6 trường = 54 học sinh)
12 slide show được Ban giám khảo lựa chọn
(12 slide show x 3 học sinh / nhóm = 36 học sinh)

Các giải thưởng

- Vàng/ Bạc/ Đồng/ Sáng tạo nhất/ Thú vị nhất (1 nhóm)
- Giải triển vọng (3 nhóm) / Giải Cộng đồng (4 nhóm)
- Khuyến khích (6 nhóm)

Các giải thưởng được tài trợ từ : AEON Vietnam, Kewpie, Sở Nông nghiệp & PTNT và sản phẩm rau quả từ các nhóm mục tiêu của dự án

Lễ trao giải Khoảng 1.000 người tham gia tại Trường THPT Nguyễn Thị Minh Khai, Ngày 12 tháng 11, 2018

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Tổ chức chấm thi vòng thi cung khảo

➤ 18 bài dự thi đã được các trường chọn lọc để gửi về cho Ban tổ chức. Ban Giám Khảo phải rất cân nhắc, cùng nhau suy xét nhiều yếu tố để có thể **chọn ra được 12 bài xuất sắc** nhất để trao giải thưởng.

- Thành phần ban giám khảo:
 1. Đại diện Bộ NN&PTNT
 2. Đại diện Văn phòng cố vấn JICA
 3. Đại diện Nhóm Tư vấn JICA
 4. Đại diện nhà sản xuất rau an toàn
 5. Đại diện nhà phân phối rau an toàn
 6. Đại diện Sở Nông nghiệp &PTNT
 7. Đại diện Sở Giáo dục và Đào tạo



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DANH SÁCH CÁC GIẢI THƯỞNG CHÍNH

Giải	Slideshow số	Tên trường	Tên học sinh	
Vàng	9	Tran Hung Dao Thanh Xuan	Trương Thị Mai anh Bùi Thanh Sơn Nguyễn Việt Dương	10 D8
Bạc	14	Nguyễn Thị Minh Khai	Nguyễn Hải Hà Đinh Thị Cúc Chu Thị Kim Dung	10 A2
Đồng	7	Tran Hung Dao Thanh Xuan	Vũ Hà trang Ngô Thị Thịnh Nguyễn Đình Thu Trang	10D9
Sáng tạo nhất	3	Lê Quý Đôn Hà Đông	Lê Hà Nguyên Vũ Thùy Linh Tạ Thành Long	10 D7
Thú vị nhất	5	Lê Quý Đôn Đống Đa	Nguyễn Hữu Đạt Nguyễn Ngọc Tùng Linh Đặng Lê Minh Châu	10 D2

* Ngoài ra còn 3 giải cộng đồng, 3 giải triển vọng và 6 giải khuyến khích

28

Minh



Adli

Red



Đại diện các Sở , ban , ngành thành phố Hà Nội đến dự Lễ hội



Lễ trao giải thưởng cho slideshow xuất sắc nhất

Nhì

Truyền thông quảng bá –

1. Triển lãm Slideshow tại AEON Mall



Kết quả Triển lãm Slideshow

Thời gian & Địa điểm	08-16 tháng 12, 2018, Siêu thị AEON Mall (Sau lễ hội trao giải)
Số người xem	Khoảng 2,500
Số tờ rơi đã phát	4.000
Tiếp cận	<ul style="list-style-type: none"> • 3 người hướng dẫn đã được tập huấn trước đó: mời khách tham gia trò chơi nhỏ, giới thiệu về Dự án, và khuyến khích họ bình chọn cho slideshow yêu thích nhất. • Tờ rơi phiên bản chương trình giáo dục tại trường học: chủ động được phát để khách thăm quan tham khảo.
Phương tiện truyền thông	<ul style="list-style-type: none"> • Thông cáo báo chí được gửi đi trước khi tổ chức sự kiện • Thông báo đã được đăng trên trang FB của AEON Mall • Poster thông báo về sự kiện được trưng bày tại AEON Mall trong suốt thời gian triển lãm. • Thông báo được chia sẻ trên trang FB của Dự án, trên đó có thể bình chọn online cho giải thưởng slideshow được YÊU THÍCH nhất

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Triển lãm Slideshow với các phần hội tích cực

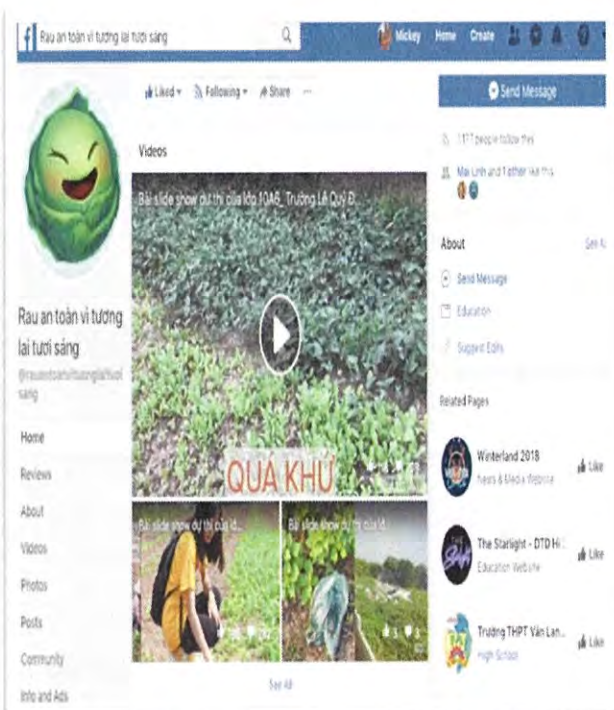
- Tất cả khách thăm quan đều cho rằng: họ **có thêm kiến thức về RAT** thông qua các slideshow
- Tất cả khán giả đều nói: họ sẽ **cân nhắc việc tiêu dùng/ mua RAT** từ thời điểm này trở đi.
- Khách thăm quan **mong muốn các triển lãm tương tự sẽ được nhân rộng thường xuyên và rộng rãi hơn nữa.**



Khu vực bình chọn

- Khách thăm quan bình chọn cho slideshow yêu thích nhất.
- Đã thu nhận được **530 lượt bình chọn trực tiếp** trong suốt thời gian triển lãm

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2. Lập Trang Facebook của Dự án

<https://www.facebook.com/rautoanvituonglaituoisang/>

- Học sinh tích cực chia sẻ slideshow và **việc chia sẻ, phổ biến rộng rãi là rất hiệu quả.**
- Cần củng cố thêm các quy định nhằm phát hiện gian lận.
- Giải thưởng slideshow được yêu thích nhất dựa trên số lượng like của người xem trên trang FB

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Sau Lễ hội – Giải thưởng slideshow được YÊU THÍCH nhất tại AEON MALL

Dự án tổ chức quảng bá, xúc tiến online trên trang FB

- ✓ 12 slideshow lọt vào vòng chung kết được tải lên trang FB để bình chọn giải được YÊU THÍCH nhất
- ✓ Trong vòng 12 ngày, đã nhận được 20,000 lượt xem.

Lễ khai mạc tại AEON Mall, 18:00 ngày 08 tháng 12

- ✓ CPMU và sở NN & PTNT Hà Nội tham dự và phát biểu.

Lễ trao giải tại AEON Mall, 18:00 ngày 16 tháng 12

- ✓ CPMU và Sở NN & PTNT Hà Nội tham dự và phát biểu, trao giải.
- ✓ Giải thưởng Slideshow được YÊU THÍCH nhất được trao cho 1 nhóm.



Dự án Tăng cường Độ Tin cậy trong Lĩnh vực Sản xuất Cây trồng An toàn tại Khu vực Miền Bắc

KẾ HOẠCH
Hoạt động truyền thông năm 2019

Rau an toàn cho thể hệ trẻ

Kế hoạch truyền thông năm 2019

1. **Mục tiêu:** Nâng cao kiến thức về an toàn thực phẩm và góp phần tạo chuyển biến nhận thức của các em học sinh trong việc lựa chọn và tiêu dùng sản phẩm nông nghiệp an toàn trên địa bàn thành phố Hà Nội
2. **Nội dung:** Gồm 2 chương trình
 - Chương trình 1: Giáo dục trường học
 - Chương trình 2: Tổ chức Hội thi vẽ tranh tìm hiểu về rau an toàn
3. **Cách thức triển khai:** Tiếp tục phối hợp với Sở Giáo Dục Hà Nội và chuyên gia tư vấn Dự án trong việc triển khai các hoạt động năm 2019

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1. Giáo dục trường học

- Đối tượng: Học sinh lớp 7 tại 12 quận nội thành thành phố Hà Nội
 - **Tờ rơi** nội dung về tuyên truyền về tầm quan trọng của an toàn thực phẩm trong sản xuất rau.
 - Nội dung: Phiên bản tờ rơi năm 2018 nhưng được đơn giản hóa hơn
- Số lượng: Phát tờ rơi cho tất cả học sinh lớp 7 tại 12 quận nội thành thành phố Hà Nội
- **Chương trình hướng dẫn tại lớp học:** Nội dung tập trung về cam kết sử dụng sản phẩm an toàn.
- Số lượng: Phiếu phản hồi của phụ huynh: 3 quận x 1 trường/quận x 10 lớp/trường = 30 lớp:
- Dự kiến thời gian triển khai: Dự kiến quý III và IV năm 2019

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ĐH

2. Tổ chức Hội thi tìm hiểu về Rau an toàn

- Dự kiến chủ đề của Hội thi “**Rau an toàn cho thế hệ trẻ**”

- **Đối tượng:** Học sinh lớp 7 tại 12 quận nội thành thành phố Hà Nội
- **Lễ hội vẽ tranh:** 3 quận x 1 trường/quận x 10 lớp/trường x 5 bức vẽ/lớp = 150 bức vẽ

150 bức vẽ x 3 học sinh/ nhóm = 450 học sinh tham gia vẽ tranh

3 quận x 1 trường/quận x 10 bức vẽ tốt nhất/trường = 30 bức vẽ để đánh giá

- **Kích cỡ tranh:** Khổ giấy A1 (giống năm 2017)
- **Giải thưởng:** Giải vàng x 1, Giải Bạc x 2, Giải đồng x 3, Giải khuyến khích x 9 = 15 nhóm x 3 học sinh = 45 học sinh sẽ đạt giải

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3. Tổ chức chấm thi vòng thi cấp thành phố

- Mục đích: Để đánh giá các bài dự thi của các em học sinh, phân loại và chấm điểm các bài dự thi.

- Đối tượng: Cán bộ của dự án, cán bộ địa phương, chuyên gia Nhật Bản (nếu có).

- Số lượng: 1 cuộc họp, 10 người bao gồm thành viên Ban giám khảo

- Thời gian triển khai: Dự kiến Quý IV năm 2019

4. Tổ chức Lễ trao giải Hội thi cấp thành phố

- Địa điểm: Dự kiến tổ chức tại địa điểm của một trường THCS trên địa bàn thành phố Hà Nội

- Số lượng: 15 giải thưởng

- Thời gian: Dự kiến quý IV năm 2019

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ĐKi

Chương trình

Sự kiện	Thời gian
Họp khởi động	09-13 Tháng 9
Chương trình hướng dẫn tại lớp học	16-30 Tháng 9
Vẽ tranh	01-18 Tháng 10
Ban giám khảo	21-25 Tháng 10
Lễ trao giải	28 Tháng 10 – 1 Tháng 11

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Xin chân thành cảm ơn sự lắng nghe của
Quý vị!

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Annex VI
PDM (ver.2)

16/11

16/11



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

Revision of PDM

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

Project Design Matrix (PDM)

Title of the Project: Project for Improvement of Reliability of Safe Crop Production in the Northern Region ("IRSaC" Project)

Term of Cooperation: 5 years from dispatch of first long term expert

Project Site: The Northern Region of Vietnam: "2 Cities and 11 Provinces" (Hanoi City, Hai Phong City, Hung Yen Province, Hai Duong Province, Ha Nam Province, Thai Binh Province, Phu Tho Province, Vinh Phuc Province, Quang Ninh Province, Hoa Binh Province, Bac Ninh Province, Nam Dinh Province and Ninh Binh Province).

