

Socialist Republic of Viet Nam
Project for Improvement of Reliability of Safe Crop Production
in the Northern Region

Case Study on Supply chains for different buyers

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Executive Summary

Based on the recommendation by the terminal evaluation mission as shown below, the Project team conducted study of two typical units on supply chains for different buyers:

During the remaining Project period, it is necessary to discuss on the possible update of the supply chain model, including analysis of buyers and consumers, from the perspective of distribution form. Especially under the influence of COVID19, distribution forms such as Grab and online transactions are developing, discussions will be held to study adequate supply chain model cases based on the capabilities of each target producer group in order to respond to the changing of value chain.

The Project team conducted the market survey which examined the status of safe vegetable market including distribution form at the beginning of Phase 1. The survey presented overview of safe vegetable market with major players and basic conditions of supply chains with different buyers. The Project learned from the market survey as well as the subsequent pilot activities, that there are around seven kinds of possible distribution forms for safe vegetables as shown the table below.

Table 1. Possible distribution forms for safe vegetables

No	Model	Characteristics	Scale	Buyers
1	Direct sales (BtoC)	<ul style="list-style-type: none"> - Sell to consumers in neighboring area or big cities - No real selling points - Use SNS to take orders - Deliver by own means 	Small	Consumers
2	Online sales (BtoC)	<ul style="list-style-type: none"> - Use EC platform - No real selling point - Deliver by own means 	Small	Consumers
3	Own shop (BtoC)	<ul style="list-style-type: none"> - Sell residents of neighboring areas - Deliver by motorbike or truck 	Small	Consumers
4	Self-distribution (BtoB)	<ul style="list-style-type: none"> - Supply directly to retailers - Delivery by own means 	Middle	Retailers such as supermarket or safe vegetable shops
5	Collector distribution (BtoB)	<ul style="list-style-type: none"> - Supply through collectors 	Large	Wholesales to safe vegetable shops, supermarkets, or restaurants
6	Processing (BtoB)	<ul style="list-style-type: none"> - Make and sell processed vegetables 	Small	Consumers, retailers
7	Contract farming (BtoB)	<ul style="list-style-type: none"> - Cultivate vegetables based on the contract with the companies 	Middle to Large	Food processing companies, retailers

Source: JICA Project Team

Most of trading for TGs are categorized in No. 4 and No.5 although there are some cases of other forms. Besides the number of cases for No. 1 is increasing after COVID-19 pandemic. Since each TGs handle multiple forms, it is considered effective to focus on how advanced TGs manage requirements of different buyers effectively in order to improve management capacity of TGs. The Project team decided to analyze the supply chains for different buyers in a form of case study of specific TGs. Through case studies, the readers will understand the overview of supply chains for different buyers and how the producer groups can handle them simultaneously.

1. Framework of study

(1) Objectives

Provide producer groups and DARD officials with in-depth understanding on characteristics of supply chains for different buyers and procedures of producer groups to manage different supply chains which is required for producer groups at ‘Stabilization stage’ in the supply chain model.

(2) Study period

Be conducted from March 2021 to May 2021

(3) Methodology

Case study for selected TGs which have succeeded in developing effective supply chains with multiple buyers. TGs studied are as follows:

Table 2. TGs selected for the study

TG	Reasons for selection
Yen Phu cooperative (Hung Yen)	<ul style="list-style-type: none"> ● One of the most successful TGs in terms of diversifying marketing channels. It manages trade with supermarkets, canteens, and various small buyers. ● It has also diversified the sources of supply. It links with other target groups to diversify products and increase its supply ability.
Vinh Phuc cooperative (Vinh Phuc)	<ul style="list-style-type: none"> ● It introduced on-line sales system which has been quite successful so far. It can be a good example of direct sales to consumers. ● It has solid relation with producers.

Source: JICA Project Team

Information was collected through reviewing existing documents, interview with relevant personnel and field visit by the Project team.

(4) Outline of case study

Outlines of case study is shown below. Supply chains are analyzed in terms of product, payment, and information.

Table 3. Outlines of case study

Section	Details
Overview of TGs	<ul style="list-style-type: none"> ● History of the unit ● Management structure of the unit

Section	Details	
	<ul style="list-style-type: none"> ● Number of members of the unit ● Major buyers of the unit ● Major suppliers of the unit 	
Overview of buyers	<ul style="list-style-type: none"> ● Location ● Outlines of their business. ● Demand of vegetable (volume, type of vegetable, frequency etc.) 	
Supply chain analysis* ¹	Product* ²	Production
		Harvesting
		Preprocessing
		Transportation
	Payment	Payment to stakeholders
		Price of product paid to each stage
	Information	Market needs, price, feedback
Management system	<ul style="list-style-type: none"> - Production planning - Harvest management - Shipping management - Financial management 	
Changes of marketing activities after COVID-19 pandemic	<ul style="list-style-type: none"> - Changes of marketing activities - Background (reasons of change) - New tools introduced after COVID-19 such as SNS, e-commerce platform etc. - Sustainability of new initiatives 	

*1: Each item is analyzed by TG and by buyer.

*2: Each step is analyzed in terms of human resources, inputs, technology and protocol, quality, and safety management

Source: JICA Project Team

2. Outcome of study

(1) Summary of findings

- The study compares the procedures of 2 TGs to handle the processes from production to delivery for four types of buyers, namely supermarket, safe vegetable shop, collector to canteens and online customers (No.2, 4, 5 of Table 1).
- The study shows that TGs handle concerned processes with same resources and same procedures in principle except for preprocessing and delivery. TGs adjust processes of preprocessing and delivery based on the requirements of buyers. TGs can increase efficiency of operation by maximizing the usage of same resources and same procedures.
- Record keeping as well as internal checking system to ensure safety and quality is institutionalized in each process.
- For preprocessing, the same procedures are applied for supermarket, safe vegetable shop and online customers, although there are some difference of criteria depending on the products.
- Online customers are more concerned and sensitive about safety and quality standard. TG pays due care for preprocessing the products for online customers.
- As for pricing, online sales seem most profitable since it can reduce intermediary cost although it has difficulty of expansion.
- Both TGs try to obtain useful information and feedback from buyers whenever possible to reflect it to its strategy and operation.
- COVID-19 pandemic made TGs aware about the usefulness of SNS and changes of consumer behavior. One TG (Vinh Phuc coop) decided to start online sales and determines to grow it.

Although it is not realistic to expect for safe vegetable producers with limited capacity of marketing as well as IT skills to sell their products directly at E-commerce platform, they can use SNS as an effective marketing tool for disseminating information as well as communicating with consumers. It is especially useful for producer groups who are relatively small scale and target consumers with high awareness on safety and quality. For these customers, posting safe vegetable information on SNS are effective to increase brand recognition as a reliable safe vegetable producer.

(2) Case study of Yen Phu Agriculture Service Cooperative.

Yen Phu agriculture service cooperative was established in 1997. It has operated as a new style cooperative to produce and market safe vegetables. Since 2012 the cooperative was changed under the new cooperative law. Yen Phu agriculture service cooperative has 232 members, of which 38 members produce safe vegetables in the model and 10 linkage farmers who produce products which the cooperative does not produce. The summary of case study on the cooperative is explained below.

a) Buyer

The cooperative trade with variety of buyers. In this summary, two types of buyers, namely supermarkets and safe vegetables shops are studied and compared. The overview of each type of buyers is shown below.

Table 4. Overview of buyers

Supermarket (AEON, Coop Mart, and Vin Mart)	Safe vegetable shops
<ul style="list-style-type: none"> - Located in big cities such as Hanoi, Ho Chi Minh City, Hai Phong - Sell a variety of agricultural products from dry products, fresh products, and preliminary packaged and canned products. - Buy stable volume at relatively stable price - Have specified quality and safety criteria for each product to follow - Delivery 2-3 times / week to supermarket warehouses 	<ul style="list-style-type: none"> - Located in Hanoi and Hung Yen - Sell safe vegetables and other fresh and processed food products. - Purchase mainly leafy vegetables (40-150 kg/point/day) and some other available vegetables. - Weekly prices based on market price - Need packaging and pre-processing - Strict on safety - Small scale and flexible operation - Need to deliver their selling points

Source: JICA Project Team

b) Product

The processes from production to delivery for both buyers are shown below. The cooperative basically use same resources and applies same procedures for both buyers except for delivery. Record keeping as well as internal checking system to ensure safety and quality is institutionalized in each process.

Table 5. Supply chains of product

Process	Detailed procedures and policies
Production	<p><i>The cooperative applies same procedures for both types of buyers above.</i></p> <ul style="list-style-type: none"> - Human resources : 38 household producers are members in the model.

Process	Detailed procedures and policies
	<ul style="list-style-type: none"> - Certified safe land and water. Registered as safe production area - Input: The cooperative controls inputs and it purchases most of inputs and supplies to household member. - Production protocol: According to Viet GAP - Quality and safety management <ul style="list-style-type: none"> ➤ Record production logs ➤ Perform regular product testing ➤ Quarantine on time ➤ Periodical monitoring and random monitoring ➤ Regular feedback on product quality and safety
Harvesting	<p><i>The cooperative applies same procedures for both types of buyers above.</i></p> <ul style="list-style-type: none"> - Human resources : 4-17 workers - Input: People use clean knives to cut vegetables, use clean plastic skulls to store, use motorbikes or 3-wheeled vehicles to transport. - Technology and protocol: Harvest in the early morning or cool afternoon, without rain or dampness. When harvesting, vegetables must not be exposed to soil or substances unsafe for vegetables. After harvesting, the product is put into a plastic skull and transported by the cooperative car or the member himself transported to the cooperative processing house by their motorbike. - Quality and safety management: Vegetables are checked for quarantine time through production logs for pesticides, fertilizers before harvesting.
Preprocessing	<ul style="list-style-type: none"> - Human resources : 10 workers - Technology and protocol <p><Preprocessing></p> <ul style="list-style-type: none"> - Choose first or second grade products - Follow the standards of each vegetable that supermarkets request - Remove yellow leaves, crushed parts, leaves worms, diseases - Fresh. attractive appearance. - Products have no scar, no damage, no insect, and no disease <p><Packaging></p> <ul style="list-style-type: none"> - Leafy vegetables: from 300 gr to 500 gr/pack depending on vegetable type. - Spices 100 gr – 300 gr/pack - Fruit and root vegetables: 500 gr – 1,000 gr/pack - Full labels and weight (depending on each type). - Quality and safety management - Record the number of imports and the quantity sold. - Check production logs before harvesting - Random product test. - Obtain feedback from buyers
Transportation	<p>The cooperative hires 2 fulltime drivers and 2 trucks for delivery to all buyers. Delivery conditions are different for each buyer</p> <p><Supermarkets></p> <ul style="list-style-type: none"> - Frequency: every day or every 2 days. - Delivery points: 10 - Volume: 400 -1,500 kg/time - Delivery time: 5AM-7AM; 6PM - 10PM; 12 AM - 1 PM <p><Safe food store></p> <ul style="list-style-type: none"> - Frequency: everyday - Delivery points: 5 - Volume: 20 - 50kg/shop - Delivery time: 5AM-7AM

Process	Detailed procedures and policies
	Before transferring products to customers, the products are recorded in the accounting books, and warehouse vouchers are given to drivers;

Source: JICA Project Team

b) Payment

i) Payment to/from stakeholders

The cooperative apply same procedures of payment to producers and transportation. Payment by supermarket is in a more formal manner.

Table 6 Payment to/from stakeholders

Stakeholder	Payment	Procedures	
Producer	Product	<i>No difference of payment for products for different buyers</i> Payment in cash on site after the cooperative weigh the products or make payment after 1 week (after the harvesting of the concerned vegetable type is finished) to the producers. The price paid by the cooperative is normally 10-20% higher than market price. The cooperative made a written contract with 38 member producers in the model.	
Transporter	Driver Car	Currently, cooperative hire 2 full time drivers. Pay car rental costs monthly based on the total distance. Average shipping price/kg per buyer: 400 VND/kg	
Buyer	Product	The supermarkets makes monthly payment to Cooperative twice per month. The 1st payment is made on the 20th - 25th of the month (for the deliveries from 1st to 15th of the month).The 2nd payment is made on the 5th – 10th of next month (for the deliveries from the 16th to last day of the previous month). Paid by bank transfer.	Make monthly payment. Cash or bank transfer.

Source: JICA Project Team

ii) Price of product (all kind of vegetables) paid to stakeholders (VND/kg)

The cooperative pays same price for the products for both type of buyers above. The cooperative gains profits by selling products to supermarkets and safe vegetable shops.

Table 7. Price of product paid to stakeholders (VND/kg)

Stakeholders	Supermarket	Safe vegetable shop
Producers	7,000 - 10,000	7,000 - 10,000
Cooperative	Vin Commerce: 10,000 - 15,000 AEON: 12,000 - 18,000 Coop Mart: 12,000 - 18,000	12,000 - 18,000
Retail price (supermarket and safe vegetable stores)	Vin Commerce: 13,000 - 19,500 AEON: 15,600 - 23,400 Coop Mart: 15,600 - 23,400	14,400-21,600
Retail price (traditional market)		10,000 - 15,000

Source: JICA Project Team

c) Information including feedback

The cooperative try to obtain useful information from buyers whenever possible to reflect it to its strategy and operation.

Table 8. Information collected and used

Type of information	How TG collects information	How TG uses information
Market demand	Before entering into contracts, in the process of supply, Communicate directly with representatives of buyer.	Check the cooperative's condition (production ability to decide the vegetable type to be produced and supplied; decide the supply scale: Frequency), then if possible, negotiate with buyer.
Price	When meeting and talking with representatives of buyer such as in the supply process, or at customer visits	The cooperative uses the information to calculate the profitability of trading
Feedback	When having the opportunity to talk to the representative of the supermarket (Both directly and indirectly) such as during the visit to the buyer, during delivery or when placing an order.	To adjust and improve operation of the cooperative
Other information-	The cooperative tries to obtain the following information whenever possible. - Criteria for selecting suppliers - Payment term - Other suppliers	Use the information to make a decision on continuing, expanding or terminating the trade

Source: JICA Project Team

d) Change of marketing activities after COVID-19 pandemic

Although the volume of sales to supermarkets has increased, volume in other sales channels such as have decreased greatly. There have been surplus unsold vegetables at the cooperative after COVID-19 outbreak in the same commune. The cooperative had to sell out its vegetables to new customers. The cooperative tool the following measures:

- Approach to socio-political organizations such as charities, farmers' associations, Women's associations, Agribank, enterprises join hands to rescue agricultural products for people.
- The cooperative purchased vegetables from producers at 5,000 VND / kg and sold them at same price in order to promote selling surplus vegetables so that Cooperative members feel confident.
- Promote vegetables through online tools such as Facebook, or Zalo

Although these are emergency measures in principle, the cooperative is willing to continue promoting vegetables through SNS.

(3) Case study of Vinh Phuc coop.

Vinh Phuc cooperative was established in 2014. Vinh Phuc cooperative has 65 members, including 48 linkage farmers producing in 12 ha. The cooperative is currently producing vegetables in the following 3 communes: Kim Long commune, Van Hoi commune, Ho Son commune. The summary of case study on the cooperative is explained below.

a) Buyer

The cooperative trade with variety of buyers. In this summary, two buyers shown below are studied and compared.

Table 9. Overview of buyers

Collector for school canteens	Online customers
<ul style="list-style-type: none"> - Located in Dong Anh, in Ha Noi. - all kind of popular seasonal vegetables (Kohlrabi, potato, cabbage, chayote fruit, mustards, water morning glory...). - Delivery 5 times per week. The volume is 700-1,200 kg/day. - Procure vegetables from Vinh Phuc, Hai Duong and Son La. - Supply vegetables to school canteens. 	<ul style="list-style-type: none"> - 80% of customers is consumers in Vinh Tuong and 20% customers in Ha Noi. Some are households and office workers. They normally form a group of 8-10 persons. - They buy 2 times per week. - Need vegetables with high level of safety (cucumber, pear-shaped melon, tomato, aromatic veggies, all types of mustards).

Source: JICA Project Team

b) Products

The processes from production to delivery for both buyers are shown below. The cooperative basically use same resources and applies same procedures to produce and supply for both buyers except for preprocessing and delivery. Record keeping as well as internal checking system to ensure safety and quality is institutionalized (detailed (in opinion of Loc san), but you can still keep institutionalized, just change Vietnamese only, it is ok) in each process. Director has placed high priority on ensuring safety and quality.