Implementing Organization: DCP/MARD, DARDs (in the Project site)

June 21, 2019/ PDM-ver.2

Narrative Summary	Objectively Verifiable Indicators	Means of Verifications	Important Assumptions
<p>Overall Goal</p> <p>Agricultural products in the Northern Region of Viet Nam are improved in term of safety and reliability."</p> <p>*Improvement of products in term of safety and reliability, thereby, it enables to promote cultivation of safe crops paid much more attention and achieve the promotion of related industries.</p>	<p>1) Areas and productions of reliable safe crop production in the Northern Region of Viet Nam is increased.</p> <p>2) Numbers of farmer groups, agriculture cooperatives and enterprises who acquired Basic GAP/ VietGAP/ GlobalGAP in the Northern Region of Viet Nam is increased.</p> <p>3) Numbers of buyers/shops of safe crops in the Northern Region of Viet Nam is increased.</p>	<p>* MARD/DARD reports (focus on Basic GAP/ VietGAP/ GlobalGAP)</p>	<p>1. The current agricultural legal policy on safe crop production and food safety does not change.</p>
<p>Project Purpose</p> <p>Safe crop productions (safety vegetable) in target sites in the Northern Region of Viet Nam are promoted."</p> <p>*Promotion of safe crop production, then, channel of the value chain is promoted.</p>	<p>1) At least three kinds of supply chain models for safe crops are developed in the target sites.</p> <p>2) Percentage of farmers who join joint sales of safe crop is increased to 50% in the target sites.</p> <p>3) The area for reliable safe crop production in the target sites is increased to 180ha.</p>	<p>1) Safe crop supply chain development manual</p> <p>2) Baseline/Endline survey</p> <p>3) Baseline/Endline survey</p>	<p>1. Necessary budget for safe crop production activities is ensured at central/provincial level.</p>
<p>Outputs</p> <p>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."</p>	<p><u>For Producers</u></p> <p>1-1) The number of target groups applying and utilizing Basic GAP/ VietGAP is increased to at least 16.</p> <p>1-2) 320 number of producers in target sites attend Basic GAP trainings.</p> <p>1-3) 80% of producers in target sites record on field diary properly according to Basic GAP.</p> <p>1-4) 100% of target groups in target sites conduct internal audit to evaluate group members' activity.</p>	<p>1-1) PPMU monitoring report</p> <p>1-2) PPMU monitoring reports</p> <p>1-3) Baseline/Endline survey</p> <p>1-4) PPMU monitoring reports</p>	<p>1. No severe natural disasters or economic crisis occur that have serious impact on food production and prices.</p> <p>2. The price and condition of agricultural product are not drastically fluctuated.</p> <p>3. The violation of contract and bankruptcy of buyers is not frequently.</p>

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Narrative Summary	Objectively Verifiable Indicators	Means of Verifications	Important Assumptions
<p>2) "The good patterns as model on safe crop production (safety vegetable) following GAP (Basic GAP/VietGAP/Global GAP) with supply chain is proposed."</p> <p>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."</p>	<p>For Government staff</p> <p>1-5) 48 number of field officers are trained as trainer of Basic GAP.</p> <p>1-6) 35 samples of soil and water analysis are conducted.</p> <p>1-7) 60 samples of pesticide residue inspection are conducted are checked by authorized laboratory.</p> <p>1-8) 500 samples of pesticide residue are checked as quick test by PPMU.</p> <p>1-89) 70 times of internal audits are attended by field officers.</p> <p>1-910) Monitoring report is prepared by PPMU every 3 months.</p> <p>1-10) Evaluation report is prepared by CPMU before every JCC meeting.</p> <p>1-11) Action plan is prepared by PPMU and CPMU.</p> <p>2-1) 30020 number of matching events are conducted</p> <p>2-2) 11040 number of linkages between producers and buyers are made in target sites.</p> <p>2-3) The stakeholder coordination meetings for each target group with for each target group which include producers, and buyers and members of DARD are held at least once a year to receive feedback or discuss future trading.</p> <p>2-4) Monitoring report is prepared by PPMU every 3 months.</p> <p>2-5) Evaluation report is prepared by CPMU before every JCC meeting.</p> <p>2-56) Action plans is prepared by PPMU and CPMU.</p> <p>3-1) The awareness program for consumers, producers and buyers are conducted 15 times by CPMU and PPMU.</p> <p>3-2) 5 promotional materials for awareness activities are developed.</p> <p>3-3) The number of participants in the awareness activities of general school students in Hanoi exceed 50964,000.</p>	<p>1-5) PPMU monitoring reports</p> <p>1-6) PPMU monitoring reports</p> <p>1-7) PPMU monitoring reports</p> <p>1-8) PPMU monitoring reports</p> <p>1-89) PPMU monitoring reports</p> <p>1-910) PPMU monitoring reports</p> <p>1-10) CPMU evaluation reports</p> <p>1-11) Action plans</p> <p>2-1) PPMU monitoring reports</p> <p>2-2) PPMU monitoring reports</p> <p>2-3) PPMU monitoring reports</p> <p>2-4) PPMU monitoring reports</p> <p>2-5) CPMU evaluation reports</p> <p>2-56) Action plans</p> <p>3-1) CPMU and PPMU monitoring report</p> <p>3-2) CPMU and PPMU monitoring report</p> <p>3-3) CPMU and PPMU monitoring report</p>	

Activities	Inputs	
<p>1.1 To create unit of CPMU (Central Project Management Unit) within DCP/MARD in order to manage and implement of the Project effectively in central level</p> <p>1.2 To create PPMU (Provincial Project Management Unit) within the respective province selected as "Pilot province(s)/city" and "Semi Pilot province(s)" in order to manage and implement of the Project effectively in local level</p> <p>* The PPMU is consisted with relevant sub-department(s) in DARD as well as collaboration with other departments/centers which is necessary to implement the Project effectively.</p> <p>1.3 To review/analyze and identify bottlenecks in the existing situation and problems for safe crop production in the Pilot province(s) and Semi Pilot province(s)</p> <p>1.4 To select the target groups (=Agriculture production entities; Agriculture Cooperative, Agriculture Production company/enterprises, and Farmer Groups) in the Pilot province(s) and Semi Pilot province(s)</p> <p>1.5 To collect relevant documents, materials and data on safe crop production including GAP, training materials, brochures</p> <p>1.6 To design crop production systems in order to ensure quality and safety</p> <p>* "Crop production system" includes the activities, such as format of record keeping, method of record confirmation, scientific pesticide residue testing, PGS (participatory Guarantee System, and introduction of ICT (Information and Communication Technology), etc.</p> <p>1.7 Based on the systems designed in the Activity 1.6 above, to introduce the system as trial-pilot activities in the pilot province(s) by joint collaboration between CPMU and PPMU</p> <p>1.8 Based on the trial activities 1.7 above, to modify and improve the systems in order to make the system workable</p> <p>1.9 Against PPMU in the respective "Semi Pilot province(s)", to conduct workshop/seminars regarding to the system constructed in the Activity 1.8 above by CPMU</p> <p>1.10 To introduce the system above even in the "Semi Pilot province(s)" under the guidance and instruction by CPMU</p> <p>1.11 In the Pilot province(s) and Semi Pilot province(s), to summarize evaluate the results of trial-pilot activities carried out, and then to formulate action plans (including activities and budget) which enable MARD/DARD to continue the Project activities even after the termination of the Project</p> <p>* For the above-mentioned Activity 1, the "Knowledge-sharing province(s)/city" are also participating as appropriate, to share information about the progress and results of activities in the Pilot province(s) and Semi Pilot province(s), even to share the experience each other.</p>	<p><u>Vietnamese Side</u></p> <p><Project Staff></p> <p>- Counterpart and administrative staffs</p> <p><Facilities/Buildings></p> <p>- Suitable office space with necessary equipment/facilities for Japanese experts</p> <p><Expenses for operation and management></p> <p>- Counterpart Fund necessary for the implementation of the Project</p> <p><u>Japanese Side</u></p> <p><Dispatch of Japanese Experts></p> <p>Long-term Experts:</p> <p>- Project Chief Advisor</p> <p>- Project Coordinator/ Training/ Public Relations</p> <p>Short-term experts: As required</p> <p><Equipment/Machinery/Vehicle></p> <p>- As necessary equipment</p> <p>- Other items are to be discussed</p> <p><Training in Japan/ Third countries></p> <p>- Training of Vietnamese staffs in Japan/third countries as required</p>	<p>1. The majority of the Project counterparts in charge of safe crop production in central and pilot province(s) do not change.</p> <p>2. The cooperation from government organization and people committee in relevant province(s) and city and the counterpart budget is secured.</p> <p>Pre-conditions</p> <p>1. The cooperation from buyers (collector, trader, wholesaler, retailer, etc.) of safe crop production is secured.</p>

- 2.1 To conduct survey on "Market (value chain) analysis" (such as "Market Trends & Competitiveness", "Value Chain Mapping/Diagram", "Constraints & Opportunities", "Stakeholders'/ Actors' relationship" and "Governance Structures & Public-private relations")
- 2.2 In conjunction with the Activity 1.4, and also based on the results of Market analysis survey above, to identify the potential buyers of the agricultural products produced by target groups (product processing entity~~ies~~, distribution entity~~ies~~ and sales entity~~ies~~) in the Pilot province(s) and Semi Pilot province(s) or large consumption areas (Hanoi, etc.)
- 2.3 Together to provide the results of the Market analysis survey to the producers in the respective province, to conduct sales promotion activities on safe crops (in particular, vegetables follow GAP), making contract and planning collection and delivery activities based on the requests by processing and sales entity
 - * "Promotion activities on safe crop production" is called as Matching activities like market/price information sharing and supports of business opportunities between producers and buyers
- 2.4 To examine the ~~trial-pilot~~ activities of collection, pre processing and delivery in Pilot provinces.
- 2.5 To introduce the ~~trial-pilot~~ activities of collection, pre processing and delivery above even in the "Semi Pilot province(s)" under the guidance and instruction by CPMU
- 2.6 In the Pilot province(s) and Semi Pilot province(s), to ~~summarize-evaluate~~ the results of ~~trial-pilot~~ activities carried out, and then to formulate action plans (including activities and budget) which enable MARD/DARD to continue the Project activities even after the termination of the Project
 - * For the above-mentioned Activity 2, the "Knowledge-sharing province(s)/city" are also participating as appropriate, to share information about the progress and results of activities in the Pilot province(s) and Semi Pilot province(s), even to share the experience each other.

- 3.1 To review and analyze past experiences of promotion activities on safe crop production and food safety, and draw good practices and lessons learned.
- 3.2 To implement raising awareness activities on safe crop production and food safety, focusing on ~~human health, environment and agricultural promotion-traceability and trust building~~ toward customers (~~safe vegetable~~ buyers/consumers) through ~~mass media in nationwide-various-tools~~
 - * Awareness activities = such as awareness raising campaign event, utilization of social media
- 3.3 To implement specific raising awareness activities on safe crop production and food safety toward the target groups and organization related to the Activity 1 and Activity 2
- 3.4 To grasp the consumers' voice/opinion and support ~~communication~~ activities of ~~communication and information given by~~ Vietnamese government

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Project Design Matrix (PDM)

<p>Title of the Project: Project for Improvement of Reliability of Safe Crop Production in the Northern Region ("IRSaC" Project) Term of Cooperation: 5 years from dispatch of first long term expert Project Site: The Northern Region of Vietnam: "2 Cities and 11 Provinces" (Hanoi City, Hai Phong City, Hung Yen Province, Hai Duong Province, Ha Nam Province, Thai Binh Province, Phu Tho Province, Vinh Phuc Province, Quang Ninh Province, Hoa Binh Province, Bac Ninh Province, Nam Dinh Province and Ninh Binh Province). Implementing Organization: DCP/MARD, DARDs (in the Project site) April 17, 2017/PDM-ver.1</p>	<p>Title of the Project: Project for Improvement of Reliability of Safe Crop Production in the Northern Region ("IRSaC" Project) Term of Cooperation: 5 years from dispatch of first long term expert Project Site: The Northern Region of Vietnam: "2 Cities and 11 Provinces" (Hanoi City, Hai Phong City, Hung Yen Province, Hai Duong Province, Ha Nam Province, Thai Binh Province, Phu Tho Province, Vinh Phuc Province, Quang Ninh Province, Hoa Binh Province, Bac Ninh Province, Nam Dinh Province and Ninh Binh Province). Implementing Organization: DCP/MARD, DARDs (in the Project site) June 21, 2019/PDM-ver.2</p>
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Narrative Summary (PDM-ver.1)	Narrative Summary (PDM-ver.2)
<p>Overall Goal Agricultural products in the Northern Region of Viet Nam are improved in term of safety and reliability." *Improvement of products in term of safety and reliability, thereby, it enables to promote cultivation of safe crops paid much more attention and achieve the promotion of related industries.</p>	<p>Overall Goal No change</p>
<p>Project Purpose Safe crop productions (safety vegetable) in target sites in the Northern Region of Viet Nam are promoted." *Promotion of safe crop production, then, channel of the value chain is promoted.</p>	<p>Project Purpose No change</p>
<p>Outputs 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." 2) "The good patterns as model on safe crop production (safety vegetable) following GAP (Basic GAP/VietGAP/Global GAP) with supply chain is proposed." 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."</p>	<p>Outputs 1) no change 2) no change 3) no change</p>

Narrative Summary (PDM-ver.1)	Narrative Summary (PDM-ver.2)
<p>Activities 1.1 To create unit of CPMU (Central Project Management Unit) within DCP/MARD in order to manage and implement of the Project effectively in central level 1.2 To create PPMU (Provincial Project Management Unit) within the respective province selected as "Pilot province(s)/city" and "Semi Pilot province(s)" in order to manage and implement of the Project effectively in local level * The PPMU is consisted with relevant sub-department(s) in DARD as well as collaboration with other departments/centers which is necessary to implement the Project effectively. 1.3 To review/analyze and identify bottlenecks in the existing situation and problems for safe crop production in the Pilot province(s) and Semi Pilot province(s) 1.4 To select the target groups (=Agriculture production entities; Agriculture Cooperative, Agriculture Production company/enterprises, and Farmer Groups) in the Pilot province(s) and Semi Pilot province(s) 1.5 To collect relevant documents, materials and data on safe crop production including GAP, training materials, brochures 1.6 To design crop production systems in order to ensure quality and safety * "Crop production system" includes the activities, such as format of record keeping, method of record confirmation, scientific pesticide residue testing, PGS (participatory Guarantee System, and introduction of ICT (Information and Communication Technology), etc. 1.7 Based on the systems designed in the Activity 1.6 above, to introduce the system as pilot activities in the pilot province(s) by joint collaboration between CPMU and PPMU 1.8 Based on the Activities 1.7 above, to modify and improve the systems in order to make the system workable 1.9 Against PPMU in the respective "Semi Pilot province(s)", to conduct workshop/seminars regarding to the system constructed in the Activity 1.8 above by CPMU 1.10 To introduce the system above even in the "Semi Pilot province(s)" under the guidance and instruction by CPMU 1.11 In the Pilot province(s) and Semi Pilot province(s), to evaluate the results of pilot activities carried out, and then to formulate action plans (including activities and budget) which enable MARD/DARD to continue the Project activities even after the termination of the Project * For the above-mentioned Activity 1, the "Knowledge-sharing province(s)/city" are also participating as appropriate, to share information about the progress and results of activities in the Pilot province(s) and Semi Pilot province(s), even to share the experience each other.</p>	<p>Activities 1.1 no change 1.2 no change 1.3 no change 1.4 no change 1.5 no change 1.6 no change 1.7 Based on the systems designed in the Activity 1.6 above, to introduce the system as trial-pilot activities in the pilot province(s) by joint collaboration between CPMU and PPMU 1.8 Based on the trial Activities 1.7 above, to modify and improve the systems in order to make the system workable 1.9 no change 1.10 no change 1.11 In the Pilot province(s) and Semi Pilot province(s), to summarize evaluate the results of trial-pilot activities carried out, and then to formulate action plans (including activities and budget) which enable MARD/DARD to continue the Project activities even after the termination of the Project * no change</p>
<p>2.1 To conduct survey on "Market (value chain) analysis" (such as "Market Trends & Competitiveness", "Value Chain Mapping/Diagram", "Constraints & Opportunities", "Stakeholders'/ Actors' relationship" and "Governance Structures & Public-private relations") 2.2 In conjunction with the Activity 1.4, and also based on the results of Market analysis survey above, to identify the potential buyers of the agricultural products produced by target groups (product processing entities, distribution entities and sales entities) in the Pilot province(s) and Semi Pilot province(s) or large consumption areas (Hanoi, etc.) 2.3 Together to provide the results of the Market analysis survey to the producers in the respective province, to conduct sales promotion activities on safe crops (in particular, vegetables follow GAP), making contract and planning collection and delivery activities based on the requests by processing and sales entity</p>	<p>2.1 no change 2.2 In conjunction with the Activity 1.4, and also based on the results of Market analysis survey above, to identify the potential buyers of the agricultural products produced by target groups (product processing entities, distribution entities and sales entities) in the Pilot province(s) and Semi Pilot province(s) or large consumption areas (Hanoi, etc.) 2.3 no change</p>

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Narrative Summary (PDM-ver.1)	Narrative Summary (PDM-ver.2)
<p>* "Promotion activities on safe crop production" is called as Matching activities like market/price information sharing and supports of business opportunities between producers and buyers</p> <p>2.4 To examine the pilot activities of collection, pre processing and delivery in Pilot provinces.</p> <p>2.5 To introduce the pilot activities of collection, pre processing and delivery above even in the "Semi Pilot province(s)" under the guidance and instruction by CPMU</p> <p>2.6 In the Pilot province(s) and Semi Pilot province(s), to evaluate the results of pilot activities carried out, and then to formulate action plans (Including activities and budget) which enable MARD/DARD to continue the Project</p> <p>* For the above-mentioned Activity 2, the "Knowledge-sharing province(s)/city" are also participating as appropriate, to share information about the progress and results of activities in the Pilot province(s) and Semi Pilot province(s), even to share the experience each other.</p> <p>3.1 To review and analyze past experiences of promotion activities on safe crop production and food safety, and draw good practices and lessons learned.</p> <p>3.2 To implement raising awareness activities on safe crop production and food safety, focusing on traceability and trust building toward customers (buyers/consumers) through various tools</p> <p>* Awareness activities = such as awareness raising campaign event, utilization of social media</p> <p>3.3 To implement specific raising awareness activities on safe crop production and food safety toward the target groups and organization related to the Activity 1 and Activity 2</p> <p>3.4 To grasp the consumers' voice/opinion and support communication activities of Vietnamese government</p>	<p>2.4 To examine the trial-pilot activities of collection, pre processing and delivery in Pilot provinces.</p> <p>2.5 To introduce the trial-pilot activities of collection, pre processing and delivery above even in the "Semi Pilot province(s)" under the guidance and instruction by CPMU</p> <p>2.6 In the Pilot province(s) and Semi Pilot province(s), to summarize-evaluate the results of trial-pilot activities carried out, and then to formulate action plans (including activities and budget) which enable MARD/DARD to continue the Project activities even after the termination of the Project</p> <p>* no change</p> <p>3.1 no change</p> <p>3.2 To implement raising awareness activities on safe crop production and food safety, focusing on human health, environment and agricultural promotion traceability and trust building toward customers (safe vegetable buyers/consumers) through mass media in nationwide-various-tools</p> <p>* no change</p> <p>3.3 no change</p> <p>3.4 To grasp the consumers' voice/opinion and support communication activities of communication and information given by Vietnamese government</p>

At

PDM-ver.1		PDM-ver.2	
Objectively Verifiable Indicators	Means of Verifications	Objectively Verifiable Indicators	Means of Verifications
<p>1) Areas and productions of reliable safe crop production in the Northern Region of Viet Nam is increased.</p> <p>2) Numbers of farmer groups, agriculture cooperatives and enterprises who acquired Basic GAP/ VietGAP/ GlobalGAP in the Northern Region of Viet Nam is increased.</p> <p>3) Numbers of buyers/shops of safe crops in the Northern Region of Viet Nam is increased.</p> <p>1) At least three kinds of supply chain models for safe crops are developed in the target sites.</p> <p>2) Percentage of farmers who join joint sales of safe crop is increased to 50% in the target sites.</p> <p>3) The area for reliable safe crop production in the target sites is increased to 180ha.</p> <p><u>For Producers</u></p> <p>1-1) The number of target groups applying and utilizing Basic GAP/ VietGAP is increased to at least 16.</p> <p>1-2) 320 number of producers in target sites attend Basic GAP trainings.</p> <p>1-3) 80% of producers in target sites record on field diary properly according to basic GAP.</p> <p>1-4) 100% of target groups in target sites conduct internal audit to evaluate group members' activity.</p> <p><u>For Government staff</u></p> <p>1-5) 48 number of field officers are trained as trainer of Basic GAP.</p> <p>1-6) 35 samples soil and water analysis are conducted.</p> <p>1-7) 60 samples pesticide residue inspection are conducted.</p> <p>1-8) 70 times of internal audits are attended by field officers.</p> <p>1-9) Monitoring report is prepared by PPMU every 3 months.</p> <p>1-10) Evaluation report is prepared by CPMU before every JCC meeting.</p> <p>1-11) Action plan is prepared by PPMU and CPMU.</p> <p>2-1) 20 number of matching events are conducted</p> <p>2-2) 40 number of linkages between producers and buyers are made in target sites.</p> <p>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.</p> <p>2-4) Monitoring report is prepared by PPMU every 3 months.</p> <p>2-5) Evaluation report is prepared by CPMU before every JCC meeting.</p> <p>2-6) Action plans is prepared by PPMU and CPMU.</p> <p>3-1) The awareness program for consumers, producers and buyers are conducted 15 times by CPMU and PPMU.</p> <p>3-2) 5 promotional materials for awareness activities are developed.</p> <p>3-3) The number of participants in the awareness activities exceeds 500.</p>	<p>* MARD/DARD reports (focus on Basic GAP/ VietGAP/ GlobalGAP)</p> <p>1) Safe crop supply chain development manual</p> <p>2) Baseline/Endline survey</p> <p>3) Baseline/Endline survey</p> <p>1-1) PPMU monitoring report</p> <p>1-2) PPMU monitoring reports</p> <p>1-3) Baseline/Endline survey</p> <p>1-4) PPMU monitoring reports</p> <p>1-5) PPMU monitoring reports</p> <p>1-6) PPMU monitoring reports</p> <p>1-7) PPMU monitoring reports</p> <p>1-8) PPMU monitoring reports</p> <p>1-9) PPMU monitoring reports</p> <p>1-10) CPMU evaluation reports</p> <p>1-11) Action plans</p> <p>2-1) PPMU monitoring reports</p> <p>2-2) PPMU monitoring reports</p> <p>2-3) PPMU monitoring reports</p> <p>2-4) PPMU monitoring reports</p> <p>2-5) CPMU evaluation reports</p> <p>2-6) Action plans</p> <p>3-1) CPMU and PPMU monitoring report</p> <p>3-2) CPMU and PPMU monitoring report</p> <p>3-3) CPMU and PPMU monitoring report</p>	<p>1) no change</p> <p>2) no change</p> <p>3) no change</p> <p>1) no change</p> <p>2) no change</p> <p>3) no change</p> <p><u>For Producers</u></p> <p>1-1) no change</p> <p>1-2) no change</p> <p>1-3) no change</p> <p>1-4) no change</p> <p><u>For Government staff</u></p> <p>1-5) no change</p> <p>1-6) no change</p> <p>1-7) 60 samples of pesticide residue inspection are conducted are checked by authorized laboratory.</p> <p>1-8) 500 samples of pesticide residue are checked as quick test by PPMU.</p> <p>1-89) no change</p> <p>1-910) no change</p> <p>1-10) Evaluation report is prepared by CPMU before every JCC meeting.</p> <p>1-11) Action plan is prepared by PPMU and CPMU.</p> <p>2-1) 30020 number of matching events are conducted</p> <p>2-2) 11040 number of linkages between producers and buyers are made in target sites.</p> <p>2-3) The stakeholder coordination meetings for each target group with for each target group which include producers, and buyers and members of DARD are held at least once a year to receive feedback or discuss future trading.</p> <p>2-4) Monitoring report is prepared by PPMU every 3 months.</p> <p>2-5) Evaluation report is prepared by CPMU before every JCC meeting.</p> <p>2-56) Action plans is prepared by PPMU and CPMU.</p> <p>3-1) The awareness program for consumers, producers and buyers are conducted 15 times by CPMU and PPMU.</p> <p>3-2) 5 promotional materials for awareness activities are developed.</p> <p>3-3) The number of participants in the awareness activities of general school students in Hanoi exceed 50064,000.</p>	<p>* no change</p> <p>1) no change</p> <p>2) no change</p> <p>3) no change</p> <p>1-1) no change</p> <p>1-2) no change</p> <p>1-3) no change</p> <p>1-4) no change</p> <p>1-5) no change</p> <p>1-6) no change</p> <p>1-7) no change</p> <p>1-8) PPMU monitoring report</p> <p>1-89) no change</p> <p>1-910) no change</p> <p>1-10) CPMU evaluation reports</p> <p>1-11) no change</p> <p>2-1) no change</p> <p>2-2) no change</p> <p>2-3) no change</p> <p>2-4) no change</p> <p>2-5) CPMU evaluation reports</p> <p>2-56) no change</p> <p>3-1) no change</p> <p>3-2) no change</p> <p>3-3) no change</p>

FRD
NLS

Project Design Matrix (PDM)

Title of the Project: Project for Improvement of Reliability of Safe Crop Production in the Northern Region ("IRSaC" Project)

Term of Cooperation: 5 years from dispatch of first long term expert

Project Site: The Northern Region of Vietnam: "2 Cities and 11 Provinces" (Hanoi City, Hai Phong City, Hung Yen Province, Hai Duong Province, Ha Nam Province, Thai Binh Province, Phu Tho Province, Vinh Phuc Province, Quang Ninh Province, Hoa Binh Province, Bac Ninh Province, Nam Dinh Province and Ninh Binh Province).

June 21, 2019/ PDM-ver.2

Implementing Organization: DCP/MARD, DARDs (in the Project site)

Narrative Summary	Objectively Verifiable Indicators	Means of Verifications	Important Assumptions
<p>Overall Goal</p> <p>Agricultural products in the Northern Region of Viet Nam are improved in term of safety and reliability."</p> <p>*Improvement of products in term of safety and reliability, thereby, it enables to promote cultivation of safe crops paid much more attention and achieve the promotion of related industries.</p>	<p>1) Areas and productions of reliable safe crop production in the Northern Region of Viet Nam is increased.</p> <p>2) Numbers of farmer groups, agriculture cooperatives and enterprises who acquired Basic GAP/ VietGAP/ GlobalGAP in the Northern Region of Viet Nam is increased.</p> <p>3) Numbers of buyers/shops of safe crops in the Northern Region of Viet Nam is increased.</p>	<p>* MARD/DARD reports (focus on Basic GAP/ VietGAP/ GlobalGAP)</p>	<p>1. The current agricultural legal policy on safe crop production and food safety does not change.</p>
<p>Project Purpose</p> <p>Safe crop productions (safety vegetable) in target sites in the Northern Region of Viet Nam are promoted."</p> <p>*Promotion of safe crop production, then, channel of the value chain is promoted.</p>	<p>1) At least three kinds of supply chain models for safe crops are developed in the target sites.</p> <p>2) Percentage of farmers who join joint sales of safe crop is increased to 50% in the target sites.</p> <p>3) The area for reliable safe crop production in the target sites is increased to 180ha.</p>	<p>1) Safe crop supply chain development manual</p> <p>2) Baseline/Endline survey</p> <p>3) Baseline/Endline survey</p>	<p>1. Necessary budget for safe crop production activities is ensured at central/ provincial level.</p>
<p>Outputs</p> <p>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."</p>	<p>For Producers</p> <p>1-1) The number of target groups applying and utilizing Basic GAP/ VietGAP is increased to at least 16.</p> <p>1-2) 320 number of producers in target sites attend Basic GAP trainings.</p> <p>1-3) 80% of producers in target sites record on field diary properly according to Basic GAP.</p> <p>1-4) 100% of target groups in target sites conduct internal audit to evaluate group members' activity.</p> <p>For Government staff</p> <p>1-5) 48 number of field officers are trained as trainer of Basic GAP.</p> <p>1-6) 35 samples of soil and water analysis are conducted.</p> <p>1-7) 60 samples of pesticide residue inspection are conducted are checked by authorized laboratory.</p> <p>1-8) 500 samples of pesticide residue are checked as quick test by PPMU.</p> <p>1-89) 70 times of internal audits are attended by field officers.</p> <p>1-910) Monitoring report is prepared by PPMU every 3 months.</p> <p>1-10) Evaluation report is prepared by CPMU before every JCC meeting.</p> <p>1-11) Action plan is prepared by PPMU and CPMU.</p>	<p>1-1) PPMU monitoring report</p> <p>1-2) PPMU monitoring reports</p> <p>1-3) Baseline/Endline survey</p> <p>1-4) PPMU monitoring reports</p> <p>1-5) PPMU monitoring reports</p> <p>1-6) PPMU monitoring reports</p> <p>1-7) PPMU monitoring reports</p> <p>1-8) PPMU monitoring reports</p> <p>1-89) PPMU monitoring reports</p> <p>1-910) PPMU monitoring reports</p> <p>1-10) CPMU-evaluation-reports</p> <p>1-11) Action plans</p>	<p>1. No severe natural disasters or economic crisis occur that have serious impact on food production and prices.</p> <p>2. The price and condition of agricultural product are not drastically fluctuated.</p> <p>3. The violation of contract and bankruptcy of buyers is not frequently.</p>
<p>2) "The good patterns as model on safe crop production (safety vegetable) following GAP (Basic GAP/VietGAP/Global GAP) with supply chain is proposed."</p>	<p>2-1) 30029 number of matching events are conducted</p> <p>2-2) 11049 number of linkages between producers and buyers are made in target sites.</p> <p>2-3) The stakeholder coordination meetings for each target group with producers, and buyers and members of DARD are held at least once a year to receive feedback or discuss future trading.</p> <p>2-4) Monitoring report is prepared by PPMU every 3 months.</p> <p>2-5) Evaluation report is prepared by CPMU before every JCC meeting.</p> <p>2-56) Action plans is prepared by PPMU and CPMU.</p>	<p>2-1) PPMU monitoring reports</p> <p>2-2) PPMU monitoring reports</p> <p>2-3) PPMU monitoring reports</p> <p>2-4) PPMU monitoring reports</p> <p>2-5) CPMU-evaluation-reports</p> <p>2-56) Action plans</p>	
<p>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."</p>	<p>3-1) The awareness program for consumers, producers and buyers are conducted 15 times by CPMU and PPMU.</p> <p>3-2) 5 promotional materials for awareness activities are developed.</p> <p>3-3) The number of participants in the awareness activities of general school students in Hanoi exceed 50064,000.</p>	<p>3-1) CPMU and PPMU monitoring report</p> <p>3-2) CPMU and PPMU monitoring report</p> <p>3-3) CPMU and PPMU monitoring report</p>	