Table 10. Supply chains of product

Process	Detailed procedures and policies
Production	<p><i>The cooperative applies same procedures for both buyers above</i></p> <ul style="list-style-type: none"> - It uses land and water certified as safe for production. - Use high quality vegetable seed. - Buy fertilizer and pesticide and distribute to cooperative member producers. - Production protocol: Apply Safe vegetable or VietGAP protocol. - Quality and safety management: Strictly enforce record keeping of production dairy. Establishes an internal audit team to ensure the safety of products. Director in charge of this activity. Provincial DARD conducts periodic and un-scheduled inspection. DARD also takes vegetable sample and publicizes the analysis results every year.
Harvesting	<p><i>The cooperative applies same procedures for both buyers above</i></p> <ul style="list-style-type: none"> - Based on the plan of orders and based on the coordination of cooperative management board, households pro-actively harvest vegetables. - Storage: the cooling warehouse is used in case of big harvesting or some products need to be stored to ensure the orders. - Apply Safe vegetable or VietGAP protocol. - Harvesting timing : Harvest in cool weather. Harvest chayote buds from

Process	Detailed procedures and policies
	<p>3 AM, fruit vegetables from 7 AM, leafy vegetables in the late afternoon and deliver in the evening.</p> <ul style="list-style-type: none"> - Remove ab-normal shape, diseased or insect-damaged ones. - Arrange products into the plastic baskets, deliver to the product collection point by wheelbarrow or motorbike. - The cooperative has its personnel in each area to collect products from households based on plan and divide the products by customer's orders. - Product collection is fully recorded. The cooperative requests households to pro-actively monitor the sale volume to compare the data and reduce the risks. At the end of each month, the cooperative will sum up the quantity and make payment.
Preprocessing	<p>Human resources: Two workers specialized in sorting, packing vegetables in the pre-processing house. Besides, one temporary labor is used from December to next May.</p> <p><For the collector for school canteens> < Preprocessing></p> <ul style="list-style-type: none"> - Choose second or third grade products - Remove the yellow and over mature leaves. - No scar, no damage, no insect, and no disease. - Do not make the water wet, do not harvest when the leaves are still wet (especially mustard). <p><Packaging></p> <ul style="list-style-type: none"> - Morning glory: 2 kg/ bunch - Mustard: 5 kg/ bunch - Fruit vegetables: 10 kg/ bag <p>(No need stamp, label. Enough weight)</p> <p><For online customers> <Preprocessing></p> <ul style="list-style-type: none"> - Choose only first grade products - Follow same criteria to apply for supermarket - Remove yellow leaves, crushed parts, leaves worms, diseases - Fresh. attractive appearance. - Products have no scar, no damage, no insect, and no disease <p><Packaging></p> <ul style="list-style-type: none"> - Leafy vegetables: 300 - 500 gram/bag - Fruit vegetables: 1-2 kg/bag - Have stamp and sufficient weight <ul style="list-style-type: none"> - Director checks all activities in this step. - Recording: product origin. - Director pays much attention to this point; therefore, she always conducts tight inspection and product standard is made clear so that all the members can understand and apply.
Transportation	<p>Delivery methods are different for each buyer</p> <p><For collector to schools></p> <ul style="list-style-type: none"> - Human resource and means of transportation: hire 1 truck to deliver vegetables to buyers. - Frequency : 5 times a week - Delivery point: At home of collector in Dong Anh, Ha Noi. - Volume: 700-1,200 kg/time. Maximum 2 ton/time - Delivery time: 6-9 PM <p><For online customers></p>

Process	Detailed procedures and policies
	<ul style="list-style-type: none"> - Customer in Vinh Phuc: Director delivers by her own car - Customers in Ha Noi : Flexible. Use the cooperative truck, a big car, or bus - 10 kg to 400 kg/day depending on the number of orders. - Delivery time: 8-17h

Source: JICA Project Team

b) Payment

i) Payment to/from stakeholders

The cooperative apply same procedures of payment to producers. Payment by online customer is flexible while payment by the collector is in a more formal manner.

Table 11 Payment to/from stakeholders

Payment	Procedures
Payment to Producer by the cooperative	<i>No difference of payment for products for different buyers.</i> Make monthly payment. In cash. Based on the price negotiated at the beginning of the season. The price will be adjusted based on the market price at the time of market fluctuation (such as COVID-19 pandemic).
Payment to the cooperative by Buyer	<From the collector for school canteens> Monthly payment. Bank transfer. Based on the negotiated price and weekly quotation. <From the online customers> Pay by cash or transfer through the bank.

Source: JICA Project Team

ii) Price of product (chayote fruits) paid to stakeholders (VND/kg)

The cooperative set price for online customers between the price of traditional market and supermarket. It is beneficial for online customers to be able to buy safe product cheaper than supermarket while the cooperative make higher profit by selling directly to the consumers. Herewith is one example of the price.

Table 12. Price of product (chayote fruits) paid to stakeholders (VND/kg)

Stakeholder	Collector for school canteens (VND/kg)	Online customers (VND/kg)
Producer	4,000	5,000
Cooperative	5,000-5,500	12,000-15,000-
Cf. Retail price (supermarket)		14,000-18,000
Cf. Retail price (traditional market)		10,000-12,000

Source: JICA Project Team

c) Information including feedback

The cooperative try to obtain useful information from buyers whenever possible to reflect it to its strategy and operation.

Table 13. Information collected and used

Kind of information	How TG collects information	How TG uses information
Market demand	<p>Same for all buyers</p> <ul style="list-style-type: none"> - Before signing the contract, directly discuss with buyers. - During the supply process, directly discuss with the supermarket representative and other suppliers who also supply products to that buyer (if possible). 	<p>Check the cooperative's condition (production ability to decide the vegetable type to be produced and supplied; decide the supply scale: Frequency), then if possible, negotiate with buyer.</p>
Price	<ul style="list-style-type: none"> - When meet and exchange with buyer - During the supply process. 	<p>The cooperative uses the information to calculate the profitability of trading</p>
Feedback	<ul style="list-style-type: none"> - The cooperative seeks feedbacks when there are any chances to exchange with both buyers (both direct and indirect) such as during the customer visit or during the delivery process or during the ordering process. - The cooperative sometimes ask feedback about the products from online customers when they make orders. 	<p>Adjust and improve the cooperative's operation</p>
Any other information	<ul style="list-style-type: none"> - The cooperative discusses about payment conditions and future plan with the collector, possibility of expanding network/supply with online customers before and after the negotiation process and during the supply process.- 	<p>Use the information to make a decision on continuing, expanding or terminating the trade</p>

Source: JICA Project Team

d) Change of marketing activities after COVID-19 pandemic

After the COVID-19 happened, the cooperative found that consumer practices are changed. The cooperative decided to increase the online sale channel. They have increased the promotion, such as posting more for online sales and introduce about the production unit. Since the cooperative has just started online sales and it is too early to evaluate, it believes the potential of online sales and determine to continue this initiative. The cooperative also feels the necessity of diversifying marketing channels so that it can ensure the sustainable income for household members as well as linkage members.

CHAPTER1. Framework of Study

1. Objectives

Provide producer groups and DARD officials with in-depth understanding on characteristics of supply chains for different buyers and procedures of producer groups to manage different supply chains which is required for producer groups at ‘Stabilization stage’ in the supply chain model.

2. Study period

From March 2021 to May 2021

3. Methodology

Case study for selected TGs which have succeeded in developing effective supply chains with multiple buyers. TGs studied are as follows:

Table 1.1. TGs selected for the study

TG	Reasons for selection
Yen Phu cooperative (Hung Yen)	<ul style="list-style-type: none">● One of the most successful TGs in terms of diversifying marketing channels. It manages trade with supermarkets, canteens, and various small buyers.● It has also diversified the sources of supply. It procures vegetables from other TG.
Vinh Phuc cooperative (Vinh Phuc)	<ul style="list-style-type: none">● It introduced on-line sales system which has been quite successful so far. It can be a good example of direct sales to consumers.● It has solid relation with producers.

Source: JICA Project Team

Information was collected through reviewing existing documents, interview with relevant personnel and field visit by the Project team.

4. Outline of case study

Outlines of case study is shown below. Supply chains are analyzed in terms of product, payment, and information.

Table 1.2 Outlines of case studies

Section	Details
Overview of TGs	<ul style="list-style-type: none">● History of the unit.● Management structure of the unit.● Number of members of the unit.● Major buyers of the unit.● Major suppliers of the unit.
Overview of buyers	<ul style="list-style-type: none">● Location.● Outlines of business.

Section	Details	
	● Demand of vegetable (volume, type of product, frequency etc.)	
Supply chain analysis* ¹	Product* ²	Production
		Harvesting
		Preprocessing
		Transportation
	Payment	Payment to stakeholders
		Price of product paid to each stage
Information	Market needs, price, feedback	
Management system	<ul style="list-style-type: none"> - Production planning - Harvest management - Shipping management - Financial management 	
Changes of marketing activities after COVID-19 pandemic	<ul style="list-style-type: none"> - Changes of marketing activities - Background (reasons of change) - New tools introduced after COVID-19 such as SNS, e-commerce platform etc. - Sustainability of new initiatives 	

*1: Each item is analyzed by TG and by buyer.

*2: Each step is analyzed in terms of human resources, inputs, technology and protocol, quality, and safety management

Source: JICA Project Team

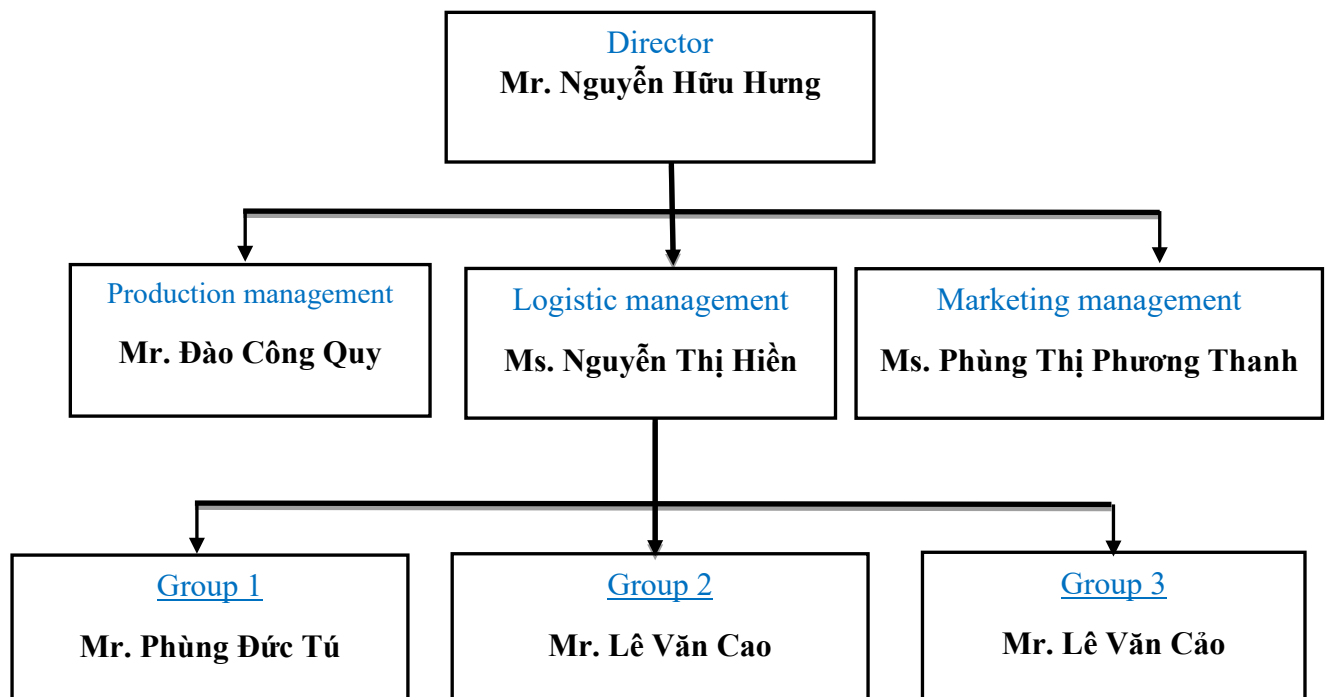
CHAPTER2 Case study on Yen Phu agriculture service cooperative

2.1 Overview of Yen Phu agriculture service cooperative

Yen Phu agriculture service cooperative was established in 1997 in Me Ha hamlet, Yen Phu commune, Yen My district, Hung Yen province, Vietnam. Yen Phu Cooperative has been operating as a new style of cooperative in the field of producing and supplying safe vegetables to the market. Since 2012 cooperative was operated under the new cooperative law. The relationship between the cooperative and cooperative members is on the equal, agreeable and voluntary basis, and they mutually get benefit and take risks in production and business. Each cooperative household is an independent economic unit. It itself operates the working of its family, makes decision on the production arrangement of crops which are suitable to its strength and be oriented by the cooperative. Each household buys agriculture materials from the cooperative, hires services, and sells products on the mechanism of amicable sale. The management board does not directly interfere with the households' rights on productive production and trading, does not operate or instructs specific stage, or daily works, it only provides the services required by each household. Yen Phu Cooperative aims to be toward to a modern, safe and sustainable agriculture.

At present, Yen Phu Cooperative has 232 cooperative members, in which, 38 households in the model are producing and supplying safe vegetables to big supermarkets and safe vegetable shops in Vietnam. In addition, Yen Phu Cooperative also signs the linkage contract with 10 farmer households to produce products which Yen Phu is unable to produce or produce inefficiently in order to ensure ability to supply to existing customers

There are 6 persons in the management board of Yen Phu Cooperative and they are assigned to take over different responsibility.

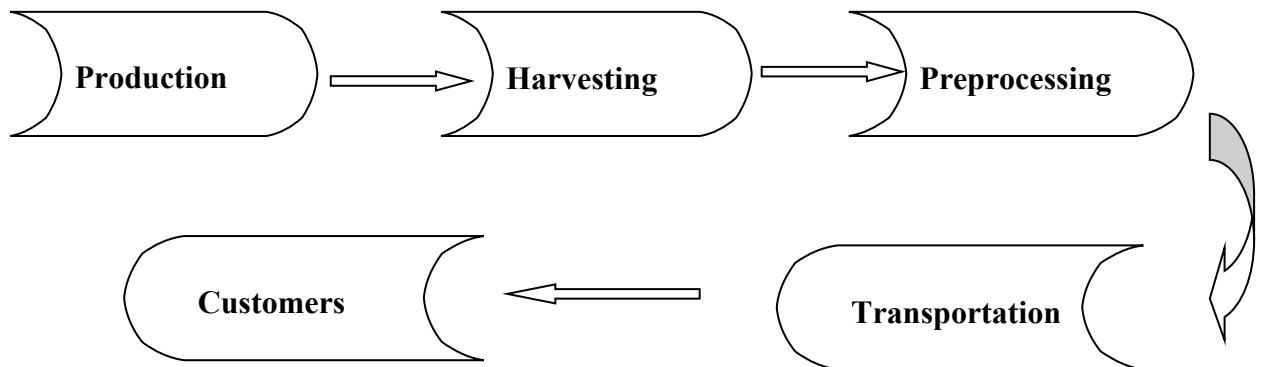


Source: JICA Project Team

Figure 2.1. Management structure of Yen Phu Cooperative

Yen Phu’s main buyers include big supermarkets such as Coop Mart, Vin Mart, small supermarket chain of Coop Food, etc. and distributors who supply safe vegetables to industrial kitchens and school kitchens. In addition, the cooperative also supplies products to some other production units while the cooperative’s supply is bigger than its demand, for example, Tú Xã safe vegetable cooperative in Phu Tho, Thanh Hà Vegetable and fruit Company in Hai Duong.

2.2 Supply chain analysis



Source: JICA Project Team

Figure 2.2. Safe vegetable supply chain of Yen Phu cooperative

2.2.1 Product

(1) Production

Working in agriculture production and trading, Yen Phu Cooperative understands that it is not easy to supply products stably and in long term (both in term of quality and quantity). No production unit is able to supply all kinds of products and no production unit is able to grow one kind of product for the whole year. Therefore, Yen Phu Cooperative is flexible to diversify the safe vegetable supply sources such as vegetables produced from its hired land, from cooperative members, from linkage with the linkage famers, other linkage cooperatives in other production regions in the Northern Vietnam.

Regarding Yen Phu’s own production activities: it has concentrated area for vegetable production. At present, it has 30 ha for producing VietGAP vegetables. The cooperative is using 5,000 m² of modern net house to produce winter vegetables which are safe and have high quality. Also, it saves the water source, reduces the input cost, improves the cultivation efficiency, it is easy to arrange and monitor the production. The cooperative also uses the semi-automatic sprinkler irrigation, and a part of cooperative’s production area is monitored by the camera. The quality of soil is carefully checked, treated before the sowing and transplanting season. The irrigation water is clean and pumped from the cooperative’s wells. The stages of caring, disease and insect prevention and pre-processing is carefully recorded.

Yen Phu Cooperative grows diversified types of vegetables, around 40 different types including leafy vegetables such as mustard, spinach, morning glory, etc.; root vegetables such as radish, kohlrabi,

potato, etc.; fruit vegetables such as tomato, gourd, sponge gourd, squash, etc. The total volume of safe vegetables is estimated around 1,624 tons/year. Yen Phu always ensures to supply enough registered types of vegetables with stable volume.