Narrative Summary	Objectively Verifiable Indicators	Means of Verifications	Important Assumptions
<p>Activities</p> <p>1.1 To create unit of CPMU (Central Project Management Unit) within DCP/MARD in order to manage and implement of the Project effectively in central level</p> <p>1.2 To create PPMU (Provincial Project Management Unit) within the respective province selected as "Pilot province(s)/city" and "Semi Pilot province(s)" in order to manage and implement of the Project effectively in local level</p> <p>* The PPMU is consisted with relevant sub-department(s) in DARD as well as collaboration with other departments/centers which is necessary to implement the Project effectively.</p> <p>1.3 To review/analyze and identify bottlenecks in the existing situation and problems for safe crop production in the Pilot province(s) and Semi Pilot province(s)</p> <p>1.4 To select the target groups (=Agriculture production entities: Agriculture Cooperative, Agriculture Production company/enterprises, and Farmer Groups) in the Pilot province(s) and Semi Pilot province(s)</p> <p>1.5 To collect relevant documents, materials and data on safe crop production including GAP, training materials, brochures</p> <p>1.6 To design crop production systems in order to ensure quality and safety</p> <p>* "Crop production system" includes the activities, such as format of record keeping, method of record confirmation, scientific pesticide residue testing, PGS (participatory Guarantee System, and introduction of ICT (Information and Communication Technology), etc.</p> <p>1.7 Based on the systems designed in the Activity 1.6 above, to introduce the system as trial-pilot activities in the pilot province(s) by joint collaboration between CPMU and PPMU</p> <p>1.8 Based on the trial Activities 1.7 above, to modify and improve the systems in order to make the system workable</p> <p>1.9 Against PPMU in the respective "Semi Pilot province(s)", to conduct workshop/seminars regarding to the system constructed in the Activity 1.8 above by CPMU</p> <p>1.10 To introduce the system above even in the "Semi Pilot province(s)" under the guidance and instruction by CPMU</p> <p>1.11 In the Pilot province(s) and Semi Pilot province(s), to summarize evaluate the results of trial-pilot activities carried out, and then to formulate action plans (including activities and budget) which enable MARD/DARD to continue the Project activities even after the termination of the Project</p> <p>* For the above-mentioned Activity 1, the "Knowledge-sharing province(s)/city" are also participating as appropriate, to share information about the progress and results of activities in the Pilot province(s) and Semi Pilot province(s), even to share the experience each other.</p>	<p>2.1 To conduct survey on "Market (value chain) analysis" (such as "Market Trends & Competitiveness", "Value Chain Mapping/Diagram", "Constraints & Opportunities", "Stakeholders/ Actors' relationship" and "Governance Structures & Public-private relations")</p> <p>2.2 In conjunction with the Activity 1.4, and also based on the results of Market analysis survey above, to identify the potential buyers of the agricultural products produced by target groups (product processing entities, distribution entities and sales entities) in the Pilot province(s) and Semi Pilot province(s) or large consumption areas (Hanoi, etc.)</p> <p>2.3 Together to provide the results of the Market analysis survey to the producers in the respective province, to conduct sales promotion activities on safe crops (in particular, vegetables follow GAP), making contract and planning collection and delivery activities based on the requests by processing and sales entity</p> <p>* "Promotion activities on safe crop production" is called as Matching activities like market/price information sharing and supports of business opportunities between producers and buyers</p> <p>2.4 To examine the trial-pilot activities of collection, pre processing and delivery in Pilot provinces.</p> <p>2.5 To introduce the trial-pilot activities of collection, pre processing and delivery above even in the "Semi Pilot province(s)" under the guidance and instruction by CPMU</p> <p>2.6 In the Pilot province(s) and Semi Pilot province(s), to summarize-evaluate the results of trial-pilot activities carried out, and then to formulate action plans (including activities and budget) which enable MARD/DARD to continue the Project activities even after the termination of the Project</p> <p>* For the above-mentioned Activity 2, the "Knowledge-sharing province(s)/city" are also participating as appropriate, to share information about the progress and results of activities in the Pilot province(s) and Semi Pilot province(s), even to share the experience each other.</p>	<p>Inputs</p> <p><u>Vietnamese Side</u></p> <p><Project Staff></p> <p>- Counterpart and administrative staffs</p> <p><Facilities/Buildings></p> <p>- Suitable office space with necessary equipment/ facilities for Japanese experts</p> <p><Expenses for operation and management></p> <p>- Counterpart Fund necessary for the implementation of the Project</p> <p><u>Japanese Side</u></p> <p><Dispatch of Japanese Experts></p> <p>Long-term Experts:</p> <p>- Project Chief Advisor</p> <p>- Project Coordinator/ Training/ Public Relations</p> <p>Short-term experts: As required</p> <p><Equipment/Machinery/Vehicle></p> <p>- As necessary equipment</p> <p>- Other items are to be discussed</p> <p><Training in Japan/ Third countries></p> <p>- Training of Vietnamese staffs in Japan/third countries as required</p>	<p>1. The majority of the Project counterparts in charge of safe crop production in central and pilot province(s) do not change.</p> <p>2. The cooperation from government organization and people committee in relevant province(s) and city and the counterpart budget is secured.</p> <p>Pre-conditions</p> <p>1. The cooperation from buyers (collector, trader, wholesaler, retailer, etc.) of safe crop production is secured.</p>
<p>3.1 To review and analyze past experiences of promotion activities on safe crop production and food safety, and draw good practices and lessons learned.</p> <p>3.2 To implement raising awareness activities on safe crop production and food safety, focusing on human health, environment and agricultural promotion-traceability-and-trust-building toward customers (safe-vegetable-buyers/consumers) through mass media in nationwide-various-tools</p> <p>* Awareness activities = such as awareness raising campaign event, utilization of social media</p> <p>3.3 To implement specific raising awareness activities on safe crop production and food safety toward the target groups and organization related to the Activity 1 and Activity 2</p> <p>3.4 To grasp the consumers' voice/opinion and support communication-activities of communication and information given by Vietnamese government</p>			

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Annex VII

Basic Concept of Trial Activity and Action Plan

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

Basic Concept of Trial Activity and Action Plan

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

What is “Action Plan”?

Each PPMU is expected to prepare the “Action Plan” based on the trial activities carried out in the project.

Action plan consists of objective, methodologies of activities, implementation structure, methodology, schedule and budget.

Each PPMU is expected to secure necessary staffing and budget according to the action plan.

	Trial Activity	Action Plan
Planned by	JICA Team/CPMU	PPMU
Implemented by	JICA Team and PPMU	PPMU
Funded by	JICA Team (90%) and PPMU (10%)	PPMU (100%)

✓ Project Purpose

Safe crop production in target site in the Northern Region of Vietnam are promoted.



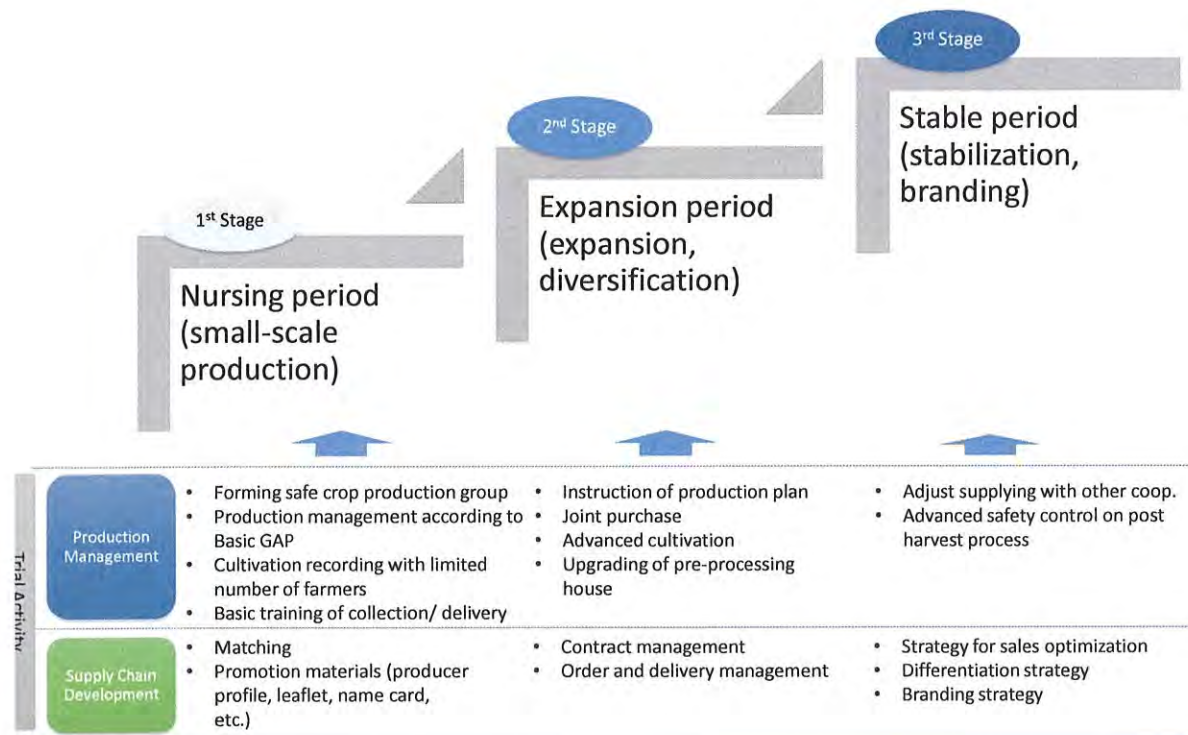
Based on Market Demand (Quality and Quantity),
Producer will cultivate and deliver the products to Buyer

✓ Trial Activities

Production Activity	Marketing Activity
<p><u>To Establish Safe Crop Production Area</u></p> <ul style="list-style-type: none"> ✓ Need Farmer Group/Cooperative/Company not targeting on only Individual Farmer ✓ Apply Basic GAP or Higher GAP Standard ✓ Making Production Plan on Market Demand ✓ Apply Cultivation Method (Organic Compost, Pest Controlling, Produce Good Seedling and Grafting) ✓ Harvesting, Collection, Pre-Processing and Packing ✓ Apply Test of Residual Pesticides 	<p><u>To Develop Supply Chain to Market</u></p> <ul style="list-style-type: none"> ✓ Dialogue with Market (Participation to Business Fare, Holding Business Matching and One to One Matching) ✓ Making Marketing Tools (Logo, Business Card, Leaflet, Label, Signboard and Catalogue) ✓ Holding MEZOROEKAI (Adjustment of condition of contract) ✓ Making contract btw Producer & Buyer ✓ Delivery of products

3

Stage-wise Approach on Trial Activities



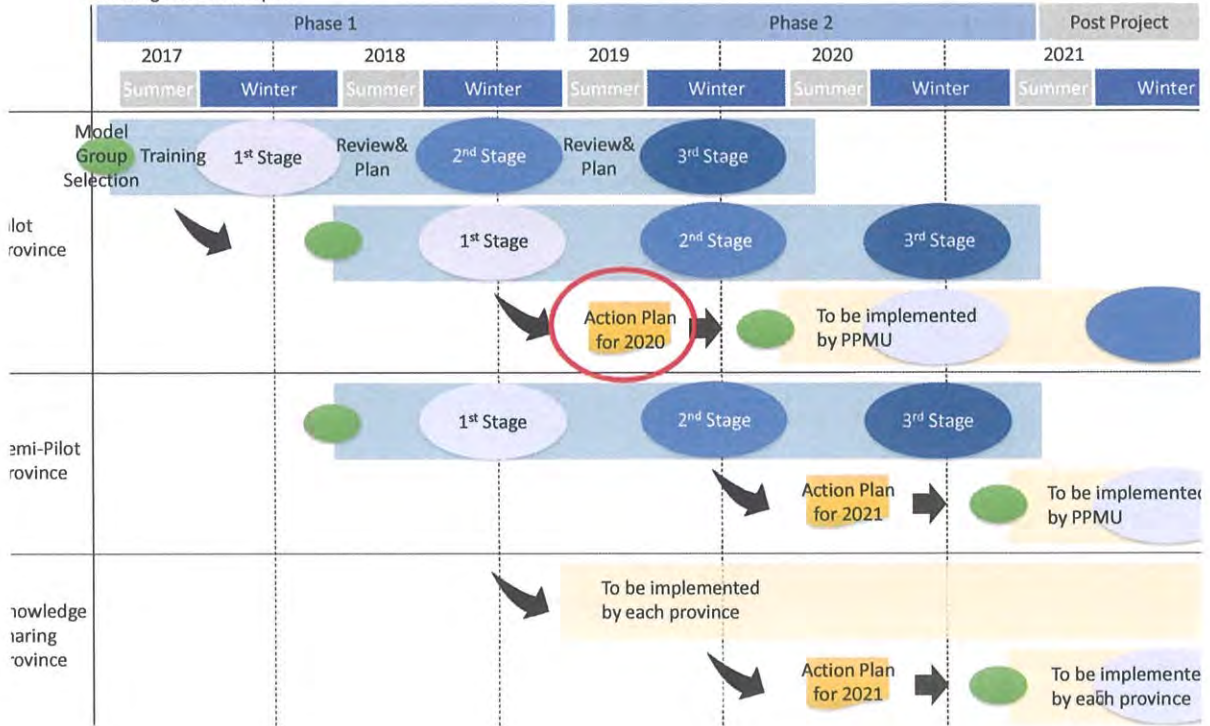
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TRIAL ACTIVITIES AND ACTION PLAN

Trial activities in each target group are executed for three years.