In order to produce and well supply to buyers, Yen Phu Cooperative has been applying some advanced techniques supported by the Project such as (1) apply fermented compost in order to recover soil structure and improve the soil fertility, (2) seedling production on foam to have healthy seedlings which have good resistance to insects and disease, and easily adapt to the outside environment when being transplanted in the field, (3) soil sterilization by solar heat, (4) non-woven fabric to grow high quality vegetables, etc. After learning the production techniques, Yen Phu Cooperative applies a lot of organic fertilizers to improve the soil and this organic fertilizer is also good for the root so that the plants will grow and develop well, reduce the diseases in order to achieve the higher and higher yield and quality.

Besides supplying the input materials such as fertilizer, pesticide, seeds, Yen Phu Cooperative also pro-actively produce good quality seedlings on the foam tray to ensure the transplanting time and seedling quality. The seedlings produced by the cooperative itself will be transplanted in its production area and a part is sold to farmers in the cooperative and outside of the cooperative in the region.

Regarding the production plan, to ensure the plan and product types, Yen Phu Cooperative assigns each household with the production plan based on their strength to grow different vegetable types. Yen Phu Cooperative also hires 8ha to grow some vegetable types which are difficult for cooperative households to grow, so that it can assure to fully supply the vegetable types and vegetable volume demanded by the buyer.

Besides, to expand the supply sources of products which are unable to be grown in the locality, Yen Phu Cooperative also links with other 10 farmer households in other regions such as Hai Duong, Ha Noi, Ha Nam and other districts in Hung Yen to ensure fully supply buyer's orders in the year. It also links or exchanges safe products with other project target groups such as Thanh Ha Company, Cat Lai cooperative, Van Duc cooperative, etc. to have more sources of safe products. All products are produced by safe production procedure and are consumed by the cooperative.

Farmer households who supply vegetables to Yen Phu Cooperative have been applying VietGAP for many years, and they also apply other technique procedures of seed companies or controlling procedures by the safe vegetable buyers. 100% of safe vegetable producers in Yen Phu have record keeping of seeds, application of pesticides and fertilizers. The record keeping is regularly updated and internally monitored by management board members. It is monitored by functional departments of Hung Yen DARD twice a year and products are regularly sampled and tested by technical officers or Yen Phu Cooperative. Regarding the linkage households, the cooperative also monitors and check twice a year to ensure the safety of supplied products.

(2) Harvesting and pre-processing

Yen Phu Cooperative is capable of supplying safe vegetables of big volume. It is supplying to the market from 0.7 tons to 9 tons/day to diversified channels of different buyers. Therefore, it is using from 4 to 17 regular labors to harvest vegetables in the cooperative's field. Safe vegetables are

harvested every day in early morning and late in the afternoon in the field. After that, vegetables are arranged into the plastic baskets, delivered by 3-wheel cargo motorbike to cooperative's pre-processing house for sorting, pre-processing, packaging, storage and shipping to buyers. For linkage households, and linkage cooperatives, Yen Phu cooperative informs them the quantity and vegetable type to be purchased so that they can harvest by themselves and deliver to Yen Phu's pre-processing house.

In order to ensure the volume of products harvested and delivered, Yen Phu Cooperative has a pre-processing house of 200 m² (capacity of 20 tons of vegetables) which is ensured with one-way principle and is fully equipped with necessary tools and equipment: Concreted ground, the steel roof, the wall whose surrounding is tiled, stainless steel table for pre-processing vegetables, washing basin, plastic baskets to contain vegetables, etc. The cooling warehouse is 60 m³ (capacity of 15 tons of different vegetable types), there are 200 plastic baskets to contain vegetables and 400 plastic baskets to deliver vegetables to buyer's warehouse.

Vegetables after being harvested will be delivered to cooperative warehouse from 5 AM, pre-processed until 10 PM at the latest every day. However, if cooperative received un-scheduled orders, it could arrange the harvesting and pre-processing to ensure buyer's product supply. 10 workers will work in 2 shifts named morning shift and afternoon shift to pre-process vegetables supplied to different buyers. The hourly labor cost is 20,000 dong/ hour/ labor for pre-processing vegetables. Vegetables in the pre-processing house will be removed its yellow leaves, diseased leaves and sorted to ensure size uniformity and pruned. After that vegetables are packed with suitable weight, labeled, arranged into plastic baskets with customer name and get ready for transportation.

However, different customers have different requirements on pre-processing. For example, Vin Commerce, AEON, Coop Mart and convenient stores such as Coop Food, safe vegetable stores, Yen Phu cooperative has to carefully pre-process following standard ordered by customers: Sort products by correct size, prune the yellow, damaged, diseased leaves, remove the root, and the length of vegetables must follow the requirements: 20-25 cm, the weight of vegetables is upon the order of each buyer and must be packed by nylon or foam trays with information on the product label. Information on the product pack includes: Date of production, expired date, recommended storage time, QR code stamp, other information about the cooperative, etc. For such buyers as kitchen supplier or collector, they only require grade 2 or grade 3 types. Vegetables are also pre-processed, but they should be packed into the nylon bags of 10 - 20 kg/ bag or be free without being bunched and arranged into the plastic baskets.

Every day, all kinds of vegetables brought into the pre-processing house are recorded and monitored by the cooperative accountant and supply households including time, volume, loss volume, sale volume, etc. Households and cooperative always compare their recording and make payment with each other to ensure the correct data.

(3) Transportation

At present, Yen Phu cooperative is supplying to both modern channels and traditional channels, therefore the volume of safe vegetables supplied to the market is quite big, around 1.5 tons/day on average. The distribution points include 01 general warehouse of Vin Commerce, 07 supermarkets of

Coop Mart, 03 supermarkets of AEON and 30 buyers who supply to schools and industrial kitchens. However, up to now, Yen Phu Cooperative not yet has its own truck for delivery. It hires 02 drivers, the cost is 550,000 dong/time to Coop Mart, 800,000 dong/time to Vin Commerce and 1,000,000 dong to AEON Hai Phong. Vegetables supplied to collective kitchens and distributors such as Nam Bảo Company, Gia Minh company, etc. are picked up by these companies at cooperative premises.

When supplying vegetables to general warehouse of supermarkets, the supply volume is bigger, but the delivery time is also longer. At the period of Yen Phu's delivery time, there are also many other suppliers, therefore, the delivery time is longer. The time and volume of products are different among different units. Therefore, when the products come out of the pre-processing house, the accountant and cooperative also record information and prepare the delivery note which will be given to the driver and the buyer. Information on the volume of products purchased from the households and the volume of products sold to the customers are checked by the cooperative director and accountant to ensure the accurate data. These information will be the one to be analyzed to make important decision to adjust the cooperative's production and sale in next time.

Table 2.1. Delivery conditions of major buyers

No.	Buyer	Delivery time	Frequency	Volume
1	Vin Mart	12 AM - 1 PM	Every day	700 kg - 1.5 tons/time
2	Coop Mart	5AM - 7 AM or 6PM - 10 PM	Every day to the general warehouse. 3 times/week to the specific warehouse	400 kg – 1.000 kg/time
3	AEON	5AM - 7AM	1 time/per every 2 days	400 kg – 1.000 kg/time
4	Canteen and others	5AM - 8 AM or 6PM	Every day	30 kg - 500 kg/ time

Source: JICA Project Team

2.2.2 Payment

(1) Payment to stakeholders

The supermarkets makes monthly payment to Cooperative twice per month. The cooperative makes direct payment to producers after receiving products from them, the labors and the truck renting and driver renting every month, input suppliers including seed, pesticide, fertilizers suppliers and pay for the purchase of tools, equipment and the depreciation, etc.

Table 2.2. Payment to stakeholders (Yen Phu cooperative)

Stakeholders	Payment	Payment time, payment method, price mechanism
Producers	Product	In cash. After the cooperative weigh the products, it will immediately makes payment or makes payment after 1 week

Stakeholders	Payment	Payment time, payment method, price mechanism
		(after the harvesting of this vegetable type is finished) to the producers. The price paid for the same vegetable type by the cooperative is normally from 10 to 20% higher than market price.
Input supplier	Input	Payment is made to the input suppliers after 30 days. The price is equal to the price of level 1 agent. Payment is made in cash or bank transfer.
Transporters	Transportation	Make monthly payment. Based on the number of delivery times, from 20 to 50 million/month
Buyer	Product	The supermarkets makes monthly payment to Cooperative twice per month. The 1st payment is made on the 20th -25th of the month (for the deliveries from 1st to 15th of the month). The 2nd payment is made on the 5th-10th of next month (for the deliveries from the 16th to last day of the previous month).
Canteen or distributor		Make monthly payment

Source: JICA Project Team

All the payments are recorded in detail including daily order, the time when the price is updated, the trading time.

(2) Product price paid to stakeholders

Herewith is the example of how to calculate the purchase price and the sale price paid to different stakeholders.

Table 2.3. Product price paid to stakeholders (example of leafy vegetable, VND/kg)

Stakeholders	Supermarket	Safe vegetable shop
Producers	7,000 - 10,000	7,000 - 10,000
Cooperative	Vin Commerce: 10,000 - 15,000 AEON: 12,000 - 18,000 Coop Mart: 12,000 - 18,000	12,000 - 18,000
Retail price (supermarket and safe vegetable stores)	Vin Commerce: 13,000 - 19,500 AEON: 15,600 - 23,400 Coop Mart: 15,600 - 23,400	14,400-21,600
Retail price (traditional market)		10,000 - 15,000

Source: JICA Project Team

The supermarkets' purchase volume is quite stable, around 1 ton/time and the purchase price is normally 15-40% higher than the price which the cooperative buys from the producers. However, their requirements on quality, origin traceability, production process are also higher, and the payment is slower.

The collectors and buyers who supply to kitchens pay the price which is 5-15% higher than the price paid to the producers, but the payment is made quicker, and they just require simple pre-processing, and they don't need the grade 1 products.

Understanding this differentiated characteristic, Yen Phu Cooperative sorts the products and combines to supply to many different buyers in different market segments so that more and more safe vegetables are supplied to more buyer channels and cooperative's products are all sold out as well as maximize its benefit.

2.2.3 Information

(1) Usage of information:

To ensure supply correct products demanded by buyers, Yen Phu cooperative needs to have information on price of input materials, sale price of product, consumption power of each product, type, the products that other suppliers are in deficit. From these information, the cooperative makes decision on developing production plan, detailing the purchase price and the sale price for each type of products for each buyer.

Regarding price, price of Coop Mart will be the base price for comparison and the price of whole-sale market is also the basis for Yen Phu Cooperative to decide the purchase price of products bought from the producers and develop the sale price for different partners.

Regarding the feedback information, Yen Phu Cooperative updates the feedback from the direct meeting with the buyers or via phone, zalo, facebook. Based on the feedbacks, cooperative adjusts the activities in the production procedure and sale price to make it fit with market demand.

Other information such as weather, news inside and outside of the country, festivals, etc. are also updated daily by Yen Phu cooperative via mass media so that necessary solutions can be worked out promptly.

(2) Information on feedback:

Buyers provide good feedback to Yen Phu's products since the cooperative satisfies requirements on quality packing specification, volume, correct weight and delivery time. However, there are also some negative feedbacks for improvement, for example, the vegetables are withered, appearance is sometimes not attractive, vegetables sometimes are harvested too early in the morning, therefore, they are still misty, or vegetables are harvesting in sunny weather.

In response to negative feedback, Yen Phu cooperative already adjusts the harvesting time based on the daily weather condition to avoid harvesting too early or harvesting in the sunny time. the

cooperative also use more organic fertilizers to improve the soil, apply soil sterilization methods to improve the quality and appearance of products.

Regarding the pre-processing and storage, Yen Phu Cooperative requires to screen the products right from the field before delivering to the pre-processing house. The pre-processing house must satisfy buyer's requirements, promote monitoring during the pre-processing process, draw the lessons learned. Vegetables which are not immediately shipped will be preserved into the cooling warehouse. This method is mainly applied for fruit and root vegetables.

Regarding delivery, cooperative ensures that the delivery time is on schedule, and takes responsibility for products if there are any problems.

All these adjustment is to improve customer's trust and promote customers to use Yen Phu cooperative's products.

2.3. Management system

Regarding development strategy, Yen Phu Cooperative focuses on developing brand-name and continue to ensure the supply of safe vegetables provided to big supermarket channels in Hanoi and surrounding provinces. Especially, in order to have solid name in the market, to appear in big supermarket chains and store chains, product quality is always considered as top priority for Yen Phu Cooperative.

Specifically, to expand the area of safe vegetables, Yen Phu Cooperative continues to help farmers gradually change their habit, production modes by developing production plan suitable with market demand. The cooperative as well as cooperative members are pro-active to together find new crop types which satisfy market demand and they are also pro-actively learn experience, advanced production, apply advanced techniques into production, etc. Yen Phu Cooperative continues to maintain the model of linkage with other safe production regions to ensure stable supply of safe and quality vegetables.

In addition, Yen Phu Cooperative further improves its human resources and facilities for pre-processing, packaging and storage so that the products can be brought to customer's hand soonest to ensure the freshness and deliciousness. Also, The cooperative develops its advanced operation process with regulations, rules in all stages from production to consumption and reasonably restructures its capital.

Yen Phu continues to apply production process, tightly check and monitor by internal audit, and monitored by Governmental authorities by periodic or un-scheduled inspection.

On the other hand, in order to promote Yen Phu's development, functional sectors, local authorities need to increase its role and responsibilities to link with farmers, enterprises to support the product consumption when the area of safe and quality vegetables production is more and more expanded.

2.4 Change of marketing activities after COVID-19 pandemic

Although the volume of sales to supermarkets has increased, volume in other sales channels such as have decreased greatly. There have been surplus unsold vegetables at the cooperative after COVID-19

outbreak in the same commune. The cooperative had to sell out its vegetables to new customers. The cooperative took the following measures:

- Approach to socio-political organizations such as charities, Farmers' associations, Women's associations, Agribank, enterprises join hands to rescue agricultural products for people.
- The cooperative purchased vegetables from producers at 5,000 VND / kg and sold them at same price in order to promote selling surplus vegetables.
- Promote vegetables through online tools such as Facebook, or Zalo

Although these are emergency measures in principle, the cooperative is willing to continue promoting vegetables through SNS.

CHAPTER3. Case Study on Vinh Phuc safe vegetable cooperative

3.1 Overview of Vinh Phuc cooperative

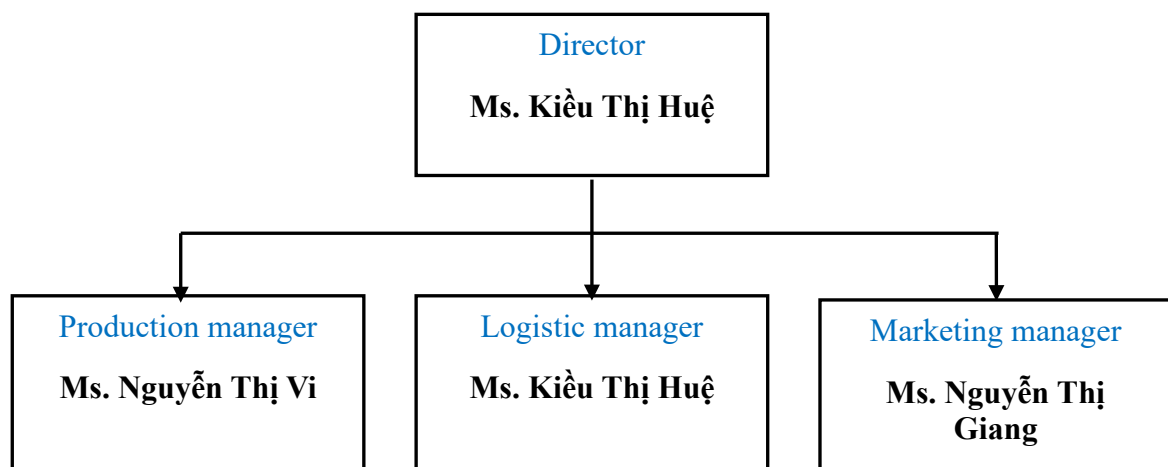
Vinh Phuc cooperative was established in 2014 from Ms. Kieu Thi Hue's initiative of safe vegetable production and trading. Ms. Hue is an officer of Vinh Phuc Department of Agriculture and Rural Development. After 10 years of development, up to now, Vinh Phuc cooperative has office in hamlet 8 - Kim Long commune - Tam Duong district - Vinh Phuc province. There are 65 members, including 48 linkage farmers producing in 12 ha.