Each province are expected to prepare an action plan based on the trial activities carried out in the project.

Action plan consists of contents, implementation structure, schedule and budget. Each province secures necessary personnel and budget according to the action plan.



Trial activity implementation plan and Action Plan

	Title	Contents	Technical Procedures
Trial activity implementation plan ↓ Manual (Draft) Prepared by JICA	1. Production Management System Development Manual	1. Selection of target group 2. Confirmation of the safety of production area 3. Training for Basic GAP 4. Cultivation Planning based on Market Demand 5. Cultivation Method for Safe Vegetables 6. On-field instructions applying Basic GAP 7. Upgrading Conditions to Ensure Food Hygiene and Safety 8. Post-harvest and distribution 9. External Inspection and Auditing	Mechanism to produce safe vegetable following Basic GAP
	2. Supply Chain Development Manual	<ul style="list-style-type: none"> Developing promotion materials Business forum/ Matching Contract/ Agreement Mezoro-e-kai meeting Feedback mechanism Joint sales/ Logistics management 	Mechanism to develop safe vegetable supply chain according to market demand
Action Plan Prepared by PPMU	Action plan for safe crop production and supply chain development	<ul style="list-style-type: none"> Objective Contents of activities Verifiable indicators and means of verifications Implementation structure Cost estimate Budget request to PPC 	<ul style="list-style-type: none"> ✓ Contents of activities shall be designed based on trial activity plan and manuals prepared by JICA team. ✓ Budget: each PPC mobilizes s budget ✓ Material: referring to Manuals

Schedule for Preparation of Action Plan (Only for Pilot province)

Period	CPMU/ JICA Project Team	PPMUs (Pilot provinces)
20 Jun 2019	JCC meeting (today)	
Jun-Aug 2019	Preparation of Draft Manuals	
12-16 Aug 2019	PPMU meeting (Explanation of manuals and request for drafting of action plan)	
	Support PPMUs for drafting of Action Plan	Drafting of Action Plan
Sep 2019	Attend workshop	Action Plan workshop (in 3 pilot provinces)
Oct – Dec 2019	Mobilization of budget	
Jan – Dec 2020	Monitoring of PPMU activities	Execution of activities according to Action Plan

7

Outlines of the Action Plan Workshop

In order to attract interest of Provincial People's Committee (PPC) and other relevant stakeholders and make consensus about direction of project activities after project completion with them, PPMU will organize the workshop with the outlines shown below.

Item	Contents
Timing	Half day in August - September 2019
Venue	Conference room in local hotel in each province
Organizer	PPMU in pilot provinces
Participants	Around 30 participants (CPMU, PPC representatives, PPMU members, Representatives of other relevant departments, and JICA Project team)
Program	-Opening remarks -Project overview -Introduction of production management system and supply chain proposed by JICA Project team -Introduction of draft action plan prepared by PPMU -Discussion and Q&A

8

Annex VIII

Selection of Target Groups and Activities in 6 Knowledge Sharing Provinces



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

Selection of Target Groups and Activities In 6 Knowledge Sharing Provinces

June, 2019

JICA Project Team

1. Confirmation of Selection Criteria for Target Groups

13 Major Criteria are applied based on the experience of trial activities in Pilot provinces and Semi Pilot Provinces in addition to the one designated Record of Discussion as below.

1	Group Type	Agriculture company/ Cooperative/ Farmers group	6	Cultivation knowledge and technology	Technologies applied (compost, seedling, agri. materials)
		(for Cooperative only) New Style/ Traditional			
2	Land	Agriculture Land (ha)	7	Current Market Channel	Name of buyer and percentage of sales (%)
		Vegetable Land (ha)			
		Safe Production Area (ha)			
		Location (no chemical industry nearby)			
3	Membership	Total number	8	Joint sales	Experience of Joint Sales/ percentage of joint sales out of total sales (%)
		Member for safe vegetable production			
4	Products (Major products)	Winter crop	9	Pricing	Selling Price compared with market price
		Summer crop			
5	Certificate/ Assurance	Safe Production Condition	10	Pre-processing, Packaging, transportation	Existing Facility and infrastructure with current condition/usage
		VietGAP			
		Basic GAP			
		Other (PGS etc.)			
11	Sales Promotion	eg. Trade fair/ Catalogue/ Internet/ Advertise	12	External Support	Past and current support by donor/ NGO/ Government
13	Willingness	Leadership and intention			

2. Nomination of Candidate Target Groups

No.	Group Name	Type	Member ship	Vegetable area	Safe area
Ninh Binh					
NB-1	Visa Safe Agriculture Production Trade and Service Cooperative	Coop	22	18	10
NB-2	Dong Phong Agricultural Service Cooperative	Coop	12	4	4
Hai Phong					
HP-1	Thai Son Farming Service Cooperative	Coop	19	12	2
HP-2	Ky Duyen Green Food Lmt., Company	A Com	28	12.8	12.8
Hoa Binh					
HB-1	Cu Yen Safe Vegetable Cooperative	Coop	7	5.1	5.1
Bac Ninh					
BN-1	Cao Son Agricultural Service Cooperative	Coop	10	10	5
BN-2	Agricultural Service Cooperative of Ngam Mac village	Coop	50	45	10
Nam Dinh					
ND-1	Ngoc Anh clean vegetables and fruits Joint Stock Company	A Com	43	10	10
ND-2	Nam Cuong producing and business of agricultural service Cooperative	Coop	49	20	20
Quang Ninh					
QN-1	Hong Hai Production and Service Cooperative	Coop	255	30	20
QN-2	Ha Tan Production and Agricultural Business Cooperative	Coop	64	10	10

Cooperative	10
Agri. Company	1
Total	11

3




3-1. Evaluation of Candidate Target Groups

- ✓ Withdraw candidates which have already good enough capacity on cultivation and marketing, farming experience and facilities
- ✓ Withdraw candidates which have not had many primal requirements for safe vegetable production, such as Convenient Distance from Markets, Market Channels, Applying GAPs, Conducting Joint Sales, Pre Processing Facilities, Labeling, Packing, Storage and Means of Transport
- ✓ Withdraw candidates which are company management, having it's own unstable business plan and less harmonization with Project Activities

➤ NOTE: Withdrawn candidates might have opportunities collaboration with Project Activities such as to be invited to Business Forum, Exposure Visit to Target Groups and so on.

4

3-2. Selected Producer's Profile

Province: Ninh Binh		ID Number: NB-2	
Name of Unit			
Dong Phong Agricultural Service Cooperative		  	
Established year	2016		
Number of members	12		
Form of management	Cooperative		
Total vegetable land/ Safe vegetable area	4ha/4ha		
Estimated annual safe vegetable output	N.A.		
Protocol applied	Safe vegetable (certified as safe prod. Area in 2018), basic GAP		

Lack of Capacity & Disadvantage of Cooperative for Safe Crop production




- Location is disadvantage for marketing, 1.5hr to Ninh Binh Town & 2.5hr to Hanoi City by vehicle
- Already applying Basic GAP, however recording is not yet properly done, No yet applying Viet GAP
- Conducting Joint Sales, however selling 100% of products to collector (Middleman) and no cost negotiation
- No existence of storage and means of transport and not yet applying labeling and packing

Potential Capacity of Cooperative for Safe Crop production

- High willingness for receiving JICA's supports on marketing
- Conducting Joint Sales 100%
- Agriculture land is well managed and kept clean.
- DARD already supported 30% of cost for Pre Processing Facilities

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3-2. Selected Producer's Profile

Province: Hai Phong		ID Number: HP-1	
Name of Unit			
Thai Son Farming Service Cooperative		  	
Established year	2016		
Number of members	19		
Form of management	Cooperative		
Total vegetable land/ Safe vegetable area	12ha/2ha		
Estimated annual safe vegetable output	N.A.		
Protocol applied	Safe vegetable (certified as safe prod. area), VietGAP		

Lack of Capacity & Disadvantage of Cooperative for Safe Crop production

- Location is disadvantage for marketing in Hanoi, 2hr to Hanoi City by vehicle (But close to Hai Phong 0.5hr)
- No existence of storage and means of transport
- Just started safe vegetable production from the winter crops in 2018
- Conducting Joint Sales, however selling 80% of products to local market (20% sells to direct shop and canteen)


Potential Capacity of Cooperative for Safe Crop production

- High willingness for receiving support on marketing and production technique
- Hai Phong city already supported 40% of cost of net house (1.2ha) and water supply system,
- ADB already funded Pre Processing Facilities
- Applying organic fertilizer
- Conducting Joint Sales 100%
- DARD already supported VietGAP certification and developing label and QR code
- Sub- Department of CP and PP and Sub- NAFIQAD conducts External monitoring

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3-2. Selected Producer's Profile

Province: Bac Ninh		ID Number: BN-2
Name of Unit		
Agricultural Service Cooperative of Ngam Mac village		
Established year	2016	
Number of members	50	
Form of management	Cooperative	
Total vegetable land/ Safe vegetable area	45ha/10ha	
Estimated annual safe vegetable output	N.A.	
Protocol applied	Safe vegetable (certified as safe prod. Area in 2018)	

Lack of Capacity & Disadvantage of Cooperative for Safe Crop production

- No existence of storage (having plan to build) and means of transport
- No yet applied any GAPs

Potential Capacity of Cooperative for Safe Crop production

- High willingness for receiving support on technical training, net house and marketing
- Applying organic compost
- Conducting joint sales of 70% of product, having several marketing channels
- PPC already supported Training, fee for testing samples of soil and water (for Safe Production Condition)
- DARD already supported Developing label
- District PC already supported Direct sales shop

4. Activities for selected Target Groups

✓ Activities and schedule for 3 target groups in knowledge sharing provinces are shown in hand out material of A3 paper

✓ Schedule and detail activities follow the one which was carried out in Pilot Provinces and Semi Pilot Provinces so far

✓ Role of every concerned organizations

1. CPMU: Implementer and Facilitator for the all activities
2. PPMU: Instructor for focal staff of knowledge sharing provinces
 - <Production and Marketing activities>
 - Ha Nam Province → Ninh Binh province
 - Hung Yen Province → Hai Phong Province
 - Hai Duong Province → Bac Ninh Province
 - <Market Promotion and Communication activities>
 - Hanoi City → 3 knowledge sharing provinces
3. JICA Expert: Supporter to CPMU in the all activities
4. JICA Consultant Team: To mobilize national staff for the all activities

✓ Necessary preparation by knowledge provinces

- a) To assign focal staff for leader, in charge of production and marketing
- b) To allocate budget for mobilization of focal staff (Approximately 5,000USD in 2019)

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Project Activities Implementation Schedule in Knowledge Sharing Province (Aug, 2018 -)

2019/6/21

No.	Activity	Implementation by	Support by	2018												2019												2020												2021											
				Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul										
				Summer			Winter						Summer			Winter						Summer			Winter						Summer																				
8 Upgrading conditions to ensure food hygiene and safety																																																			
8-1	Technical assessment for upgrading conditions	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
8-2	Draft a list of necessary equipment and materials	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
8-3	Upgrading of facilities and equipment	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
9 Joint sales management																																																			
9-1	Establishment of joint sales system	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
9-2	Field instruction for joint sales	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
10 External inspection and auditing																																																			
10-1	Guidance of sampling testing plan and external auditing	CPMU, JICA Project team	PPMU of Pilot Province																																																
10-2	Pesticide residue check (quick test)	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
10-3	Pesticide residue check (laboratory test)	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
10-4	External audit (by Gov. officer and JICA Project team)	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
11 Monitoring and Evaluation																																																			
11-1	Review of pilot activities	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
11-2	Monitoring	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
11-3	Evaluation	CPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
12 Review of "Safe Crop Production Management System"																																																			
12-1	To extract lessons from pilot project activities	CPMU	JICA Project team																																																
12-2	To review "Safe Crop Production Management System"	CPMU	JICA Project team																																																
1 Dialogue with Market																																																			
1-1	TOT and TOF on marketing																																																		
	TOT marketing	CPMU, JICA Project team	PPMU of Pilot Province																																																
	TOF on marketing in province	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
1-2	Developing marketing tools	CPMU, JICA Project team	PPMU of Pilot Province																																																
1-3	Matching with buyers																																																		
	One-to-one matching for TG	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
	Safe vegetable business forum in Hanoi	HFA	CPMU, JICA Project team, PPMU of Pilot Province																																																
	Provincial safe vegetable business forum in province	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
	Trade fair in province	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
1-4	Assisting in making contract for TG	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
2 Post Harvest and Distribution																																																			
2-1	Mezoroekai for TG	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
2-2	Monitoring of collection and delivery for each TG																																																		
	Initial check by PPMU and TG	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
	Random check by PPMU	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
2-3	Review and planning next season for TG																																																		
	Review meeting for TG	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
	TOF on marketing action plan in province	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
3 Monitoring and Evaluation																																																			
3-1	Monitoring	PPMU	CPMU, JICA Project team, PPMU of Pilot Province																																																
3-2	Evaluation	CPMU	JICA Project team																																																
4 Review of "Supply Chain Development System"																																																			
4-1	To extract lessons from pilot project activities	CPMU	JICA Project team																																																
4-2	To review "Supply Chain Development System"	CPMU	JICA Project team																																																