The cooperative is currently producing different vegetable types in 3 regions: (I) Hamlet 8, Kim Long commune, Tam Duong, Vinh Phuc, ii). Vân Nội hamlet, Vân Hội commune, Vĩnh Phúc, iii). Hồ Sơn: Làng Hà hamlet, Hồ Sơn commune, Tam Đảo, Vĩnh Phúc. Normally, the cooperative arranges its crop structure depending on each region:

- Region 1 - in Kim Long commune: 6.5 ha, 40 participating households. Growing climbing vegetables such as chayote, sponge gourd, gourd, squash.
- Region 2 - in Vân Hội commune: 3 ha, 2 participating households. Grow leafy vegetables such as kinds of mustard, morning glory and tomato.
- Region 3 - in Hồ Sơn commune: 2.5 ha (23 households), growing chayote buds (1 season/year - winter-spring season and lasts until June).

This cooperative model implements production in 3 different regions, but all households are paid attention by the cooperative management board. Over the past years, it is evaluated to be effective, and a tight relationship is developed among the cooperative management board and its members.

The cooperative applies model on production and joint sale. The households collect products from each region and the products are pre-processed, packed up on customer's demand. The following diagram is the cooperative's organization structure.



Source: JICA Project Team

Figure 3.1. Management structure of Vinh Phuc Cooperative

3.2 Supply chain analysis

3.2.1 Product

The cooperative produces vegetable types based on buyer's demand and strength of producers in each region. Vegetable products are produced by safe vegetable and VietGAP protocol: Safe vegetables in Ho Son and Van Hoi, VietGAP vegetables in Kim Long.

The cooperative ensures the same safety level for different buyers. The only difference in the product standard (the length, size of packaging) and appearance will result in the price difference.

The cooperative is supported by the local authority and it can use the land area of more than 1,000 m² in hamlet 8, Kim Long commune, Tien Duong district on which there are working house, warehouse, pre-processing house and a yard for product collection. The cooling house is 36 m² and its capacity is 90 m³ to ease the product storage.

The main buyers include: (1) supermarket channel (VinEco); (2) collectors who supply to school kitchens in Ha Noi; (3) collectors who supply to industrial kitchens in Bac Ninh; (4) trading households in the locality and (5) groups of buyers who sell products online and the cooperative itself also sells products online. The final group of buyers forms an online sale network.

The cooperative produces and supplies vegetables from 3 production regions above by cooperative members and 48 linkage members.

The supply chains organize similar production of products, the only difference is the pre-processing, packaging and delivery. At present, the cooperative is using the truck (not yet have cooling truck) to deliver products to different buyers. Therefore, the analysis will be as following:

(1) Production

The cooperative is using labor of 17 cooperative members and 48 linkage farmers in 3 production regions above. The cooperative is using the land area of cooperative members and linkage members to pro-actively produce upon customer's requirement. The households are using water from the wells to irrigate vegetables in Kim Long region, water from the dam in Hà hamlet, Hồ Sơn commune - at the foot of Tam Dao mountain in Van Hoi and Ho Son regions. All the water sources are ensured and safe as evaluated by the functional authorities. As for the inputs, the cooperative use the various inputs based on the procedures described below:

- **Vegetable seeds:** The cooperative is using the various varieties, and all the varieties are all good to have high quality vegetable products. Chayote: Buy (from Sapa to grow fruit chayote; from Moc Chau to grow chayote buds); varieties of leafy vegetables are bought from big agents or directly bought from the company; fruit vegetables directly bought from the agent or grafted by ensured units. For example, Tân Nông company.
- **Fertilizer:** Using the dung from 2 sources: (i) from the households. The Project provides households with technical support on composting from the materials available in the households and (ii) buy from Việt Hùng livestock one-member company - Thai Binh (Hung Ha) under Hòa Phát group or some households buy treated chicken dung. Households tend to increase the use of

dung because they clearly find its effect and reduce the use of in-organic fertilizers.

- **Use in-organic fertilizers.** These fertilizers are supported by Vinh Phuc DARD or bought from Qué Lâm and Phương Bắc joint stock groups. The cooperative jointly buy fertilizers to avoid the bad quality ones and reduce the cost. The cooperative carefully selects the in-organic fertilizers for each vegetable type.
- **Pesticides:** The cooperative jointly buys pesticides (The cooperative buys and distributes to households). It is compulsory for cooperative members and linkage members so that they can together create products with safety assurance. The cooperative only applies biological and organism fertilizers, absolutely no use of chemical form. At the beginning, cooperative has contract and requires households to make commitment - At present, households are familiar and aware of the product requirements.

The cooperative applies Safe vegetable or VietGAP protocol. Households in the cooperative seriously comply with record keeping of production dairy. It is a difficult work in the beginning stage, but at present, cooperative members and linkage members are already familiar with recording and they all record. The cooperative establishes an internal audit team to ensure the safety of products. The Director is directly in charge of this activity. Also, the project field staff monitors the record keeping and production practices in the field. Besides, officers of Plant Protection Sub-Department also conduct periodic and un-scheduled inspection. Every year, Sub-Department of Plant Protection takes vegetable sample and publicizes the analysis results. Most of customer feedback on the products are good, except for some products which are too mature, but households are willing to listen and make adjustment.

(2) Harvesting

Based on the plan of orders and based on the coordination of cooperative management board, households pro-actively harvest vegetables.

Households pro-actively harvest following cooperative management board's requirements.

- **Human resources:** Labor from the households. Most of households pro-actively arrange their labor, because their land area is not too big. 2 households produce big scale. Sometimes, they have to use the external labor, but these labors are regular labor for harvesting.
- **Input materials:** Households use knife, basket, wheelbarrow or motorbike to deliver products. Tools are washed and cleaned.

Normally, products are harvested, pre-processed (if necessary) and delivered to buyers as soonest as possible, therefore, they do not use much the cooling warehouse. The cooling warehouse is used in case of big harvesting or some products need to be stored to ensure the orders.

- **Technique and procedure:** Apply Safe vegetable or VietGAP protocol. Households are aware of the impact of harvesting on the product quality; therefore, they seriously comply with: Harvest

in the cool weather, pay attention to the feature of vegetables (chayote buds and fruits (fruity) in the morning - from 3 AM (buds) - fresh - when the sun not yet shines, vegetables will be younger and skin is brighter; fruit vegetables are harvested from 7 AM); Arrange products into the plastic baskets, deliver to the product collection point by wheelbarrow or motorbike. During the harvesting, some products with abnormal shape, diseased or insect-damaged ones are removed. These products are separated, not delivered to the cooperative.

- **Collection:** In 3 regions, cooperative has its personnel collect products from households by plan and divide the products by customer's orders. Product collection is fully recorded. Also, the cooperative requests households to pro-actively monitor the sale volume to compare the data and reduce the risks. At the end of each month, the cooperative will sum up the quantity and make payment. There has't been any confusion about the quantity of products bought from the households.

In detail, in the post-harvesting stage, the cooperative implements the followings with the vegetable types:

- **Fruit vegetables (chayote, spong gourd):** Collect products to cooperative - the cooperative sorts the products - same price is applied for all households - at the end of each season, the bonus will be provided basing on the product.
- **Leafy vegetables:** Only harvest when there are orders (except for chayote buds which are regularly harvested) - harvest in the late afternoon and deliver in the evening. For example: Leafy mustards should be shortened from harvesting to delivery to ensure the best quality. For buyers who supply to school kitchens in Hanoi, products are required to be harvested in the afternoon - and do not wash/ spray water onto the vegetables before delivery.

By correctly follow the procedure, the cooperative not yet receive any serious feedback of harvesting, sorting products by customers. There is only a few feedback on the uniformity: The length, the mature of products. Mustard is the vegetable which is the most difficult to satisfy the standard. The fruit vegetables are more stable.

(3) Pre-processing and packaging products

Vinh Phuc Cooperative has 3 production regions; therefore, products are collected in 3 areas connected with 3 regions. Products in Kim Long (chayote fruit, tomato, etc) are harvested, collected to the pre-processing house and sorted, packed. Products in the other two regions are pro-actively pre-processed, packed upon requirements by the households.

- **Human resources:** Two labors are specialized in sorting, packing vegetables in the pre-processing house. 1 temporary labor is used from December to next May. The labors are paid monthly. Besides, the ones who pre-process leafy vegetables, for example chayote buds are paid basing on the volume (prune the chayote buds).
- **Infrastructure:** The cooperative has pre-processing house of more than 300 m² with scientific structure, packing area and washing system, which is very convenient for pre-processing.

- **Input materials:** This input material is cared in safe vegetable production. Most of supermarket channel requires suppliers to use plastic bag (nylon) which are evaluated in term of quality. The cooperative always selects white color bags to pack products for different customers. The net bag for packing chayote fruit is green.

Requirement on product and packing product: The requirement is different among different buyers. Summary information on product requirement and packing requirement is in the following table:

Table 3.1. Summary information on product and packing requirement

No.	Buyers	Product requirement	Packing requirement
1	Supermarket (VinEco)	<ul style="list-style-type: none"> - Clean pro-processing. - Follow standard for each vegetable type 	<ul style="list-style-type: none"> - Leafy vegetables: 300 gr - 500 gr/bag; - Fruit vegetables: 500 gr - 1,000 gra/bag. - (Have stamp and weight).
2	Collectors who supply to industrial kitchens in Bac Ninh	<ul style="list-style-type: none"> - Remove the yellow and over mature leaves. - Products have no scar, no damage, no insect and no disease. 	<ul style="list-style-type: none"> - Leafy vegetables: Morning glory: 2 kg/ bunch; Mustard: Bunch by a tape whose color is different from the color of vegetable 5 kg/ bunch. - Fruit vegetables: 10 kg/ bag - (No need stamp, label. Enough weight)
3	Collectors who supply to industrial kitchens in Ha Noi	<ul style="list-style-type: none"> - Remove the yellow and over mature leaves. - Products have no scar, no damage, no insect and no disease. - Do not make the water wet, do not harvest when the leaves are still wet (especially mustard). 	<ul style="list-style-type: none"> - Leafy vegetables: Morning glory: 2 kg/ bunch; Mustard: Bunch by a tape whose color is different from the color of vegetable 5 kg/ bunch. - Fruit vegetables: 10 kg/ bag - (No need stamp, label. Enough weight)
4	Local traders (Specialized in buying chayote fruits)	<ul style="list-style-type: none"> - Products have no scar, no damage, no insect and no disease. 	<ul style="list-style-type: none"> - Chayote fruit: 10 kg/ bag - (No need stamp, label. Enough weight)
5	Group of buyers who sell product online and households who buy product online	<ul style="list-style-type: none"> - Clean pro-processing. - Fresh. Attractive appearance. - Products have no scar, no damage, no insect and no disease. 	<ul style="list-style-type: none"> - Leafy vegetables: 300 - 500 gram/bag. - Fruit vegetables: 1-2 kg/bag - (Have stamp and weight)

Source: JICA Project Team

Note: All buyers require safe products. For customer group No.1 and 5. Products must be more tightly controlled.

Products packed for customer's orders must be fully recorded in term of product origin. The cooperative director pays much attention to this point; therefore, she always conducts tight inspection and product standard is made clear so that all the members can understand and apply. This is the reason why the cooperative always receives good feedback on product standard and packaging.

(4) Transportation and delivery

The cooperative hires 1 truck to deliver vegetables to buyers located in different locations. The regular truck driver understands well, therefore he is highly appreciated by customers. For the group of online customers, products are delivered by 4-seat car, the quality is ensured, no damaged and the cooperative director directly ships the products. Table below summarizes the information relevant to different buyers.

Table 3.2. Information on frequency, volume, and time of delivery

No.	Buyers	Frequency (time/week)	Volume (kg/time)	Delivery time
1	Supermarket (VinEco)	Every day	700-1,500	9 AM - 11 AM
2	Collectors who supply to industrial kitchens in Bac Ninh	2	1,000	6 PM - 9 PM
3	Collectors who supply to industrial kitchens in Ha Noi	5	700-1,200	6 PM - 9 PM
4	Local traders	2	700-1,000	6 PM - 9 PM
5	Group of buyers who sell product online and households who buy product online	2	200-800	8 AM - 5 PM

Source: JICA Project Team

Manage the quality and safety of products: Only VinEco has staff to monitor, take picture when the truck leaves the product collection point and comes to the delivery point. Other customers totally trust the cooperative's delivery. They all have good feedback on the transportation and delivery.

3.2.2. Payment

(1) Payment to stakeholders

The following information will be collected and analyzed for each type of buyer.

Table 3.3. Information on payment made to cooperative's partners

Stakeholder	Payment	Time, method of payment and price mechanism
Input supplier	Material	Make immediate payment after receiving the products. Most of the time, payment is made in cash. Based on the market price and the purchase volume (whole-purchase or retail purchase)
Producers	Product	Make monthly payment. In cash. Based on the price negotiated from the beginning of the season or when there is much fluctuation, the price will be adjusted based on the market price

Stakeholder	Payment	Time, method of payment and price mechanism
		(in the context of COVID).
Transporters	Transportation	Monthly payment. In cash. Negotiated.
Buyer	Product	Monthly payment. Bank transfer. Based on the negotiated price and weekly quotation.

Source: JICA Project Team

All the payments made to different partners are fully recorded by the cooperative.

(2) Product price paid to stakeholders

Upon customer's requirement, the cooperative has negotiation in term of price. For buyers who supply to school kitchens, the price is stable, and it is monthly price. For supermarkets and other customers, the price is based on the market price and a weekly quotation is given by cooperative.

Table 3.4 illustrates one example on price of chayote fruit so that the readers can understand how to calculate the price.

Table 3.4: Product price paid to stakeholders by the cooperative

Stakeholder	Collector for school canteens (VND/kg)	Online customers (VND/kg)
Producer	4,000	5,000
Cooperative	5,000-5,500	12,000-15,000-
Cf. Retail price (supermarket)		14,000-18,000
Cf. Retail price (traditional market)		10,000-12,000

Source: JICA Project Team

3.2.3. Information

The information is collected by interviewing the cooperative's key persons and exchange with different buyers. The buyers are divided into 3 groups: Supermarket; collectors who supply to kitchens and the online customers. The local collector to whom the cooperative only sells the small volume are not analyzed. Herewith is the summary of information on buyers.

(1) Buyer who is supermarket

Type of information	Content of information	Time and source of information collection	How Target group uses the information
Market demand	<ul style="list-style-type: none"> - Sale volume/ day sold by supermarkets. - Veg types. - Frequency of purchase. - Requirement on product standard, etc. 	<ul style="list-style-type: none"> - Before signing the contract with supermarkets; directly exchange with supermarket representative. 	<ul style="list-style-type: none"> - Compare to cooperative's condition (production ability to decide the vegetable type to be produced and

Type of information	Content of information	Time and source of information collection	How Target group uses the information
		- During the supply process; directly exchange with the supermarket representative and other suppliers who also supply products to that supermarket.	supplied; decide the supply scale: Frequency), then negotiate to sign the contract with supermarket.
Price	How to decide the price (Market price (price of raw products) + other cost to have the final products (cost for packaging, cost of packing material) + profit)	- When meet and exchange with supermarket representative. - During the supply process. - When visit the supermarket.	TG bases on the information to calculate the efficiency of the activities.
Feedback	- Veg types. - Delivery volume/time. - Frequency of purchase. - Product quality (appearance, uniformity of products, etc.). - Demand or future plan.	- When there are any chances to exchange with supermarket representative (both direct and indirect): During the customer visit or during the delivery process or during the ordering process.	To adjust cooperative's activities
Other information	- Criteria to select the suppliers. - Deadline for payment. - Suppliers which used to supply products to supermarket.	Before and after the negotiation process and during the supply process.	- Have more basis to calculate the efficiency of the supply, in order to make decision on further signing or terminate; continue or expand more.

Source: JICA Project Team

(2) Buyers who are the collectors to supply to school kitchen and industrial kitchens

Type of information	Content of information	Time and source of information collection	How Target group uses the information
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Market demand	<ul style="list-style-type: none"> - Volume of vegetable to be purchased/time. - Veg types. - Weekly frequency of purchase. 	<ul style="list-style-type: none"> - Before signing the contract; directly exchange with buyers. - During the supply process; directly exchange with the supermarket representative and other suppliers who also supply products to that buyer (if have). 	Compare to cooperative's condition (production ability to decide the vegetable type to be produced and supplied; decide the supply scale: Frequency), then negotiate to sign the contract with buyer.
Price	How to decide the price (Market price + profit)	<ul style="list-style-type: none"> - When meet and exchange with buyer. - During the supply process. 	TG bases on the information to calculate the efficiency of the activities.
Feedback	<ul style="list-style-type: none"> - Delivery volume/ time. - Frequency. - Product quality (appearance, uniformity of products, etc.). - Demand or future plan. 	<ul style="list-style-type: none"> - When there are any chances to exchange with buyers (both direct and indirect): <p>During the customer visit or during the delivery process or during the ordering process.</p>	To adjust cooperative's activities
Other information	<ul style="list-style-type: none"> - Deadline for payment. - Future plan. 	Before and after the negotiation process and during the supply process.	Have more basis to calculate the efficiency of the supply, in order to make decision on further signing or terminate; continue or expand more.

Source: JICA Project Team

(3) For online buyers and family households: This is new group of customers

Type of information	Content of information	Time and source of information collection	How Target group uses the information
Market demand	<ul style="list-style-type: none"> - Volume of vegetables to be purchased by 1 buyer/time. - Veg types. 	<ul style="list-style-type: none"> - Before signing the contract; directly exchange with buyers. - During the supply 	Compare to cooperative's condition (production ability to decide the vegetable

Type of information	Content of information	Time and source of information collection	How Target group uses the information
	- Weekly frequency of purchase.	process; directly exchange with buyers	type to be produced and supplied; decide the supply scale: Frequency), then negotiate to sign the contract with buyer.
Price	-How to decide the price (Market price + profit). At present, buyers only get profit of 15%, therefore it is not very attractive because vegetables have low value. - In case of delivery by itself (also pay for the shipping fee)	- When meet and exchange with buyer. - During the supply process.	TG bases on the information to calculate the efficiency of the activities.
Feedback	- Delivery volume/time. - Frequency. - Product quality (appearance, uniformity of products, etc.). - Demand or future plan.	- When there are any chances to exchange with buyers (both direct and indirect: online). : During the delivery process or after sale. - Sometimes they ask about the products before making decision on the purchase.	To adjust cooperative's activities
Other information	- Ability to expand the market (number of people in the network, number of households) - Future plan.	Before and after the negotiation process and during the supply process.	- Have more basis to calculate the efficiency of the supply, in order to make decision on further signing or terminate; continue or expand more.

Source: JICA Project Team

3.3 Management system

The cooperative does not have a focused production region. There are total 3 different regions. Therefore, the production plan is developed based on the advantages and conditions of each region. Also, cooperative's operation capability is considered too.

The cooperative normally has production plan right from the beginning of the season. After that it assigns each household the crops to be grown, production area. At the beginning, households do not fully trust the cooperative's consumption ability. Sometimes, they did not comply with the correct procedure. With the tight monitoring, households seriously follow the requirements. In addition, with VinEco's monitoring (customer), farmers correctly follow the requirements.

In order to have production plan, cooperative needs to exchange with all buyers to grasp their demand. On that basis, cooperative determines the volume and types of vegetables to be supplied.

Also, the cooperative applies the reward and punishment mechanism: Good performance households can receive the reward (reward based on the quantity of products sold to cooperative, therefore, the reward is different among different households - This information is provided to households from the beginning of the season) - Through this clear way from the beginning, households can make production plan. However, the cooperative is still affected by household's ways to arrange cropping pattern. That is the reason why the cooperative has to take vegetables from 3 different regions. Also, during the implementation of production plan, the cooperative still faces some difficulties in labor and the habit that some households only produce some certain types of vegetables.

In the future, the cooperative intends to be proactive, take new varieties for pilot growing (grow by itself) and instruct farmers to expand more. In Kim Long (most of the labor are old) and in Ho Son - households not yet consider that growing vegetables bring main income for them. In Van Hoi (there are also young labor - they skip company job and come back home to grow vegetables), they determine that growing vegetables brings main income for them, therefore, they focus on this activity.

The cooperative organizes harvesting based on the plan of orders and based on the coordination of cooperative management board, households pro-actively harvest vegetables and bring the products to the cooperative.

In order to be more pro-active in transportation and reduce the risk, the cooperative permanently hire a truck. Also, the cooperative tries to find customers based on their geographic location or the routes to combine the orders in order to increase the efficiency.

For financial management, the cooperative has strategy to well implement from the small point. It is developed from small scale and gradually expanded. During the operation process, the accounting and bookkeeping is emphasized. The distribution of profit, reward and punishment is clear and transparent. The cost of inputs that the households received in advance will be deducted at the end of year or when they receive lots of money from the product sold.

3.4 Changes of marketing activities after the COVID-19 epidemic

- **The changes of marketing activities:** After the COVID-19 happened, cooperative management board finds that there are big changes in the market and the cooperative has new orientation as following: well, take care the existing customers; increase the online sale channel. And it may consider opening a shop to sell and introduce products.
- **Reasons for the changes:** There are big changes in the market due to the impact of COVID-19, consumer practices are changed, therefore, it is necessary for the production group to change accordingly.
- **New tools introduced after COVID-19:** Increase the promotion, such as posting more for online sales and introduce about the production unit. Clearly understand the role of online marketing. However, the new challenges in the new context are also more viable: The unit is unable to apply online sale through the website or it not yet has enough conditions to open a shop for selling and introducing products because of the budget.
- **The sustainability of new initiatives:** In short time, and there are not enough conditions to evaluate the sustainability of new initiatives, but it is found that online sale is a trend, and it will have strong development. The cooperative needs to have preparation for this sale trend and it also needs to diversify target customers to ensure the output for household members as well as linkage members.

Studying Vinh Phuc Cooperative's supply chain shows that production and supply of safe vegetables is a difficult field, and it is even more difficult in the context of COVID-19 epidemic. The cooperative is determined with its defined orientation: Produce and supply safe vegetables to the community and for the sustainable development, it should be cautious in expanding the scale. To develop the cooperative brand name, product safety should be the focused point. In order for the cooperative to have long-term connected relationship with its members, it should seriously follow the commitment in a serious manner. When the producers have income from the vegetable production, they will be closely connected with the cooperative.



Consumer Communication Activities Guidebook

Consumer Education About Safe Agro-products

2021

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

Japan International Cooperation Agency
Ministry of Agriculture and Rural Development

Ha Noi Agriculture and Rural Development Department
Ha Noi Education and Training Department
Ha Noi Promotion Agency

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1. SUMMARY

This communication activities guidebook elaborates step-by-step actions to raise awareness of importance of safe agro-product consumption in general and safe vegetable in particular and to promote consumption of safe products among consumers.

The activities covered in this document consist a series of events including: (1) School Education program (2) Poster drawing event among students, (3) Award winning poster exhibition, (4) Talk show on Safe Agricultural Products.

With collaboration among MARD, Hanoi DARD, HPA, Hanoi DOET, and JICA, these activities were implemented in Hanoi from 2017 to 2020, deemed effective, and appreciated by all stakeholders including managers, teachers, students, producers, retailers, and most importantly, parents who are usually the decision maker of consumption in their household.

The guidebook is designed to create synergies to maximize a social impact with minimum possible resources for sustainable implementation for forthcoming years.

2. OBJECTIVE

The overall objective of consumer communication is to induce behavioral changes from Stage A to Stage F in Figure 1: Create awareness among those who have not been taking any conscious actions (Stage A), induce stronger interest and motivation to select safe vegetables properly for those who do not have proper understanding (Stages B and C), and motivate more regular purchase of safe vegetables at proper shops (Stages D through F).



Figure 1. Steps Of Consumer Behavioral Changes
(Source: JICA Project Team)

In order to achieve these behavioral changes, the communication activities covered in this manual materialize the following goals:

1. Raise awareness and interest of vegetable purchasers (parents) by involving children.

A key decision maker of a typical Vietnamese household is predominantly mothers (parents, including grandmothers). As the parents' primary concern is their children, therefore a school program involves children and influence their parents through their interaction with a homework is essential.

2. Disseminate the education contents widely through a poster festival event and poster exhibition.

In order to reach parents beyond school activities, posters drawn by children are utilized to draw attention of general public. The exhibition is held at a retailer (with wide space) to conduct activities to motivate consumers not only to become interested in safe vegetables but also to purchase at the premise.

3. Integrate promotion of an online information hub to facilitate consumers' actions towards purchase of safe vegetables.

HPA Website <https://nongsanantoanhanoi.gov.vn> is an online information hub, which introduces safe vegetable and safe agro-product purchase points, producer information, various certificates, and other related topics. By navigating consumers to this website, they can obtain necessary information towards a new purchase habit to consume safety-guaranteed agro-products.

3. SEQUENCE OF ACTIVITIES

The sequence of activities, approximate timing, related materials and organizations in charge are as indicated in Table 1.

A suggested timing of each activity is indicated as reference.

- School education program should be after all the students and class allocations are determined for a new school year.
- It is suggested that the schedule be worked backward once HPA's Agri Fair dates are fixed.

Table 1. Sequence Of Activities

ACTIVITY	CONTENTS	TIMING	OWNER	MATERIALS	
1. SCHOOL PROGRAM					
1)	Selection of 5 schools	DARD: Meet with DOET to agree on communication plan DOET: Provide required information 1. Provides list of lower secondary schools in 12 urban districts including information: School name, address, principal, contact phone number, number of grade 7 class per school, total number of 7th graders per school. 2. Select and provide list of Grade 7 classes of 5 schools to implement the project's intensive education program.	September	DARD, DOET	- Plan to implement communication activities 2020 - List of schools with the number of Grade 7 classes and students.
2)	Preparation of materials	DARD: Fund for organizing kick-off meeting 1. Prepare school education Video 2. Print and distribute materials (A - F) 3. Leaflets to be divided for each school and jointly packed in one box per district (12 districts) DOET: Send invitations to the education department of 12 districts and the Board of Directors of the selected 5 schools for intensive education program and poster festival.	Early October	DARD, DOET	A. Kick-off meeting program (For all participants) B. Poster Festival announcement (For all participants) C. Education leaflet (For all Grade 7 students) D. HPA Website leaflet (For all Grade 7 students)
3)	Kick-off meeting	DOET: Organize the venue and presentations Call the following participants to explain about the school program and the poster festival. i) main contact teacher and principal from participating schools, and ii) district representatives	Mid October	DOET, DARD	E. Education video (For all schools) F. Commitment paper (For all participants as reference, but only selected 5 schools to conduct with their Grade 7 students)
4)	In-class activity & Homework	Selected 5 schools: Conduct educational activities and homework. <i>Note: The key to this program is to encourage interaction between students with parents; therefore, Commitment Paper homework is the utmost important activity; hence cannot be skipped.</i> DARD: 1. Fund for remuneration for teachers 2. Visit schools for photos/video shooting	Mid to End October	DARD, DOET	G. Instruction sheet (For all participants) <i>Note: All schools are encouraged to conduct the school program and commitment paper on their own.</i>

2. POSTER FESTIVAL & EXHIBITION					
1)	Poster Drawing	<p>DARD: Provide drawing materials and school-level prizes</p> <p>Selected 5 schools:</p> <ol style="list-style-type: none"> 1. Arrange poster drawing activities. (suggested to tie to an art class activity) 2. Pre-select at the school level and send 6 best posters to DARD to evaluate at the City level 3. Prepare the following items to send to DARD by the deadline. <ol style="list-style-type: none"> i) Six (6) best posters ii) Students' information sheet (in Poster Festival announcement) iii) Commitment Paper 4. Hold a school-level award ceremony 	Early November	DARD, DOET	H. Drawing materials & School-level prizes
2)	Evaluation committee	<p>DARD: Organize evaluation committee</p> <ol style="list-style-type: none"> 1. Invite key stakeholders from the government, schools, producers, and retailers to select award-winning posters. 2. Prepare the venue and hold evaluation committee <p>DOET: Nominate representatives to join evaluation committee.</p> <p>DARD: Share collected Commitment Paper with HPA to review the HPA Website performance and improvement areas.</p>	Mid November	DARD	<ol style="list-style-type: none"> I. Decision J. Invitation K. Guidance for scoring L. Scoring sheet M. Frames & easels to display all paintings
3)	Poster exhibition	<p>HPA:</p> <ol style="list-style-type: none"> 1. Arrange with AEON MALL in conjunction with Agri Fair to exhibit finalists' posters. 2. Prepare backdrop, gate, stage, and other decorations 3. Arrange with other participants (e.g. HPA Website demo, safe vegetable shop, and Kewpie for tasting) <p>DARD: Support HPA to prepare 30 finalists' posters with an information sheet (students' names and the concept of each painting) pasted on each drawing.</p>	HPA's Agri Fair Schedule	HPA, DARD	<ol style="list-style-type: none"> N. Students' information & concept to be pasted on each poster O. Education leaflet P. HPA Website leaflet Q. Event leaflet (optional) R. Event venue decorations

4)	Award ceremony	<p>DARD:</p> <ol style="list-style-type: none"> 1. Negotiate and prepare award prizes from <ol style="list-style-type: none"> i) safe vegetable producers and shops ii) vouchers and gifts from tenants in AEON Mall which target families with children <p><i>Note: It is good to target smaller local safe vegetable shops to feature, as the exposure at an event is attractive to them and cooperative attitude can be expected.</i></p> 2. Prepare ceremony program and invitation 3. Invite government officials, sponsors and other stakeholders 4. Design and print certificates, and frame them 5. Arrange the logistics to collect prize items and to prepare prize bags before the ceremony 6. Hold an award ceremony at an exhibition hall. <p><i>Note: Sponsors must be introduced and get on the stage as a presenter of awards.</i></p> <p>DOET:</p> <ol style="list-style-type: none"> 1. Attend award ceremony 2. Direct selected 5 schools to send students to the award ceremony. <p>HPA:</p> <ol style="list-style-type: none"> 1. Support DARD to gather prize items by contacting their safe vegetable business network. 2. Support DARD (leading) to set up stage and equipment 	Late PM on Sat or Sun	DARD	<ol style="list-style-type: none"> S. Award ceremony program T. Invitation to award ceremony U. Prizes from sponsors V. Prize bags W. Framed certificates
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3. TALK SHOW					
1)	Create Program	HPA: Create an entertaining and educational contents for students and parents 1. Incorporate HPA Website promotion. 2. Opportunity for producers, buyers, and consumers to mingle. 3. Opportunity for consumers to learn from a panel discussion among production experts and retail buyers, including Q&A session for interactions.	Time is proposed by HPA	HPA	X. Event program Y. Invitation to participants Z. Event venue decorations
2)	Invitation	HPA: Invite producers and buyers. DOET: Support HPA to invite students and parents from participating schools DARD: Support HPA to invite other stakeholders related to safe vegetables and agriculture experts		HPA	
3)	Event execution	HPA: Arrange the venue with equipment and decorations		HPA	
4. DISTRIBUTION OF POSTERS					
1)	Digitization of gold-prized poster	Digitally clean up and develop a soft copy of the gold-prized poster	December	DARD	① Digitized poster ② Desktop calendar
2)	Posters & calendars	DARD: Utilize gold-prized painting for posters and calendars. 1. Print posters for schools 2. Design and order production of desktop calendar	December	DARD	
3)	Distribution	DARD: 1. Distribute posters to all secondary schools, 2. Distribute desktop calendars to DARD offices including surrounding production provinces, producers, retailers, and event sponsors. DOET & HPA: Support DARD to distribute posters and calendars among their network.	Before Tet	DARD	

4. SCHOOL PROGRAM

The school program will be conducted with Hanoi DARD's initiative. However, it has been confirmed that a motivating kick-off meeting with clear directions to all lower secondary schools are the vital factor for a success. Therefore, a strong support from and a good coordination with DOET will be required.

4.1. Selection of schools

- Step 1 Hanoi DARD and DOET discuss and select five (5) secondary schools to conduct the school program and Poster Festival.
- Step 2 DOET provides a list of secondary schools with the following information:
- 1) Number of Grade 7 classes of each school
 - 2) Number of Grade 7 students in each school.
 - 3) Name and contact of principal and a main contact teacher of selected 5 schools.
- Step 3 Hanoi DARD details budget requirement with the number of students involved in the activities.

4.2. Preparation of materials

Hanoi DARD prepares the following materials indicated in Table 2 before the kick-off meeting.

Soft copy files are provided in an Activity Guide File Pack.

Table 2 Materials to distribute at kick-off meeting

Item	Distribute to	File
Kick-off meeting program	Meeting participants	A
Poster Festival announcement	Meeting participants	B
Education leaflet	ALL Grade 7 students	C
HPA Website leaflet*	ALL Grade 7 students	D
Education video	ALL secondary schools	E
Commitment paper	- Meeting participants as reference - Grade 7 students in participating 5 schools	F
Instruction sheet	ALL secondary schools	G

* Coordination is required with HPA to print the required number of leaflets.

4.3. Kick-off meeting

DOET takes initiative to prepare for the kick-off meeting.

- Step 1 Invite 1) all district representatives and 2) main contact teacher and principal from participating 5 schools.
- Step 2 Distribute all the above materials to each district and participating schools.
- Step 3 District representatives will be responsible to explain about the school program and the poster festival to schools in each district.



4.4. In-class activity & Homework

Teachers at each school conduct an education program, based on the “Instruction sheet”.

Step 1 Conduct an in-class program.

Materials to be used:

- Instruction sheet
- Video
- Education leaflet
- HPA leaflet

Step 2 Instruct homework with Commitment Paper.