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Annex IX
Project Implementation Plan

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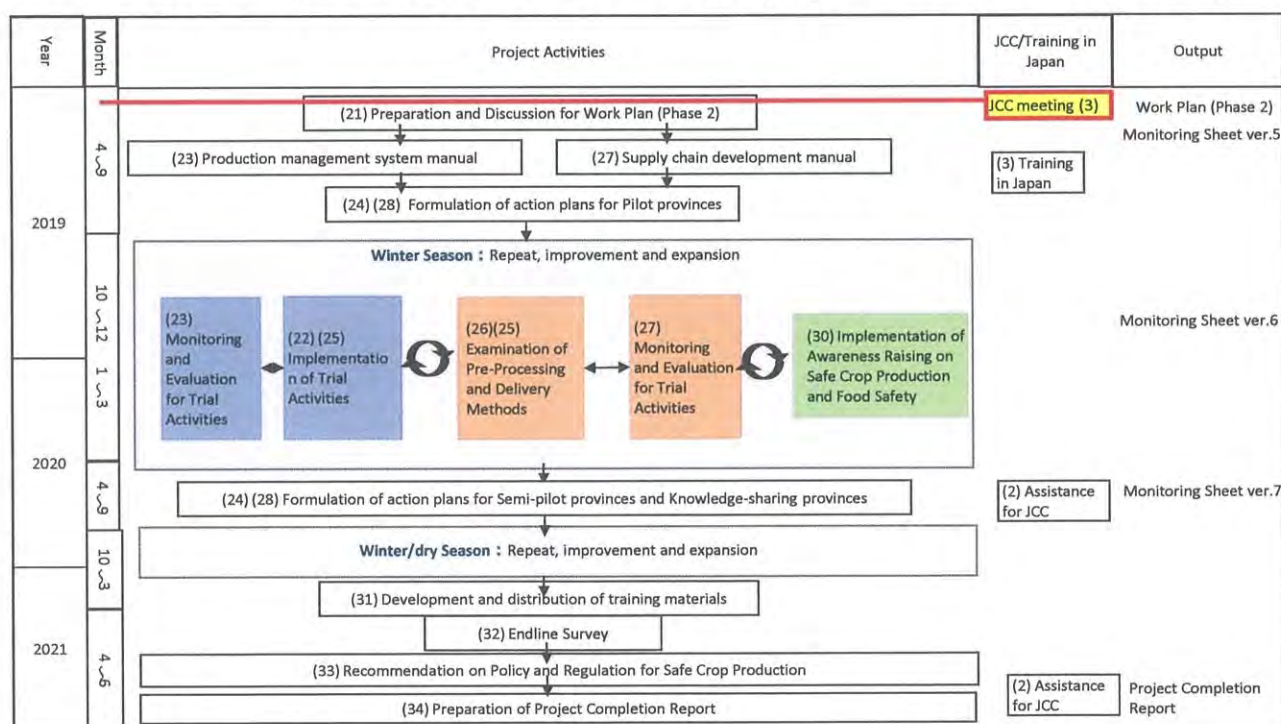
Project for Improvement of Reliability of Safe Crop Production in the Northern Region

Project Implementation Plan (Jun 2019 – July 2021)

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

Flow of Project Implementation (Apr 2019 – Jul 2021)



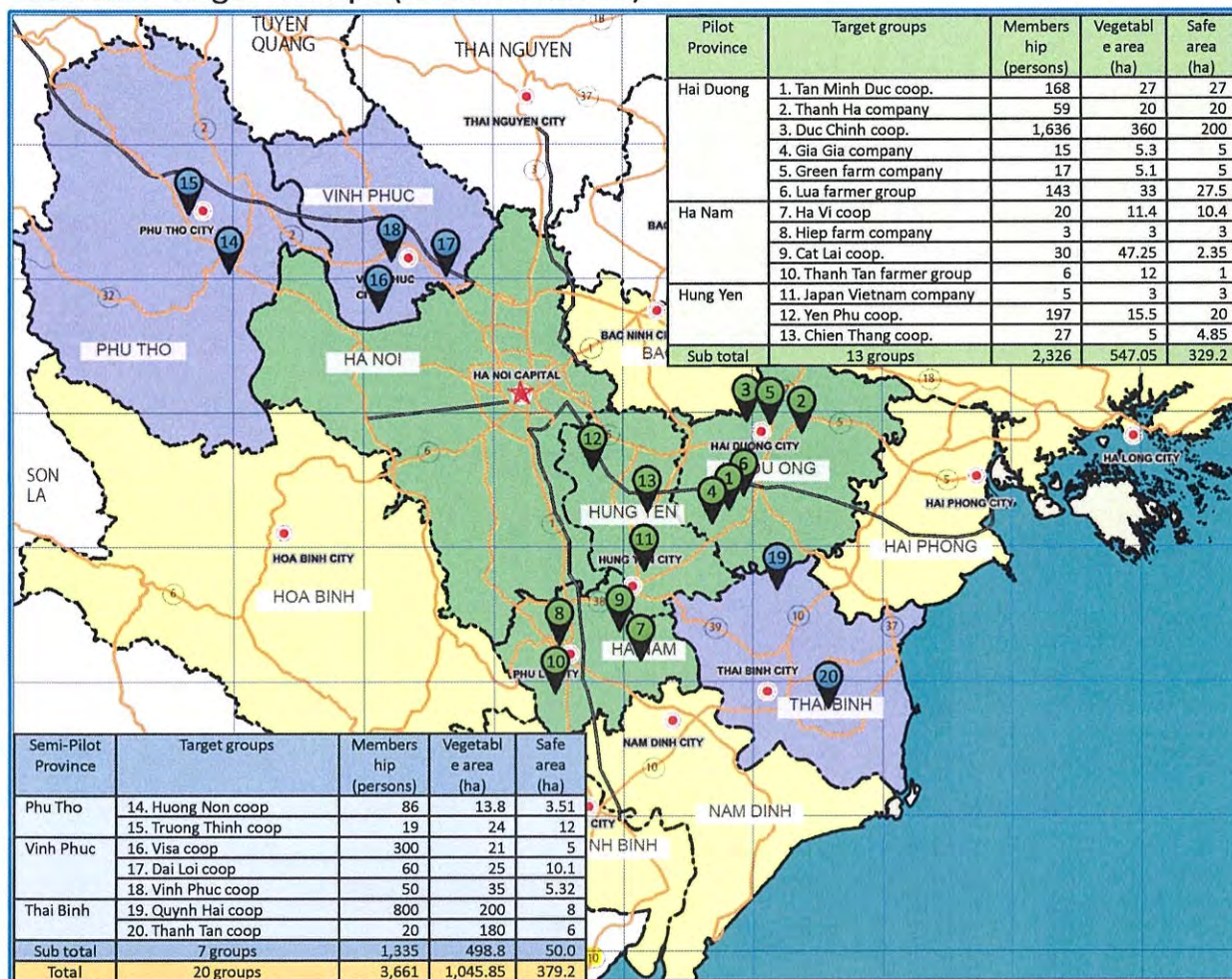
REGEND :

- : 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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Selected Target Groups (since Oct.2018)



Expansion of safe vegetable production area of target groups

Project reaches 59% (106.6ha) of target production area, needs to expand more than 74ha to achieve the target in winter season 2020-21.

Province	Target groups	Joint sale	2017-18	2018-19	→	2020-21	Safe area	Remarks
Hai Duong	Tan Minh Duc coop.	88%	7.5	9.65	+17.6	27.2	27.2	VietGAP
	Thanh Ha company	100%	5	7.62	+12.4	20	20	VietGAP
	Duc Chinh coop.	41%	30	30.07	0	30	200	
	Gia Gia company	-		4.98	0	5	5	VietGAP
	Green farm company	-		2.48	+2.5	5	5	VietGAP
	Lua farmer group	70%		4.42	+10.6	15	27.5	VietGAP
Ha Nam	Ha Vi coop.	93%	1.0	2.13	+2.9	5	10.4	
	Hiep farm company	-	2.5	2.05	+1.0	3	3	
	Cat Lai coop.	0%		2.35	0	2.35	2.35	
	Thanh Tan group	100%		1.01	0	1	1	
Hung Yen	Japan Vietnam company	-	1.7	1.76	+1.2	3	3	
	Yen Phu coop.	100%	3.15	4.54	+10.5	15	20	VietGAP
	Chien Thang coop.	100%		4.85	+5.2	10	4.85	To be expanded
Phu Tho	Huong Non coop.	17%		3.51	0	3.51	3.51	
	Truong Thinh coop.	100%		2.12	+1.9	4	12	
Vinh Phuc	Visa coop.	100%		2.96	+2.0	5	5	VietGAP
	Dai Loi coop.	100%		10.03	0	10.03	10.1	VietGAP
	Vinh Phuc coop.	100%		5.32	+3.0	8.32	5.32	To be expanded
Thai Binh	Quynh Hai coop.	100%		2.38	+5.6	8	8	
	Thanh Tan coop.	-		2.36	+3.6	6	6	
Total	20 groups (target=180ha)		50.85 28%	106.61 59%	+80	186.5 >100%	379.2	4

Expansion of safe vegetable production area of target groups

Criteria for expansion

- JICA consultant team will discuss with each target group and PPMU to expand the safe vegetable production area.
- The target groups which organize joint sales well and have more potential demand from buyers are expected to expand area up to total certified safe vegetable production area.
 - Chien Thang coop. and Vinh Phuc coop. are expected to expand area beyond certified area as they plan to expand production area by formulating linkage with farmers.
 - Lua farmer group, Ha Vy coop., Yen Phu coop. and Truong Tinh coop. are assumed not to expand the area up to total certified safe vegetable production area as considering the capacity of cooperative and market condition.
- The target groups which are under development of joint sales are expected to increase the number of farmers who join joint sales in priority. (Duc Chinh coop., Cat Lai coop. and Huong Non coop.)

Trial Activities

Output 1 Production Management

Output 2 Supply Chain Development

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

7

Production activities

1. Confirmation of the safety of production area

- Soil and water sampling and testing

2. Trainings for Basic GAP

- TOF for Basic GAP



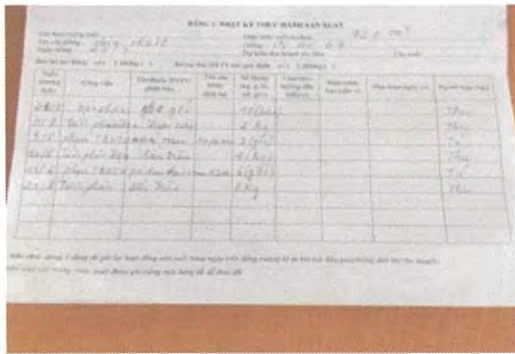
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Production activities

3. On-field instructions for Basic GAP:

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

Item	As of April 2019	As of April 2021	Target
No. of farmers who record on field diary properly according to Basic GAP	77%	> 80%	> 80%
No. of target groups which conduct internal audit	100%	100%	100%



9

Production activities

4. Upgrading conditions to ensure food hygiene and safety:

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

Item	No. of groups upgraded	No. of groups to be upgraded	No. of groups under satisfied condition*
Tools and equipment for harvesting in the field, Tools and equipment in pre-processing area, and Upgrade infrastructure of pre-processing house	7	8	5

* The project team with PPMU conducted technical assessment for target groups, and identified 4 groups (Thanh Ha, Visa, Dai Loi and Vinh Phuc) had already satisfied the condition of harvesting and pre-processing area with criteria of Basic GAP. One group (Duc Chinh) had no pre-processing facility but contracted with a private company for pre-processing, so the project team decided not to support for a private facility.



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Production activities

5. External inspection and auditing:

Pesticide residue test (by quick test kit)
 Pesticide residue test (by laboratory test)

Item	No. of samples tested	No. of samples to be tested	Target
Pesticide residue test (by quick test kit)	304	200	>500
Pesticide residue test (by laboratory test)	63	80	>60



Production activities

6. Cultivation planning based on market demand

7. Enhance joint sales management

Item	As of April 2019	As of April 2021	Target
Percentage of farmers who join joint sales of safe crop is increased to 50% in the target sites.	60%	> 50%	> 50%



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Production activities

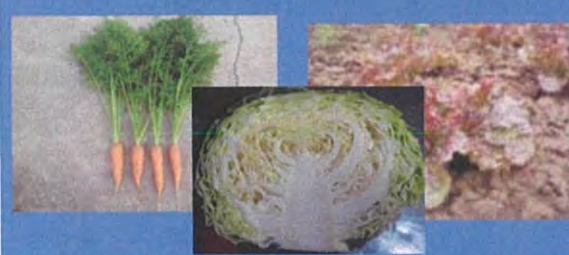
8. Cultivation method to improve quality and safety:

- First step: Demonstration (100% support)
- Second step: Trial (50% support)
- **Third step: Dissemination (0% support)**

1) Soil improvement Composting method



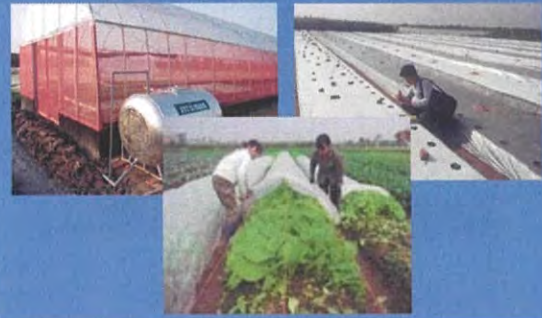
2) New variety seeds Heat tolerance, Disease tolerance



3) Seedling method



4) New agriculture materials



13

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

Face to face meeting of stakeholders

Review and planning of next season

Monitoring of trial activity

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Marketing activities

1. Market survey and analysis

2. Training on marketing

- TOF on marketing

3. Developing marketing tools



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Marketing activities

4. Matching with buyers

One to one matching to make a linkage

5. Examination of collection and delivery methods:

Coordination meeting with buyers

Item	As of April 2019	As of April 2021	Target
No. of one to one matching	177	>300	300
No. of linkage made	65	>110	110
No. of coordination meeting with buyers	28	>60	60



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Marketing activities

5. Examination of collection and delivery methods:

Monitoring of collection and delivery, review and planning of next season



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Communication activities

Output 3 Communication





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Communication activities

Activity Plan Overview

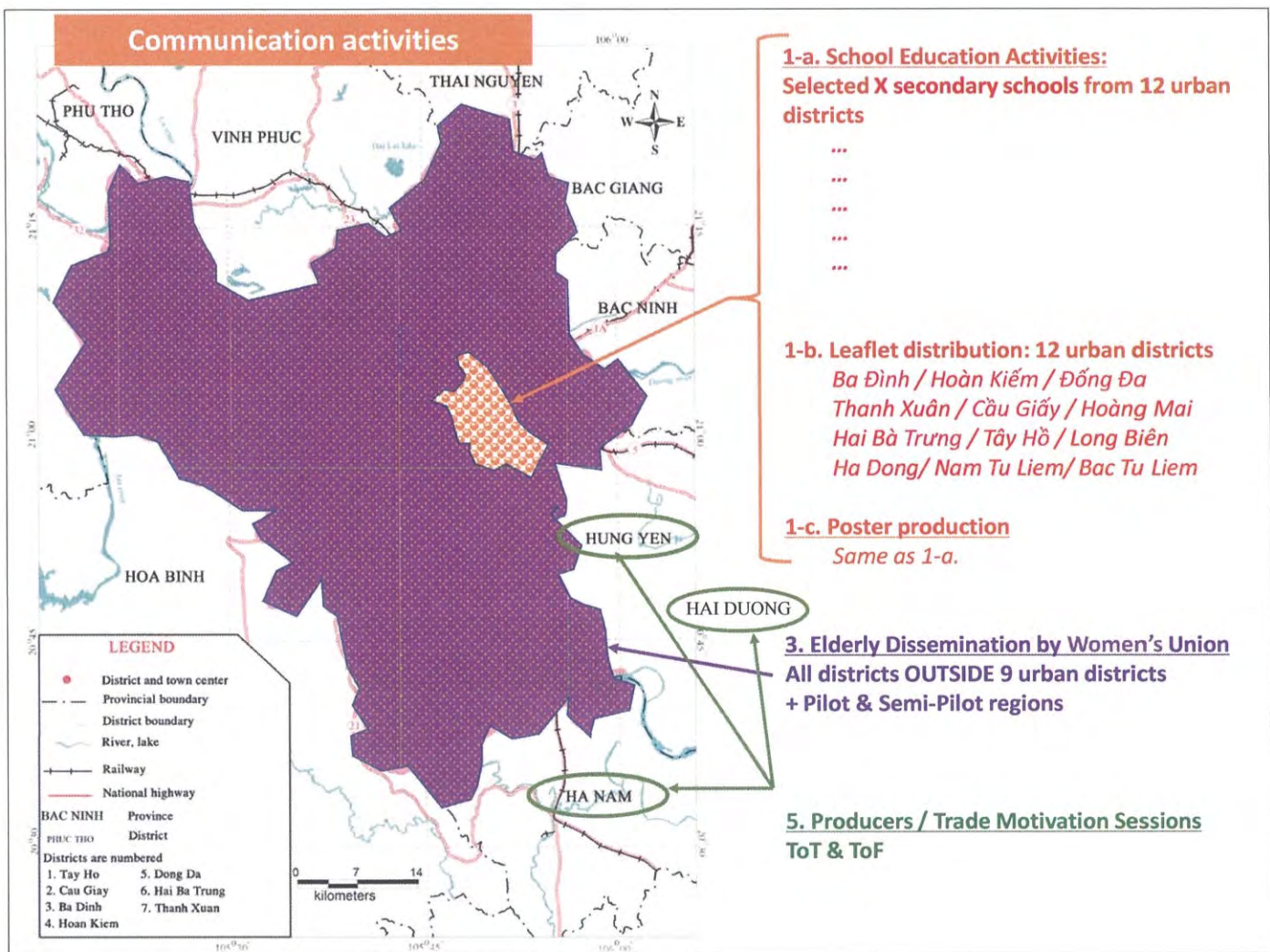
	1. 	5. 	2. 	4. 		
	Stage A	Stage B	Stage C	Stage D	Stage E	Stage F
Youth (Under 22)	Awareness & Education Target: Mass Activity: School Education + Contest (for exposure) Theme: <ul style="list-style-type: none"> Importance of food safety Understanding safe vegetable's journey How to select safe vegetable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

Communication activities

Activity Plan 1. School Education + Poster Festival 2019

Program Description		Considerations
Objective	Enhance awareness & education of food safety 	✓ Communication must be clear and simple
Target	Mass (Stage A & B – Doing nothing / Don't know what to do)	
Suggested themes	<p>It is effective to select a theme every year to advance consumer behavior:</p> <p>Awareness (2017) → Education (2018) → Promotion of safe vegetable purchase (2019)</p> <p>2019: Safe vegetable's journey (start looking for safe vegetable) + Action to purchase (start looking for certified vegetable at certified shops)</p> <p>School Education + AEON Mall Exhibition + AEON VIETNAM Store Promotion</p>	2018: High school (DARD + JICA) 2019: Secondary school (DARD's initiative) Grade 7
Execution	Education <i>Selected schools in urban districts</i> <ol style="list-style-type: none"> All schools receive leaflet Teachers explain homework (Commitment Paper) Teachers hold a in-class lesson to explain content of leaflet* Homework: 1) Students to be "a teacher" to their mothers/guardians to explain leaflet, and 2) students and mother prepare Commitment Paper. Commitment Paper: <u>student & mother</u> write what to do to improve safe vegetable consumption, and 2) they both sign. School to collect the Commitment Paper and return to Project Team. 	✓ Count results ✓ Analyze how they would commit to change behavior towards safe vegetable consumption
	Festival <i>Extra-curricular activity</i> <p>2019: Group large poster drawing _ students per group x _ groups per school x _ selected school in _ urban districts: Participate in poster festival</p> <ol style="list-style-type: none"> Each school selects 3 best posters 12 groups of students (total _ students) will be invited to visit a target group producer and a safe vegetable retail store. Hold an Evaluation Committee (Early October) Hold a ceremony to broadcast (October) 	✓ Engage sponsors for awards (something related to safe vegetables)
	Exhibition <ol style="list-style-type: none"> Online competition to earn "Like" among __ posters Present "Most Popular Poster" award at Exhibition Hold a poster exhibition to further disseminate 	✓ Distribute posters to all schools & other provinces

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Communication activities

Activity Plan 4 : Retailer In-Store Promotion 2019/2020

Program Description		Considerations
Objective	Enhance trust and loyalty with safe vegetable retail stores	
Target	Conscious consumers (Stage E- Proactively purchasing safe vegetables)	
Suggested themes	TBD: Theme will be discussed with the retail chain to collaborate. <u>Examples</u> <ul style="list-style-type: none"> • Certificate and safety-check process of the store • Event with producers (source of retailer's safe vegetables) to talk about their produce • Tasting of safe good vegetables • Tasting of fresh vegetables 	<ul style="list-style-type: none"> ✓ Design a promotion to be win-win between the retailers and the Project ✓ A scheme where we can count the number of participating consumers (e.g. a time-specific event, leaflet to distribute, etc.)
Execution	In-Store Promotion Timing and activities are TBD	<ul style="list-style-type: none"> ✓ Consider after Tet, when the retailer can dedicate more attention and resources
Materials to develop	TBD <u>Example</u> <ul style="list-style-type: none"> • In-store display panel to visualize certificate & safety-check process • Leaflet to introduce their designated safe vegetable producers 	

Event details are still TBD

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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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Thank you for your kind attention

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Record of the meeting

I. GENERAL INFORMATION

- **Time:** from 8:30 to 12:00, Friday, 21st June, 2019.
- **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)

II. SUMMARY

1. Mr. Tran Xuan Dinh, Deputy Director General of Department of Crop Production (DCP), Project Director of Central Project Management Unit (CMPU), MARD, introduced participants and meeting agenda. He also gave a brief explanation about the objective of the 3rd JCC that almost three years of five years Project period had passed and the Project activities until now shall be reviewed and Implementation Plan of the rest of Project period shall be discussed in the JCC.
2. Dr. Le Quoc Doanh, Vice Minister, MARD, delivered opening remarks. He expressed his appreciation to the JICA representatives, JICA Project Experts, and participants from the relevant departments and provinces. He emphasized importance of JICA to the MARD, implementing projects of the infrastructure development as well as the technical cooperation. He evaluated that Basic GAP formulated in the previous project (Strengthening the Capacities for the Field of Management of Vietnam's Crop Production Sector for Improving the Productivity and Quality of Crop's Product in Vietnam) enabled farmers to produce safe vegetable easily.
He appreciated that approach of the Project contributed to the awareness building of stakeholders in the supply chain. He also emphasized effectiveness of utilizing school education for the communication activities. At the end, he requested contribution of participants from the provinces to share experiences and opinions in this JCC in order to reflect to the action plan¹ and emphasized that action plan should be feasible one to be expanded to the other areas of Vietnam in future.
3. Mr. Naomichi Murooka, Senior Representative of JICA Vietnam Office, delivered speech on behalf of JICA. He pointed out that income of Vietnamese people went up, the needs for safe crops also increased and market of it had been expanding. He mentioned that international trade environment provided opportunities to Vietnam and ensuring stable supply of safe and quality agricultural crops for both domestic and international market became very important for Vietnam.
He emphasized that further efforts of relevant authorities and concrete 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. 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.
4. Mr. Cao Viet Hung, Coordinator of CPMU gave a presentation on the Project Progress (from July 2016 to May 2019); Overall progress of the Project and current achievement as of May 2019 based on PDM (ver.1).
5. Mr. Le Thai Nghiep, Head of Crop Production Division of Department of Agriculture and Rural Development

¹ In this minutes, general action plan for the effective implementation of the Project is phrased as action plan (small letter) and Action Plan which shall be prepared by Pilot provinces (Ha Nam, Hung Yen and Hai Duong) (Annex IV) is phrased as Action Plan (capitalized beginning of word).

(DARD), Coordinator of Provincial Project Management Unit (PPMU), Hai Duong Province reported the Result and Lessons of pilot activities.

6. Ms. Nguyen Thi Thoa, Vice head of Organization Division, Coordinator of PPMU, made a presentation on the Result of communication activities in 2018 and plan in 2019.
7. Mr. Tran Xuan Dinh presented the Revision of PDM, Preparation of Action Plan in Pilot provinces (Ha Nam, Hung Yen, Hai Duong) and Activities in Knowledge sharing provinces.
8. Mr. Mitsuru Nanakubo, Team Leader of Consultant Team gave a presentation on the Project Implementation Plan (from June 2019 to July 2021)
9. Mr. Satoshi Yamamoto, Chief Advisor chaired discussions session and asked for comments from JCC members.
10. Mr. Tran Xuan Dinh delivered closing remarks.

III. MAIN CONTENTS

1. Project Progress (from July 2016 to May 2019)

Mr. Cao Viet Hung introduced Project Outline and reported current achievement of Outputs and progress of Trial Activities and Communication Activities. (Annex III)

Main points:

- The Project implemented activities in 2 city and 11 provinces to ensure safety of agricultural crops with aim of improving management capacity of MARD and DARD on safe crop production, establishing production and supply chain model and raising awareness of producers and consumers.
- Activities were implemented in accordance with plan and achievement of Trial Activities was appropriate level in this period of the Project.

Mr. Tran Xuan Dinh provided following supplementary explanation.

- In the production, the Project approached production based on the market needs, productivity was improved through the introduction of new technologies, such as compost, new variety of seeds and Non-Woven Textile.
- The Project also focused on the marketing activities and organized matching events to expand market channels.
- Target of reliable safe crop production area, 180 ha was achieved 59% and further cooperation of PPMU should be required to achieve 180 ha.

2. Report from Pilot province – Result and Lessons of pilot activities

Mr. Le Thai Nghiep reported result and lessons of pilot activities in Hai Duong province. (Annex IV)

Main points:

- Duc Chinh Cooperative, Tan Minh Duc Cooperative and Thanh Ha Company were selected in 2017 and based on the results, 3 target groups were additionally selected in 2018.
- In the production, soil and water analysis, application of new technologies, guidance of recording according to Basic GAP, TOT, TOF were conducted. Practices to use pesticides with clear origin and produce vegetables based on market needs were gained by the target groups.
- In the marketing, TOT, TOF, development of marketing tools, matching, Mezeroekai and monitoring of collection and delivery were conducted. Market channels to the buyers, such as Big C Hai Duong, Big C Ha

Noi and Metro Hai Phong were established.

- Project activities were reported in the DARD website and PPMU collaborated with Hai Duong TV to produce programme of safe vegetables applying Japanese technologies.
- In the implementation of the Project, PPMU requested allocation of budget to PPC and Project activities were integrated with provincial programme.
- Advantages; receiving concern from PPC, model sites were concentrated vegetable production area, and farmers had experiences of vegetable production and interests to apply new technologies.
- Issues; improper recording, to meet quality requirement of high-end supermarkets, relatively high cost of transportation due to the distance to the market.
- As conclusion, Project activities of Hai Duong have been implemented according to the plan through the close cooperation with CPMU and JICA Project Team consists of JICA Experts and JICA Consultant team. Based on the results of the Project, Hai Duong would expand the model.