Step 3 Collect Commitment Paper

The ultimate goal of this program is to change the purchase behavior among parents; therefore, the key is to encourage interaction between students with parents. For this purpose, Commitment Paper homework is the utmost important activity; hence cannot be skipped.

Commitment Paper includes a question to try HPA Website and provide feedback; therefore, Hanoi DARD is to share them with HPA to review the results after collection. HPA can utilize these comments to further improve the Website.



Education leaflet



Showing educational video



In-class education



Commitment Paper homework



HPA Website leaflet

5. POSTER FESTIVAL & EXHIBITION

The objective of this event is threefold:

- 1) to educate the future generation by encouraging students to think about the meaning of safe vegetables with their friends in a memorable group activity; and
- 2) to utilize students' drawing as a "safe vegetable" promotion material to draw attention of their parents' generation, who is the actual vegetable purchaser.
- 3) to expose the safe vegetable promotion to a wider audience through the exhibition and media coverage of a unique social event.

5.1. Poster drawing

Selected five (5) schools will conduct a poster drawing activities.

- Step 1 To facilitate implementations, it is suggested that art teachers incorporate this drawing activity in one of their classes. From the past experiences, art teachers suggested that this activity is easy to incorporate into an art class, as students like drawing with a theme, a group activity is a good learning opportunity of social skills, and many students are too busy after school to participate in extracurricular activities.
- Step 2 Each school will select six (6) best posters and submit to Hanoi DARD with the concept and students' information.
- Step 3 Aside from the city-level poster festival, each school can hold its own award ceremony.

Remuneration for teachers to manage these extra activities and drawing materials will be supported by Hanoi DARD.



5.2. Evaluation committee

Hanoi DARD takes charge of the evaluation committee.

The committee will be established with different stakeholders, including producers and retailers, to ensure that the poster will appeal to the general public. An example of the committee members and the secretary group from 2020 is exhibited below.

Evaluation Committee members:

- ① Deputy Director of Ha Noi DARD – Head of Evaluation Board
- ② Deputy Head of Personel Division of Ha Noi DARD – Deputy head of Evaluation board
- ③ Senior expert of DCP – CPMU coordinator – Evaluation member
- ④ Head of Political and Ideological Division of Ha Noi DOET – Evaluation member
- ⑤ Teacher. Artist ex. Deputy head of Primary Division – Ha Noi DOET – Evaluation member
- ⑥ Director of Japan -Vietnam Company – Evaluation member
- ⑦ Deputy Director of Sai Gon Co.op – Northern Co.op Food – Evaluation member

Secretary group:

- ① Head of Communication and Trade Promotion Division – Agricultural Extension Center, Ha Noi DARD – Head of secretary group
- ② Head of Inspection division, Sub-Department of Plant Protection, Ha Noi DARD – secretary member

Hanoi DARD provides the venue and prepare all necessary items such as the issuance of decision, invitation, the guidance for scoring, a scoring sheet, and frames and easels to display all paintings. (Annex I through M)

An emcee from Hanoi DARD (Mr. Dan, Deputy Director of Extension center in 2020) announces decision of evaluation board establishment and scoring guidance as an emcee.

Comments of HPA: The evaluation members listed here are the List that was conducted in previous years. So when operating according to this guidebook, should specific name, title be indicated? Since in subsequent years, there may be an adjustment in membership.



5.3. Poster exhibition

HPA takes charge by arranging a floor and a stage for the poster exhibition program, likely along with OCOP trade fair at AEON Mall or other events according to proposal of HPA and stakeholders.

5.3.1. Floor plan

In order to have visitors experience the entire consumer journey associated with safe vegetables, the following customer inclusion activities are suggested to be organized on the exhibition floor.

- 1) **Exhibition of 30 finalists' posters** to raise awareness and interest
 - It is extremely important for viewers to understand the educational meaning through the posters; therefore, **an information sheet with the names of a school and students and the concept** of each painting must be prepared and pasted on each drawing.
 - For the purpose of consumer education, **school leaflet** should be distributed actively to passer-by visitors. The leaflet is suitable for an event, as it is designed in an eye-catching, self-explanatory, and entertaining manner.
- 2) **HPA Website demonstration** to experience how to search shop and producer information
 - **HPA website leaflet** should be distributed actively for two reasons: i) to facilitate explanation at demonstrations, and ii) to cater to visitors who have no time to sit down for demonstration.
 - It is advisable that the **leaflet design be kept unchanged** for a consistent image to enhance the brand recognition.
- 3) **Safe vegetable sales booth** by producers and/or safe vegetable shops to communicate with producers and experience purchase
 - HPA can invite 3-5 proactive and positive producers and local shops to be featured on the exhibition floor with a sales table. From the pilot learning, the following selection criteria are suggested.
 - ✓ The company has a **positive attitude and is willing to interact with consumers**, as their attitude with consumers will affect the positive atmosphere of the event.
 - ✓ The company is **local and relatively small**, as it is an attractive advertisement opportunity for them to gain exposure to consumers. It is easier to reach a win-win agreement with such partners.

- A cash register must be arranged with AEON Mall.
- 4) **Safe vegetable tasting** with Kewpie's tasting booth to experience safe vegetable consumption with peace of mind
- HPA can contact Ms Pham Thi Anh Tho of Kewpie Vietnam (anhtho@kewpie.com.vn) to arrange the operation.

Once all participants are fixed, it is critical for HPA to i) designate one contact person to coordinate all parties, and ii) hold a meeting with representatives from each participating company to instruct requirements and preparation plans.

An example of the floor plan from 2019 is exhibited below.



5.3.2. Event promotion

In order to invite as many visitors as possible, event promotion shall start prior to the trade fair so that visitors can plan their visit accordingly. As the poster exhibition is a part of OCOP trade fair, attraction of visitors to the exhibition will contribute to the overall traffic to the trade fair.

1) Event leaflet

HPA prints an event leaflet to introduce the exhibition event.

- The event leaflet distribution should *start from a weekend before the start of OCOP* trade fair.
- HPA can contact Mr. Tùng Nguyễn (tungfmt@gmail.com) for the modification of the leaflet design.

2) External publicity by stakeholders *before and during* the event.

HPA coordinates with AEON Mall and other participants for publicity of the event.

- AEON Mall and participating safe vegetable shops
 - ✓ To distribute the event leaflet at AEON Mall information counter
 - ✓ To post the event leaflet soft copy on their Facebook Page
 - ✓ To post the event leaflet soft copy on their Website
- Kewpie Vietnam
 - ✓ To distribute at their tasting counter inside AEON Vietnam by their PG who is attending the tasting.

DARD coordinates with schools for publicity of the event.

- If possible, not only participating 5 schools, but also all the other schools to post the event information on their Facebook page/

3) Media publicity

Hanoi DARD prepares for media coverage by contacting the media network with a PR release about the event. Past media coverage is shared in the file *List of articles and news about project.docx* as a reference of contacts of media which showed interest in this program.

TRIỂN LÃM TRANH

- Trưng bày các tác phẩm đoạt giải Cuộc thi vẽ tranh cổ động với chủ đề "Hành trình của rau an toàn" được các học sinh THCS các trường công lập tại Hà Nội thực hiện.

05/11 - 09/11
30 bức tranh từ cuộc thi năm 2019

TẦNG 1 AEON MALL LONG BIÊN
TRIỂN LÃM TRANH

19/11 - 23/11
20 bức tranh từ cuộc thi năm 2020

TẦNG 1 AEON MALL HÀ ĐÔNG
TRIỂN LÃM TRANH

HÃY MANG RAU AN TOÀN VỀ NHÀ

TRIỂN LÃM TRANH RAU AN TOÀN

Ngày 05/11 - 09/11

TẠI Sảnh ĐÔNG
AEON MALL
LONG BIÊN

Ngày 19/11 - 23/11

TẠI Sảnh TƯƠNG LAI
AEON MALL
HÀ ĐÔNG

Ngày 21/11

LỄ TRAO GIẢI TRANH
TẠI Sảnh TƯƠNG LAI
AEON MALL
HÀ ĐÔNG

SỰ KIỆN KHÁC TẠI KHUÔN KHỔ TRIỂN LÃM "HỘI CHỢ XÚC TIẾN THƯƠNG MẠI CÁC SẢN PHẨM NÔNG NGHIỆP"

- Tổ chức bởi Trung tâm Xúc tiến đầu tư, thương mại, du lịch thành phố Hà Nội (DPA).
- Trưng bày, quảng bá giới thiệu, bán sản phẩm nông sản hữu cơ, nông sản ứng dụng công nghệ cao, nông sản an toàn và đặc sản vùng miền, sản phẩm OCOP của Hà Nội và 21 tỉnh, thành phố đảm bảo chất lượng, rõ nguồn gốc xuất xứ.
- **NGÀY 05/11 - 09/11: TẠI Sảnh ĐÔNG - TTTM AEON MALL LONG BIÊN**
Số 27 đường Cổ Linh, Long Biên, Hà Nội
- **NGÀY 19/11 - 23/11: TẠI Sảnh TƯƠNG LAI - TTTM AEON MALL HÀ ĐÔNG**
Dương Nội, Hà Đông, Hà Nội

HOẠT ĐỘNG BÊN CẠNH TRIỂN LÃM TRANH

NHÀ TÀI TRỢ CHO LỄ HỘI VẼ TRANH VỀ RAU AN TOÀN

- **CÔNG TY TNHH KEWPIE VIỆT NAM**
Là chi nhánh thứ 7 của công ty thực phẩm Kewpie (được sáng lập năm 1919 tại Nhật Bản) - công ty hàng đầu trong lĩnh vực sản xuất và kinh doanh sốt mayonnaise và các loại sốt trộn salad.
Nhà thăm chúng tôi tại www.kewpie.com.vn
- **AEON VIỆT NAM**
AEON hiện là một trong những tập đoàn thương mại bán lẻ lớn nhất trên thế giới với 179 lần doanh trong và ngoài nước Nhật Bản.
Tập đoàn AEON duy trì một cam kết không hề thay đổi đó là luôn đặt ra tiêu chí "Khách hàng là trên hết". Nguyên tắc cơ bản của Tập đoàn AEON chính là hướng tới một xã hội thịnh vượng, ổn định và hòa bình thông qua hoạt động bán lẻ.

LỄ TRAO GIẢI

Cuộc thi vẽ tranh cổ động với chủ đề "Hành trình của rau an toàn" năm 2020

15:00 - 17:00
NGÀY 21/11

TẠI Sảnh TƯƠNG LAI
TTTM AEON MALL
HÀ ĐÔNG

Event leaflet

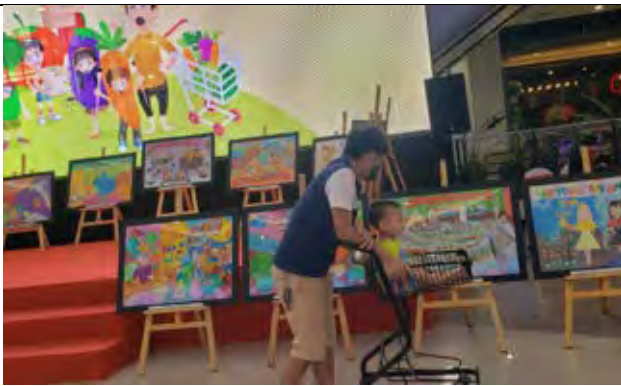
Poster Exhibition 2020



Gate to poster exhibition floor



Vegetable sales table



Poster exhibition



Kewpie tasting booth



Backdrop Display

5.4. Award Ceremony

HPA sets up the “hard” elements at the venue such as a stage, equipment, chairs, paintings, and so forth, in coordination with AEON Mall.

DARD coordinates all other elements associated with students such as the program, certificates, prize gifts, and invitation (student, parents, teachers, and VIPs), in coordination with DOET.

5.4.1. Prizes & Sponsors

Prior to the event, both HPA and DARD need to approach potential sponsors for the prize gifts. Past examples are listed below for reference to approach again in the future.

- **AEON VIETNAM: Shopping voucher**
Once the prizes (gold, silver, etc.) and the amount of vouchers required for each prize as the following table, AEON VIETNAM asks the top management’s approval and prepares accordingly with envelopes.

2020 Grade 7	Shopping Voucher (VND)	Number of Groups	Total Number of Students	Total
Gold	500,000	1	3	1,500,000
Silver	300,000	2	6	1,800,000
Bronze	200,000	3	9	1,800,000
Encouragement	100,000	4	12	1,200,000
Finalists	50,000	10	30	1,500,000
Grand Total				7,800,000

- **Kewpie Vietnam: Gift sets including salad dressing and Kewpie dolls**
Once the prizes (gold, silver, etc.) and the number of gifts required for each prize as the following table, Kewpie Vietnam decides the contents and pre-assembles in boxes and packages.

2020 Grade 7	# of groups	# of students per group	# of prize gift
Gold	1	3	3
Silver	2	3	6
Bronze	3	3	9
Encouragement	4	3	12
Finalists	10	3	30
Grand Total			60 sets

- Safe vegetable producers: Safe vegetables and fruit
- Hanoi DARD: Milk and rice
- BEE KIDS (in AEON MALL): Store voucher for Gold Prize
- JOLLIBEE (in AEON MALL): Stuffed animal for Gold, Silver, and Bronze prizes

- Other suggested items: Dinner vouchers from F&B outlets in AEON MALLL, cinema tickets, shopping voucher from stationery/bookstore, etc. to lure families with children for spending of higher value than the vouchers.

Sponsors provide gifts to gain recognition among their target consumers; therefore, *it is extremely important that sponsors are properly introduced by the emcee and invited onto the stage as an award presenter.*

5.4.2. Ceremony event

1) Timing

Based on the pilot results, *between 4pm and 6pm on weekend* naturally has a large traffic; therefore, it is easy to attract the audience. This time slot is also preferable for the families to go shopping and dinner afterwards.

- Time expected for a Award ceremony is 60 – 90 minutes
- The timing of the Awards Ceremony can be adjusted to suit the Annual Fair Program Content.



2) Program

The organization of the Award Ceremony is to create fun and encourage the spirit of learning as well as educate the students about safe vegetable consumption. Therefore, the event will focus on the following contents:

- Opening
- Welcome music show
- Statements about the content of the poster festival: Purpose, meaning, number of participating schools, number of students participating, number of posters, number of winning posters, ...
- Statements of teachers, students and parents (if any).
- Announcement and awarding

The event will feature ceremonial speeches, and additional students' performances are recommended to make it entertaining for the students and the mall shopper audience.

- DARD coordinates VIPs, an emcee, and the script for the emcee.
- DOET coordinates with schools for students' performances.

A program example from 2019 is exhibited below. The ceremony was held at a school this year; therefore, the time and the contents may have to be adjusted to suit the shopping mall environment.

TT	Thời gian	Nội dung	Phụ trách
1	14h30-14h55	- Đón tiếp đại biểu	Ban Lễ Tân
2	15h00-15h10	- Giới thiệu đại biểu	Ban Tổ chức
3	15h10-15h20	- Khai mạc	Bà Nguyễn Thị Thoa - Đại diện Sở Nông nghiệp
4	15h25-15h35	- Văn nghệ chào mừng	Đội văn nghệ trường
5	15h40-15h50	- Giới thiệu về dự án “Tăng cường độ tin cậy trong lĩnh vực sản xuất cây trồng an toàn tại khu vực miền Bắc”	Ông Cao Việt Hưng – Đại diện Cục Trồng Trọt Điều phối viên CPMU
6	15h55-16h05	- Giới thiệu về hoạt động giáo dục tại trường học và lễ hội vẽ tranh về Rau an toàn năm 2019	Ông Mitsuru Nanakubo - Trưởng nhóm tư vấn Dự án JICA
7	16h05-16h10	- Phát biểu đại diện của giáo viên trường Lê Quý Đôn	Đại diện giáo viên Trường Lê Quý Đôn
9	16h15-16h30	- Công bố giải thưởng và trao giải	Ban Tổ chức
10	16h30-16h35	- Bế mạc	Đại diện Ban giám hiệu

6. TALK SHOW ON SAFE AGRO-PRODUCTS

HPA plans and hosts a Talk Show event on safe agro-products for the following purposes:

- For students, parents, teachers, producers, buyers, and production experts to mingle.
- For consumers to learn from experts and producers about safe vegetables.
- For enterprises to promote and sell their products and brand to participating consumers.

6.1. Timing

The timing of the event will be recommended by the HPA to align with other programs of stakeholders, which can be held at the end of the year when demand for safe agricultural products increases.

6.2. Planning & Execution

The event will be organized among 3 parties together.

- HPA manages the budget, and arranges the venue, displays, and equipment.
- HPA invites 20-30 enterprises to display and sponsor the event.
- DARD invites 5-7 agriculture experts and producers to provide technical support as a panel to manage Q&A.
- DOET invites students and parents, around 250-300 people.