Mr. Tran Xuan Dinh commented that Hai Duong produced various vegetables to both domestic and export markets and the success of the Project should be meaningful for Hai Duong Province. He requested continuous efforts of Hai Duong to expand safe vegetable production area and market channels.

3. Result and Lessons of communication activities

Ms. Nguyen Thi Thoa made a presentation on the Result of communication activities in 2018 and the plan of communication activities in 2019 at Hanoi city. (Annex V)

Main points:

- In 2017, activities was conducted for the students in primary school, in 2018, activities was implemented for the students in 39 high schools of 12 urban districts with theme of journey of safe vegetables though the close cooperation with DOET.
- Leaflet was distributed to more than 24,000 students, and homework to explain to the family members about the contents of leaflet and get their comments was assigned for 3,891 students and 85% of them fulfilled it. Awareness of students' mothers was also raised through the homework.
- Students produced slide show about how safe vegetables were produced and selected slide shows were uploaded to Facebook of communication activities (safe vegetable for a bright future: <https://www.facebook.com/rauantoanvituonglaituoisang/>) and exhibited at AEON Mall.
- Communication activities in 2018 were highly evaluated by the students and teachers.
- The theme of 2019 would be safe vegetable for young generation. Two activities, school education and poster drawing would be conducted through the cooperation with DOET.

Mr. Tran Xuan Dinh commented that communication activities raised awareness of parents through the students effectively. He highly evaluated exhibition at AEON Mall as well.

4. Revision of PDM (ver.2)

Revision of PDM (ver.2) (Annex VI) was presented by Mr. Tran Xuan Dinh.

Main points:

- Descriptions of Activities were returned to the original PDM (ver.0). The word of "pilot activities" was

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returned to “trial activities” (activity No. 1.7, 1.11, 2.4, 2.5, 2.6), the word of “evaluate” was returned to “summarize” (activity No.1.11, 2.6). Activity No. 2.2, 3.2 and 3.4 were revised as original PDM (ver. 0).

- There were some revisions in Objectively Verifiable Indicators. Indicator of pesticide residues check was separated into two indicators, 60 samples at authorized laboratory (indicator No. 1-7) and 500 samples by quick test (1-8). Number of matching event was revised from 20 to 300 (indicator No. 2-1) and number of linkages between producers and buyers was revised from 40 to 110 (indicator No. 2-2). Another revision was coordination meeting for each target group with buyers (indicator No. 2-3). The number of participants of general school students in Hanoi was also revised from 500 to 64,000 (indicator No. 3-3).
- He stressed that the Project will enhance linkage between producers and potential buyers in remaining 2 years, which would contribute to the sales of vegetables produced in 180 ha.
- **Revision of PDM was approved by the JCC members.**

5. Preparation of Action Plan in Pilot provinces (Ha Nam, Hung Yen, Hai Duong)

Basic Concept of Trial Activity and Action Plan (Annex VII) was explained by Mr. Tran Xuan Dinh

Main points:

- Each PPMU shall prepare Action Plan to achieve all outputs in the rest of the Project period.
- Action Plan consists of objective, activities, implementation structure, methodology, schedule and budget.
- Each PPMU needed to secure necessary staff and budget according to the Action Plan.
- He emphasized that budget allocation from PPC was essential in the technical cooperation project and suggested to coordinate with relevant division within DARD and relevant Departments of provincial Government such as Department of Planning and Investment and Department of Finance in order to get budget allocation from PPC.
- Hai Duong PPMU, Ha Nam PPMU and Hung Yen PPMU needed to start preparing Action Plan right after this JCC. CPMU and JICA Project Team would assist preparation of it.
- Action Plan Workshop shall be organized at 3 provinces in August or September, 2019 with participation of CPMU, PPC representatives, PPMU members, and JICA Project Team. He stressed to introduce Project activities to the person in charge of agriculture in PPC, which would promote understanding about Project activities and facilitate coordination with PPC.
- **Preparation of Action Plan in Pilot provinces was agreed by JCC members.**

6. Activities in Knowledge sharing provinces

Selection of Target Groups and Activities in 6 Knowledge Sharing Provinces (Annex VIII) was presented by Mr. Tran Xuan Dinh

Main points:

- 13 major criteria were set through the discussion of CPMU and JICA Experts.
- CPMU and JICA Experts conducted field survey on 11 candidate groups suggested by 6 provinces and respectively selected 1 target group from Hai Phong City, Bac Ninh Province and Ninh Binh Province.
- Schedule and detail activities followed the one carried out in Hai Duong, Ha Nam and Hung Yen.
- Role of concerned organizations; CPMU: Implementer and Facilitator for the all activities, PPMU: Ha Nam was expected to share the experience with Ninh Binh, Hung Yen with Hai Phong and Hai Duong with Bac

Ninh respectively. JICA Expert: Supporter to CPMU in the all activities, JICA Consultant Team: mobilizing national staff for the all activities. DARD of Hai Phong City, Bac Ninh Province and Ninh Binh Province should assign 1 contact person.

- Although the Project would assist some expenditure, Hai Phong City, Bac Ninh Province and Ninh Binh Province needed to request PPC to allocate budget.
- **JCC members approved Activities in Knowledge sharing provinces.**

7. Project Implementation Plan (June 2019 to July 2021)

Mr. Mitsuru Nanakubo presented Project Implementation Plan. (Annex IX)

Main points:

- In the remaining Project period, there would be 2 main crop seasons, 2019-2020 winter crops and 2020-2021 winter crops. At the end the Project would conduct end-line survey to evaluate results.
- Cooperation with Pilot and Semi-pilot provinces and efforts of each target group should be essential to achieve the target of 180 ha in 2 years. Basically it should be required to expand the area to the same area with certificate of safe vegetable production condition. Target groups who could expect needs from the buyers should expand the area while target groups facing difficulty in joint-sales should establish joint-sales first.
- Proper recording according to Basic GAP should be increased from 77% to more than 80%. Internal audit should be maintained as 100%. Upgrading conditions to ensure food hygiene and safety was conducted for the 7 target groups and would be conducted for the 8 target groups, remaining 5 target groups had appropriate pre-processing facilities already and upgrading would not be necessary.
- Although current result of joint-sales was 60% over targeted 50%, the concern was the ratio of joint-sales might decrease during the process of expanding production area, therefore more than 50% should be secured.
- In the marketing activities, TOF should be organized by the initiative of PPMU. Marketing tools would be developed for the remaining target groups. One-to-one matching should be continuously organized to create new linkage for all 20 target groups. After this JCC, expression of “Mezorokai” will not be used due to several difficulties to hold it, the Project will conduct “Review Meeting” between buyers and producers whenever necessary instead.
- Communication activities were as per presentation by Hanoi PPMU. Target would be students in junior high school and theme would be purchase of safe vegetables. In-store promotion also would be conducted to promote safe vegetable purchase.
- Expenditures for the trial and communication activities shall be covered mainly by the JICA Project Team, while TOF, provincial business forum and transportation and allowance of staffs should be covered by PPMU.

Mr. Tran Xuan Dinh commented that most difficult target in the remaining 2 years should be 180 ha of reliable safe crop production area. It was about 107 ha as of May 2019. Another 70 ha should be expanded and at the same time, joint-sales should be organized to establish supply chain. He emphasized that this target was not unfeasible however efforts should be required in order to achieve target, therefore cooperation of each province and JICA Consultant team should be essential. 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.

IV. DISCUSSIONS

Mr. Tran Xuan Dinh assigned Mr. Satoshi Yamamoto, Chief Advisor, for the discussions session.

Mr. Satoshi Yamamoto emphasized that further effort should be required to achieve 180 ha. He also stressed initiative of all concerned people should be essential to implement dissemination activities to 3 target groups in the Knowledge sharing provinces. He asked for the comments from each province.

Ms. Vu Thi Ha, Deputy Director of DARD, Vice head of PPMU, Hai Duong Province gave following comments.

- Through the sustainable development of the model promoted by the Project, consumers could buy vegetables with a sense of security.
- In the safe vegetable production, the Project assisted infrastructure, training and introduced new technologies, which contributed to environmentally friendly production as well.
- Joint-sales, matching event and communication activities at school were highly appreciated and continuous assistance was requested especially in joint-sales and marketing. Matching event enabled target groups to achieve deals however trading volume was not expected level yet.
- The ratio of selling to the Supermarket of Duc Chinh Cooperative was still very low in comparison with production volume. She stressed the 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.
- In 2019, Hai Duong would maintain 6 target groups and make Action Plan to achieve Project target quickly and also share experiences with other provinces.
- While budget for 2019 should be applied by the end of 2018, Implementation Plan was officially informed only today. PPMU already send activities plan of 2019 to PPC however If documents was available on time, necessary procedure to secure budget should had been easy. She requested to share the documents of Implementation Plan to facilitate budget allocation for 2020 from PPC.
- Communication activities for Women's Union were under planning. Women in rural area did not access internet and another method to convey information should be necessary such as providing information in the event. They were producers and consumers at the same time. She raised question how many Project Brochure would be available for that.

Mr. Nguyen Manh Hung, Deputy Director of DARD and Head of PPMU of Ha Nam Province provided comments as below.

- He raised issue of joint-sales in the additionally selected 2 target groups and requested further assistance.
- He also raised issue of transportation which hinder joint-sales and suggested if one small truck was available 4 target groups could share it.
- Participation of market activities in Hanoi and assistance of pre-processing facilities for the additionally selected 2 target groups were requested.
- PPMU requested PPC to assist promotion of linkage with market and if PPC approved this request, further linkage shall be enhanced.
- Budget for 2019 was already secured and there was no issue.

Mr. Tran Tu Anh, Deputy Director of DARD and Head of PPMU of Phu Tho Province gave following comments.

- 2 target groups produced vegetables according to Basic GAP and improved their awareness. Soil and water analysis was conducted and Non-Woven Textile would be applied.
- The issue of 2 target groups were production planning and establishment of supply chain because those target groups do not have specialized groups to focus on safe vegetable production. PPMU were considering to promote formation of safe vegetable production group or cooperative within 2 target groups as solution.
- PPMU would report supply chain model to PPC and request budget allocation for the 2 target groups to promote marketing. To organize festival of agricultural products at least once a year had been considering.
- He suggested assistance of pre-processing facilities for the 2 target groups and capacity development of them.

Ms. Nguyen Thi Nga, Deputy Director of DARD and Head of PPMU of Thai Binh Province provided following comments.

- The area of target groups was still small as 8 ha.
- Target expansion area of 2 target groups was feasible and PPMU would request PPC to secure budget.
- She requested introduction of cultivation technologies, such as Non-Woven Textile.

Mr. Doan Huu Thanh, Vice head of Sub-department of Crop Production and Plant Protection of Hai Phong City gave comments as below.

- Hai Phong DARD was glad to be one of the Knowledge sharing provinces and would like to appreciate 1 target group was selected from Hai Phong City. Introduction of new technologies related to safe vegetable cultivation through the Project activities would contribute to Hai Phong City and Hai Phong DARD would try the best to promote safe crop production.
- Hai Phong DARD also requested policy to promote safe vegetable and fruit production and to enhance supply chain to PPC. Vegetable and fruit processing factory with 150,000 MT capacity per year was under construction.

Mr. Satoshi Yamamoto responded to the comments from PPMU and DARD.

- Comments and requests from each province shall be recorded to Minutes of this 3rd JCC meeting and would be discussed separately and addressed through the cooperation with CPMU.
- It should be essential to allocate budget and staff through integrate Project activities with provincial programmes in the proper timing for the Project implementation. JICA Project Team would also take necessary action quickly after JCC.

Mr. Mitsuru Nanakubo gave supplemental comments as below.

- Phu Tho PPMU already conducted soil and water analysis, however pesticide residue check by quick test and at laboratory had not been conducted yet. He requested cooperation to allocate required budget and staffs to conduct that.

Mr. Satoshi Yamamoto provided following additional comment.

- Phu Tho Province had not obtained results like other provinces due to the required procedure for the entry of

foreigner into the province. Thus JICA Project Team can not freely work in the province.

- Although Phu Tho PPMU had been working hard, further efforts should be required.

Mr. Mitsuru Nanakubo suggested sustainable way to conduct quick test.

- Although the number of chemical compounds checked by quick test was less than that of laboratory test, quick test could check commonly used pesticides with cost of 80,000 VND per sample.
- Currently JICA Project Team bore the cost, however 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.

Mr. Naomichi Murooka addressed following comments.

- In order to achieve 180 ha by attaining suggested expansion area of each province, it should be essential to analyse obstacles for that and formulate specific action plan by each province. Necessary budget should be also secured by each province.
- Strategic approach of the marketing to the each target buyer such as industrial park and a store planned to be opened should be essential.
- The theme of communication activities could capture wide interests, therefore it would be important to conduct publicity activities actively.

Mr. Satoshi Yamamoto closed discussions session.

V. CLOSING REMARKS

Mr. Tran Xuan Dinh made closing remarks:

- Further effort of each province should be required to achieve Project Purpose especially 180 ha of reliable safe crop production area.
- In order to achieve remaining outputs, detailed action plan and budget allocation should be essential. The more action plan was clear, the more it could be easy to secure budget.
- CPMU would share document of Project Implementation Plan (Jun. 2019 – Jul. 2021) with each province in order to facilitate the procedure to secure budget from PPC. CPMU will provide all PPMU 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.
- CPMU would like to request JICA Project Team to assist communication activities for Women's Union suggested by Hai Duong PPMU.
- Some PPMU suggested it would not be necessary to hold PPMU meeting for the explanation of manuals and request for drafting of Action Plan. Necessity of it shall be considered after sending manuals and format of Action Plan to each Pilot province.
- He appreciated JICA assistance in agricultural sector and requested continuous cooperation to achieve Project Purpose.

The meeting ended at 12:00

[End]