6.3. Program

A suggested program HPA is as following, and the total duration is expected to be 3 hours.

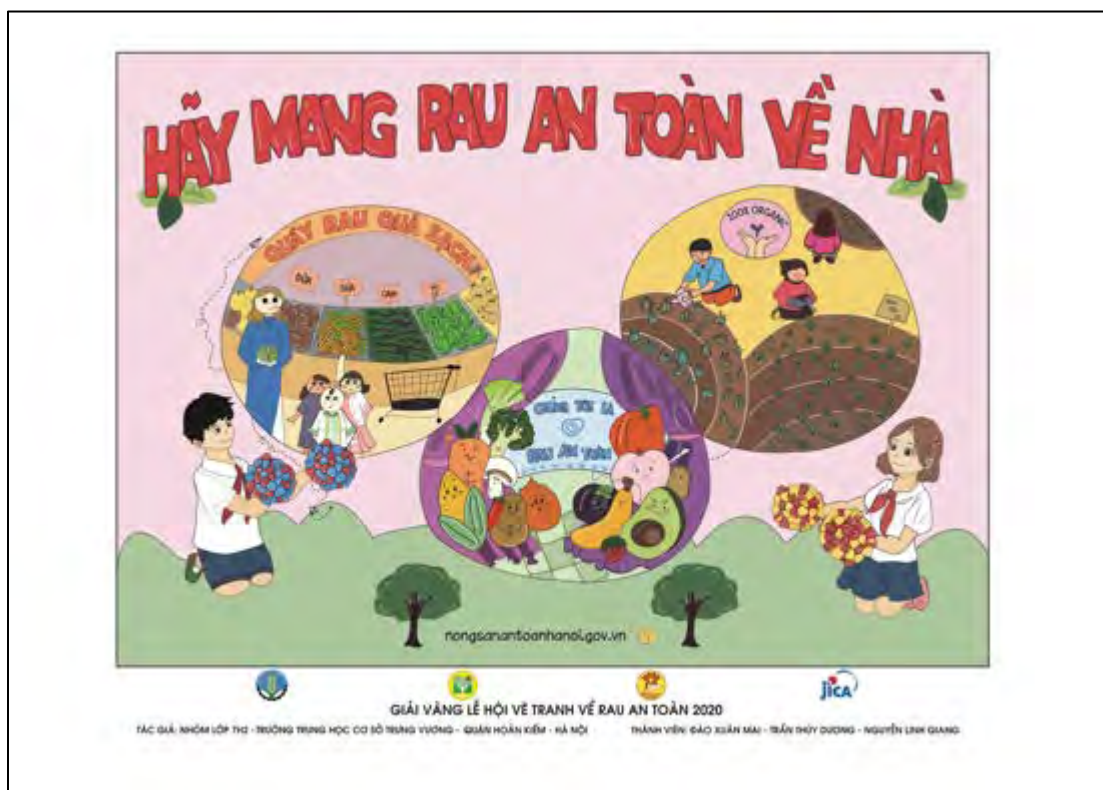
- 1) Opening remarks: HPA
- 2) Speech of DOET
- 3) Establishing a chairperson board comprising representatives from the Department of Agriculture, the Department of Education, HPA, and JICA Project to answer questions.
- 4) Ask parents and students to access Website + Q&A (Consider providing gifts to viewers with excellent answers).

7. SCALING IMPACT

In order to scale the impact to raise awareness of and to promote consumption of safe vegetables, this program has been created to maximize impact while simplify the execution. The following three additional areas of simple coordination will contribute to scale the impact.

7.1. Posters to schools

DARD can contact *Ms. Thi Huong Tran at 0968517889 / tranhuongltp@gmail.com* for digital clean-up and poster layout designing. 3 million VND for one A1 size poster.



Digitally cleaned up gold-prized poster in 2020

- The surrounding white space must be kept as shown, because the frame will cover these areas, and it will be interfering the picture without this space.
- An introduction of the poster with the name of the school, the class, and the students' names must be properly placed.

As students' interest is heightened, gold-prized poster can be printed and distributed to all lower secondary schools. All the schools in Hanoi received a poster in a frame in previous years; therefore, they can replace an old one with a new painting every year.

7.2. Calendar to producers and shops

One of the purposes of the poster festival is to create a communication material to remind all value chain actors of importance of safe vegetable. A picture drawn by children catches more attention than professional works.

As the base design is attached in the next page, DARD can easily design and print a desk-top calendar: All it requires is to replace the least relevant visual with a newly awarded gold-prized poster visual. DARD can contact Mr. **Nguyen Minh Duc**, Tel: **0969433306** / **nmd27121993@gmail.com**, who designed the 2021 calendar for future calendar development.

A desk-top calendar for producers and buyers is effective for the following reasons:

- At producers' offices and safe vegetable shops, a large poster may not be suitable in many cases.
- The calendar can be produced in December, after the award ceremony; therefore, it is a perfect timing of the year to distribute before Tet Holiday.
- When the same poster is kept on the wall throughout the year, it gets boring and becomes a part of the wall without attracting any further attention; however, a calendar user will be reminded of safe vegetables by turning the page every 2 months

Desk-top calendar 2021

2021 Calendar with past gold-prized posters



Nông sản An toàn
Vì một tương lai tươi sáng hơn

JULY 07

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

AUGUST 08

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

Safe agriculture product / Sản phẩm nông nghiệp an toàn

SEPTEMBER 09

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

OCTOBER 10

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

www.safefoodvietnam.com.vn

HÃY MANG RAU AN TOÀN VỀ NHÀ!

SEPTEMBER 09

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

OCTOBER 10

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

GOLD POSTER
Safe Agriculture (Creating Demand 2022)
Sản phẩm nông nghiệp an toàn (Tạo cầu nối 2022)

SEPTEMBER 09

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

OCTOBER 10

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

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HÃY MANG RAU AN TOÀN VỀ NHÀ!
VÌ ĐÓNG BÀN LÀ MÓN QUÀ DÀNH CHO GIA ĐÌNH & ANH

NOVEMBER 11

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

DECEMBER 12

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

**LET'S BRING SAFE VEGETABLE HOME!
BECAUSE IT IS A GIFT TO YOUR FAMILY.**

GOLD SIDE SHOW
Safe Agriculture (Creating Demand 2022)
Sản phẩm nông nghiệp an toàn (Tạo cầu nối 2022)

SEPTEMBER 09

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

OCTOBER 10

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

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2022

JANUARY **FEBRUARY** **MARCH** **APRIL**

MAY **JUNE** **JULY** **AUGUST**

SEPTEMBER **OCTOBER** **NOVEMBER** **DECEMBER**

7.3. Beyond Hanoi

Although consumers in Hanoi was the initial target to set the trend of the safe vegetable consumption behavior, this program is easily replicable with self-explanatory materials.

1) Replicate school program and poster festival in the surrounding provinces

A primary school in Hai Duong voluntarily replicated the program and poster drawing activity in 2017. Likewise, two lower secondary schools in Hanoi voluntarily conducted the program in 2019.

It is advised that **the school program and poster festival be introduced in the surrounding regions through each regional DARD**; however, in doing so, the following points must be carefully communicated: *Without proper education and homework, the program turns out to be a mere entertainment without serving the purposes.*

- Share the materials distributed at the kick-off meeting (e.g. school program instruction, leaflet and leaflet instructions, commitment paper, and poster festival announcement)
- For the purpose of educating students with proper knowledge, *stress the importance of going through the educational leaflet and the video in class before poster drawing activities.*
- For the purpose of influencing parents to become conscious about safe vegetable purchase, *stress the importance of commitment paper homework.*

2) Distribute the educational leaflet nationwide through Women's Union

Women's Union signed an MOU to earn a right to reprint and distribute the educational leaflet nationwide: i) to insert in a magazine called "me & be" targeting new mothers, and ii) to use the leaflet for events and seminars which topic is food safety.

It is advised that DARD remind Women's Union to utilize the stock of leaflets prepared for their activities.



Women's Union meeting, June 2018

**Socialist Republic of Viet Nam
Ministry of Agriculture and Rural Development**

**Socialist Republic of Viet Nam
Project for Improvement of
Reliability of Safe Crop Production
in the Northern Region**

Endline Survey Report

May 2021

Japan International Cooperation Agency (JICA)

**Nippon Koei Co., Ltd.
Kaihatsu Management Consulting, Inc.**

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CHAPTER 1 SURVEY OUTLINE

1.1 Objective

- To collect field data of target groups in pilot and semi-pilot provinces based on the contents of baseline survey.
- To analyze the achievement of project objectives and outcomes

1.2 Target Area

The survey was conducted 20 target groups in pilot and semi-pilot provinces (Hung Yen, Ha Nam, Hai Duong, Thai Binh, Vinh Phuc and Phu Tho Provinces).

1.3 Methodology

Endline survey was conducted by two types of interviews: (1) group interview and (2) individual interview. Both interviews were conducted with questionnaire formats (see Attachment 1 and 2), and sufficient number of surveyors were recruited directly by JICA project team.

1) Group interview

- Nominate the interviewees (2-5 farmers/group) including group leader, production manager and core farmers who participate into the project activities and represent the member farmers.
- Interview with the nominated interviewees according to the questionnaire form.

2) Individual interview

- Nominate the farmers who received the individual interview in the baseline survey. If the number of samples does not meet the set numbers of each group, select additional farmers randomly from the farmers' name list.
- Interview with farmers individually to avoid influences from other farmers' opinions.

The number of groups and individuals were selected for endline survey by JICA Team

- Group interview : 20 samples; Hai Duong (6), Ha Nam (4), Hung Yen (3), Phu Tho (2), Thai Binh (2) and Vinh Phuc (3)
- Individual interview : 280 samples were selected randomly.

1.4 Sample Size of Endline Survey

Table 1-1 Sample Size of Endline Survey

Name of group	Group	Individual
Hai Duong Province		
Duc Chinh Agricultural Service Cooperative	1	20
Tan Minh Duc Cooperative	1	20
Thanh Ha Safe Vegetables Company Ltd.	1	8
CP Green Farm Safe Vegetable, Fruit Production Facility Unit	1	2
Lua Safe Vegetable Production Farmer Group	1	20
Gia Gia Food Joint Stock Company	1	-

Name of group	Group	Individual
Ha Nam Province		
Ha Vy Agricultural Service Cooperative	1	20
Lien Hiep Safe Agricultural Production Cooperative	1	-
Cat Lai Agricultural Production Cooperative	1	20
Thanh Tan Commune Safe Vegetable Production Cooperative Group	1	11
Hung Yen Province		
Japan and Vietnam Vegetable, Fruit Joint Stock Company	1	-
Yen Phu Agricultural Services Cooperative	1	20
Binh Minh Safe Vegetable Cooperative	1	13
Phu Tho Province		
Huong Non Agricultural Service Cooperative	1	20
Truong Thinh Agricultural Service Cooperative	1	21
Thai Binh Province		
Quynh Hai Agricultural Production and Service Cooperative	1	21
Thanh Tan Agricultural Production and Service Cooperative	1	20
Vinh Phuc Province		
Dai Loi Safe Vegetable Cooperative	1	14
Vinh Phuc Safe Vegetable Cooperative	1	20
Visa Safe Vegetable Cooperative	1	10
Total	20	280

1.5 Group Interview Procedures

The interviewed groups were noticed to bring relevant documents, such as:

- Record books, and
- Cultivation calendar (if any)

The surveyors were advised to fill in the form according to the instruction provided by JICA Project team and also to take photographs of interviewees and relevant documents as evidences.

1.6 Conduct individual interview with individual farmers

The farmers were noticed to bring relevant documents, such as:

- Record books, and
- Cultivation calendar (if any)

The surveyors were advised to fill in the form according to the instruction provided by JICA Project team and also to take photographs of interviewees and relevant documents as evidences.

1.7 Data Aggregation and Input in Excel Sheet

The surveyors were advised to review the questionnaire sheet again to check the form filled properly. They were also advised to input questionnaire information into the excel sheet provided by JICA Project team.

1.8 Survey Schedule

15-26 February: Designing of interview sheet

1-5 March: Translation of interview sheet, preparation of TOR

8-12 March: Selection of surveyors

15-19 March: Field arrangement and guidance for the surveyors

22-31 March: Execution of field interview

- 23 March: Interview 4 groups in Ha Nam province
- 24 March: Interview 2 groups in Vinh Phuc province (Vinh Phuc and Visa cooperatives)
- 26 March: Interview 2 groups in Phu Tho provinces
- 27 March: Interview 3 groups in Hung Yen province
- 28 March: Interview 1 group in Vinh Phuc province (Dai Loi cooperative)
- 29 March: Interview 2 groups in Thai Binh province
- 30 March: Interview 3 groups in Hai Duong province (Lua Farmer Group, Tan Minh Duc cooperative and Gia Gia Company)
- 31 March: Interview 3 groups in Hai Duong province (Thanh Ha Company, CP Green Farm Facility Unit and Duc Chinh Cooperative)

1-9 April: Data input in excel sheet

12-30 April: Reporting

CHAPTER 2 SURVEY RESULTS

2.1 Group Interview

2.1.1 General Information

2.1.1.1 Certification for safe vegetable cultivation

Regarding the certification for safe vegetable cultivation, 15 groups have Viet GAP certification, 4 groups have Safe Production Condition certification and 1 group applied Basic GAP.

Table 2-1 Group's Profiles

Name of group	Province	Organizational form	Registered No.	Tax code
Duc Chinh Agricultural Service Cooperative	Hai Duong	Agricultural cooperative	040 907 00023	Not yet Registered
Tan Minh Duc Cooperative	Hai Duong	Agricultural cooperative	040 7000 G003 GL	080 114 4740
Thanh Ha Safe Vegetables Company Ltd.	Hai Duong	Agricultural company	080 103 1666	080 103 1666
CP Green Farm Safe Vegetable, Fruit Production Facility Unit	Hai Duong	Agricultural company	080 133 4565	080 133 4565
Lua Safe Vegetable Production Farmer Group	Hai Duong	Farmers' group	Not yet Registered	Not yet Registered
Gia Gia Food Joint Stock Company	Hai Duong	Agricultural company	080 114 3627	080 114 3627
Ha Vy Agricultural Service Cooperative	Ha Nam	Agricultural cooperative	LN1128	070 084 2026
Lien Hiep Safe Agricultural Production Cooperative	Ha Nam	Agricultural cooperative	060 307 000 029	070 082 8504
Cat Lai Agricultural Production Cooperative	Ha Nam	Agricultural cooperative	06E946	070 082 1059
Thanh Tan Commune Safe Vegetable Production Cooperative Group	Ha Nam	Agricultural cooperative	070 083 3744	070 083 3744
Japan and Vietnam Vegetable, Fruit Joint Stock Company	Hung Yen	Agricultural company	090 099 1233	090 099 1233
Yen Phu Agricultural Services Cooperative	Hung Yen	Agricultural cooperative	17	030 117 5691
Binh Minh Safe Vegetable Cooperative	Hung Yen	Agricultural cooperative	090 106 3245	090 106 3245
Huong Non Agricultural Service Cooperative	Phu Tho	Agricultural cooperative	181 007 000 023	260 031 5164
Truong Thinh Agricultural Service Cooperative	Phu Tho	Agricultural cooperative	108 207 000 022	Not yet Registered
Quynh Hai Agricultural Production and Service Cooperative	Thai Binh	Agricultural cooperative	0802 B02 482	100 031 2762
Thanh Tan Agricultural Production and Service Cooperative	Thai Binh	Agricultural cooperative	080 707 000 005	100 047 2131
Dai Loi Safe Vegetable Cooperative	Vinh Phuc	Agricultural cooperative	1907 H00 032	250 044 4399
Vinh Phuc Safe Vegetable Cooperative	Vinh Phuc	Agricultural cooperative	190 7A8 000 090	250 051 5917
Visa Safe Vegetable Cooperative	Vinh Phuc	Agricultural cooperative	190 607 000 082	250 058 3265

2.1.1.2 Organizational form (Q G1.2)

Among 20 interviewed groups, there are 15 Agricultural Cooperatives, 4 Agricultural companies and 1 Farmer Group.

2.1.1.3 Official Registration and Tax number (Q G1.3)

19 cooperatives and companies had registered, only Lua Farmer Group has not registered yet. 17 groups had tax number, except Lua Farmer Group, Duc Chinh and Truong Think Cooperatives.

Table 2-2 Registration status

Registration status	Official Registration		Tax number	
	Group	%	Group	%
Registered	19	95	17	85
Under process of registration	0	0	0	0
Not yet Registered	1	5	3	15

2.1.1.4 Registered member (Q G1.5)

The number of registered members of the 20 groups is 2,533 people, female account for 41.1%. There are 4 groups with registered members over 100 people, 2 groups with registered members less than 10 people. Ha Vy cooperative has the largest number of registered members with 1,148 people, Lien Hiep and Binh Minh cooperatives have the least number of members, 7 and 9 respectively.

Table 2-3 Registered member

Name of group	Province	Male	Female	Total
Duc Chinh Cooperative	Hai Duong	153	125	278
Tan Minh Duc Cooperative	Hai Duong	147	27	174
Thanh Ha Company	Hai Duong	5	5	10
CP Green Farm Facility Unit	Hai Duong	4	6	10
Lua Farmer Group	Hai Duong	31	37	68
Gia Gia Company	Hai Duong	8	4	12
Ha Vy Cooperative	Ha Nam	689	459	1,148
Lien Hiep Cooperative	Ha Nam	4	3	7
Cat Lai Cooperative	Ha Nam	16	27	43
Thanh Tan Cooperative Group	Ha Nam	2	9	11
Japan and Vietnam Company	Hung Yen	4	14	18
Yen Phu Cooperative	Hung Yen	120	112	232
Binh Minh Cooperative	Hung Yen	6	3	9
Huong Non Cooperative	Phu Tho	54	32	86
Truong Thinh Cooperative	Phu Tho	36	21	57
Quynh Hai Cooperative	Thai Binh	94	21	115
Thanh Tan Cooperative	Thai Binh	41	20	61
Dai Loi Cooperative	Vinh Phuc	10	4	14
Vinh Phuc Cooperative	Vinh Phuc	28	32	60
Visa Cooperative	Vinh Phuc	40	80	120
Total		1,492	1,041	2,533
		59%	41%	100%

Note: Registered member includes vegetable growers as well as rice and other crop growers.

2.1.1.5 Main activities (Q G1.6)

All groups engaged in joint sales activities, 15 groups engaged in joint purchase of agricultural materials, and the groups engaged in Plant Protection activities were 9 groups. 6 groups engaged in all 7 main activities (Duc Chinh Cooperative, Ha Vy Cooperative, Huong Non Cooperative, Quynh Hai Cooperative, Thanh Tan Cooperative, and Visa Cooperative). 4 groups only engaged in 1 main activity (joint sales), namely Lua Farmer Group, Gia Gia Company, Japan and Vietnam Company and Dai Loi Cooperative). The remaining groups mainly engaged in 2 main activities: Joint sales and Joint purchase.

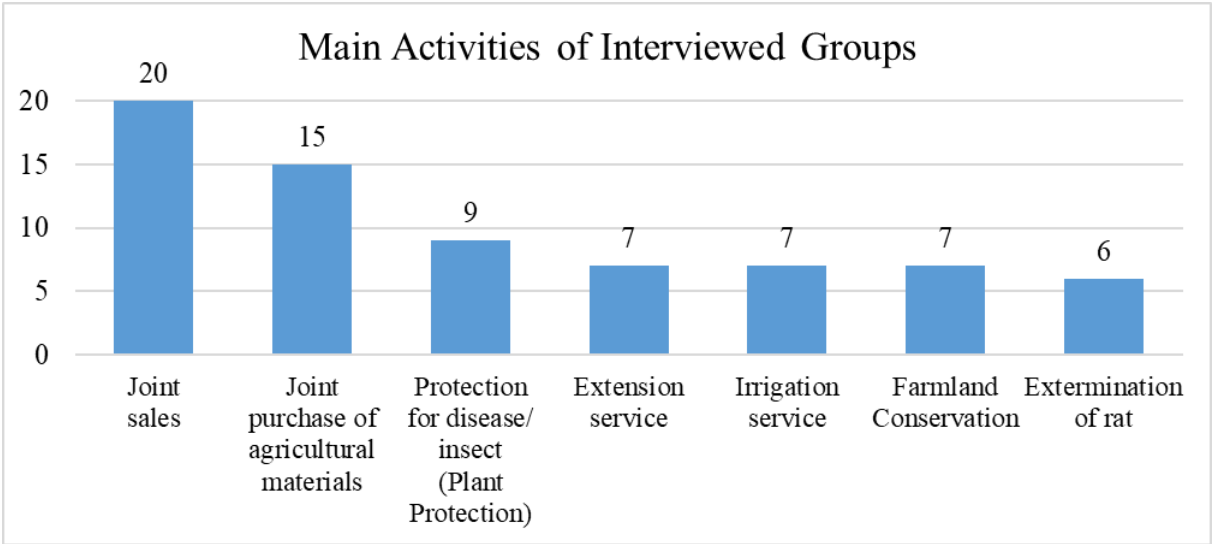


Figure 2-1 Main Activities of Interviewed Groups

2.1.1.6 Meeting times (Q G1.7)

Groups organize an average of meeting (board members and all members) once a month. CP Green Farm Facility Unit holds the most meetings with 48 times/year, while Dai Loi Cooperative and Vinh Phuc Cooperative only hold meeting of board members twice a year and Tan Minh Duc Cooperative does not hold meeting of all members.

Table 2-4 Meeting times per year

Meeting times per year	Average	Maximum	Minimum
Meeting of board member	12	48	2
Meeting of all members	12	48	0

2.1.1.7 Pay remuneration for board member (Q G1.8)

17 groups pay remuneration for the board member. 3 groups (Thanh Tan Cooperative Group, Binh Minh Cooperative, and Dai Loi Cooperative) do not pay remuneration for the board member.

2.1.1.8 Own logo mark (Q G1.9)

20 groups have their own logo mark.

2.1.1.9 Own Vision/ Goal (Q G1.10)

18 groups have Own Vision/ Goal, except Quynh Hai Cooperative and Dai Loi Cooperative. The vision/ goal of groups as below:

Table 2-5 Vision and Goal of Interviewed Groups

Name of group	Vision/ Goal
Duc Chinh Cooperative	“Towards export
Tan Minh Duc Cooperative	“Your health is our pleasure”
Thanh Ha Company	“Develop online sales through website”
CP Green Farm Facility Unit	“Place of full faith”
Lua Farmer Group	“To build key safe vegetable production areas”
Gia Gia Company	“Fresh food”
Ha Vy Cooperative	“Production is safe”
Lien Hiep Cooperative	“Safe vegetables for a bright future”
Cat Lai Cooperative	“For public health”
Thanh Tan Cooperative Group	“Clean food for every home”
Japan and Vietnam Company	“Green technology, clean products”
Yen Phu Cooperative	“Safe vegetable production using technology to increase crop yield”
Binh Minh Cooperative	“For public health”
Huong Non Cooperative	“Branding of Huong Non safe vegetables”
Truong Thinh Cooperative	“Safe and sustainable vegetable production”
Quynh Hai Cooperative	“Development of VietGAP safe vegetables”
Thanh Tan Cooperative	“One of the leading providers of safe fruits and vegetables in the province”
Dai Loi Cooperative	“Safe vegetable products for everyone and export”

2.1.1.10 Main capital sources (Q G1.12)

The main capital source of the groups mainly comes from the contribution of the members (14 groups). Only 7 groups have capital from commission by Joint sales/Joint purchase and 3 groups have received subsidy from the government: Ha Vy Cooperative, Quynh Hai Service Cooperative and Thanh Tan Cooperative.

Table 2-6 Main capital sources of Interviewed Groups

Name of group	Membership fee	Subsidy from Government	Commission by Joint sale/ purchase	Others
Duc Chinh Cooperative			1	
Tan Minh Duc Cooperative	1			
Thanh Ha Company			1	
CP Green Farm Facility Unit				1
Lua Farmer Group	1			
Gia Gia Company	1			
Ha Vy Cooperative		1	1	
Lien Hiep Cooperative	1			
Cat Lai Cooperative	1			
Thanh Tan Cooperative Group	1			
Japan and Vietnam Company	1			
Yen Phu Cooperative			1	
Binh Minh Cooperative	1			
Huong Non Cooperative	1			
Truong Thinh Cooperative	1			
Quynh Hai Service Cooperative	1	1	1	1
Thanh Tan Cooperative		1	1	
Dai Loi Cooperative	1			
Vinh Phuc Cooperative	1		1	
Visa Cooperative	1			
Total	14 (70%)	3 (15%)	7 (35%)	2 (10%)

2.1.1.11 Issue Red Invoice (Q G1.13)

10 groups can issue the red invoice. All groups that can not issue a red invoice are cooperatives.

Table 2-7 Issue Red Invoice off Interviewed Groups

Name of group	Issue Red Invoice
Duc Chinh Cooperative	Not Available
Tan Minh Duc Cooperative	Available
Thanh Ha Company	Available
CP Green Farm Facility Unit	Available
Lua Farmer Group	Not Available
Gia Gia Company	Available
Ha Vy Cooperative	Not Available
Lien Hiep Cooperative	Available
Cat Lai Cooperative	Not Available
Thanh Tan Cooperative Group	Not Available
Japan and Vietnam Company	Available
Yen Phu Cooperative	Not Available
Binh Minh Cooperative	Available
Huong Non Cooperative	Not Available
Truong Thinh Cooperative	Not Available
Quynh Hai Cooperative	Not Available
Thanh Tan Cooperative	Not Available
Dai Loi Cooperative	Available
Vinh Phuc Cooperative	Available
Visa Cooperative	Available
Total	Available 10 Not Available 10

2.1.1.12 Manage record book of members (Q G1.14)

All groups manage record book of members

2.1.1.13 Maintain a cultivation calendar (Q G1.15)

All groups maintain a cultivation calendar (Cultivation calendar is a plan which includes information of fertilizer and agrochemical (ex. moment, amount, type to use))

2.1.1.14 Organize to check members apply agrochemical (Q G1.16)

All groups check members apply agrochemical by keeping regulation as below:

Table 2-8 How to check members apply agrochemical

Name of group	How to check
Duc Chinh Cooperative	Check of usage randomly and periodically according to the regulations of the cooperative
Tan Minh Duc Cooperative	Check of inputs
Thanh Ha Company	Supply inputs
CP Green Farm Facility Unit	Manage usage
Lua Farmer Group	Internal monitoring, cross check of usage
Gia Gia Company	Check of usage
Ha Vy Cooperative	Randomly and periodically cross check of usage
Lien Hiep Cooperative	Supply inputs, cross check of the usage
Cat Lai Cooperative	Check the usage every 3 months

Name of group	How to check
Thanh Tan Cooperative Group	Random check of the usage
Japan and Vietnam Company	Check the usage randomly and periodically
Yen Phu Cooperative	Check the usage randomly and periodically
Binh Minh Cooperative	Check the usage randomly and periodically according to the regulations of the cooperative
Huong Non Cooperative	Random check of the usage, quick test
Truong Thinh Cooperative	Check unexpectedly and periodically according to the regulations of the cooperative
Quynh Hai Service Cooperative	Manage the input supply
Thanh Tan Cooperative	Check regularly, quick test
Dai Loi Cooperative	Using chemical biosafety, random check
Vinh Phuc Cooperative	Supply pesticides, 100% from cooperatives
Visa Cooperative	Use quick test, cross check, combined with the Plant Protection Department and organizations

Table 2-9 Checking System of Interviewed Groups

Name of group	Check before applying (Supply inputs)	Check during cultivation (Random Check)	Check during cultivation (Periodical check)	Pre-harvest check (quick test)
Duc Chinh Cooperative		1	1	1
Tan Minh Duc Cooperative	1			1
Thanh Ha Company	1			1
CP Green Farm Facility Unit	1	1	1	1
Lua Farmer Group		1	1	1
Gia Gia Company		1		1
Ha Vy Cooperative		1	1	1
Lien Hiep Cooperative	1	1		1
Cat Lai Cooperative			1	1
Thanh Tan Cooperative Group		1		1
Japan and Vietnam Company		1	1	1
Yen Phu Cooperative		1	1	1
Binh Minh Cooperative		1	1	1
Huong Non Cooperative		1		1
Truong Thinh Cooperative		1	1	1
Quynh Hai Service Cooperative	1			1
Thanh Tan Cooperative			1	1
Dai Loi Cooperative	1		1	1
Vinh Phuc Cooperative	1			1
Visa Cooperative		1	1	1
Total	7 (35%)	13 (65%)	12 (60%)	20 (100%)

Note: Blank data means that the group has not applied the specific checking system.

2.1.1.15 Analyze agrochemical residue (Q G1.17, G1.19, G1.21)

All groups analyze agrochemical residue, soil and water. Name of analyzed vegetables and the number of groups analyzed agrochemical residue are shown below:

Table 2-10 Vegetables for sampling test of agrochemical residue

Name of group	Product sampling test
Duc Chinh Cooperative	Carrot, Sweet corn, Cantaloupe, Water melon
Tan Minh Duc Cooperative	Sponge gourd, Gourd, Cucumber, Round Vietnamese eggplant
Thanh Ha Company	Bok Choy, Choysum, Tomato, Cabbage
CP Green Farm Facility Unit	Cabbage, Malabar nightshade
Lua Farmer Group	Cabbage, Kohlrabi, Celery, Leek, Gourd, Squash
Gia Gia Company	Choysum, Cabbage, Green mustard, Chinese taro
Ha Vy Cooperative	Kohlrabi, Cabbage, Broccoli, Green onion
Lien Hiep Cooperative	Kohlrabi, Broccoli, Cabbage
Cat Lai Cooperative	Mustards
Thanh Tan Cooperative Group	Kohlrabi, Cabbage
Japan and Vietnam Company	Green mustard, Choysum, Flowering choysum
Yen Phu Cooperative	Spinach, Malabar nightshade, Tomato
Binh Minh Cooperative	Mustard, Malabar nightshade, Cabbage, Kohlrabi, Morning glory, Vegetables shrinkage
Huong Non Cooperative	Cucumber, Snake gourd, Tomato, Mustard, Kohlrabi
Truong Thinh Cooperative	Kohlrabi, Cabbage, Tomato
Quynh Hai Service Cooperative	Kohlrabi, Mustard, Green onion
Thanh Tan Cooperative	Pumpkin, Squash, Cucumber, French bean
Dai Loi Cooperative	Kohlrabi, Morning glory
Vinh Phuc Cooperative	Chayote fruit, Morning glory, Mustard, Tomato, Sponge gourd
Visa Cooperative	Vegetables shrinkage, Watercress, Tomato, Morning glory, Pumpkin bud

2.1.1.16 Analyze details (Q G1.18, G1.20, G1.22)

Ha Vy, Binh Minh and Dai Loi Cooperatives have the highest number of analyze agrochemical residue times (12 times a year), while Lua Farmer Group only takes samples once a year. Soil and water sampling is usually analyzed from 1 to 2 times/year, except for Huong Non Cooperative, which analyzed last year 7 times.

The number of samples for agrochemical residue analysis in common is 5 samples/time and samples for soil and water analysis are 3 to 5 samples/time, Japan and Vietnam Company takes 20 samples/time for agrochemical residue analyze.

The institution of group's sample analysis is the National Agro-Forestry-Fishery Quality Assurance Department - Branch 1.

Table 2-11 Analyze details

	Analyze agrochemical residue	Analyze soil	Analyze water
Frequency (Average per year)	4.7	1.9	1.9
Sample Number (Average per time)	4.9	3.4	3.4
Cost (Average per sample) (VND)	2,730,000	2,833,333	2,833,333
Cost paid by			
Cooperative/ company	12	12	12
Individual farmers	0	0	0
Both organization and farmer	1	2	2
Buyer	0	0	0

2.1.1.17 Implement Internal Audit (Q G1.23)

All groups implement internal audit.

The average person in charge of internal audit per group is 5 people. Japan and Vietnam Company and CP Green Farm Facility Unit have the most number of people in charge of internal audit, with 18 and 12 respectively. The average frequency of internal audit is 13 times/year, Ha Vy and Lien Hiep Cooperatives perform weekly, while Tan Minh Duc Cooperative only performs 2 times/year. Number of farmer to be audited each time at most 100 people/time (Ha Vy cooperative)

Table 2-12 Implement Internal Audit

Name of group	Number of person who are in charge of internal audit	Frequency per year (time)	Number of farmers to be audited per time
Duc Chinh Cooperative	5	12	5
Tan Minh Duc Cooperative	3	2	30
Thanh Ha Company	2	4	10
CP Green Farm Facility Unit	3	12	10
Lua Farmer Group	3	2	15
Gia Gia Company	3	12	12
Ha Vy Cooperative	4	12	8
Lien Hiep Cooperative	2	12	6
Cat Lai Cooperative	4	12	43
Thanh Tan Cooperative Group	1	24	11
Japan and Vietnam Company	4	12	18
Yen Phu Cooperative	6	24	38
Binh Minh Cooperative	4	6	15
Huong Non Cooperative	4	3	15
Truong Thinh Cooperative	5	4	12
Quynh Hai Service Cooperative	2	4	10
Thanh Tan Cooperative	2	2	30
Dai Loi Cooperative	3	12	14
Vinh Phuc Cooperative	3	2	30
Visa Cooperative	3	12	10
Average	3	9	17

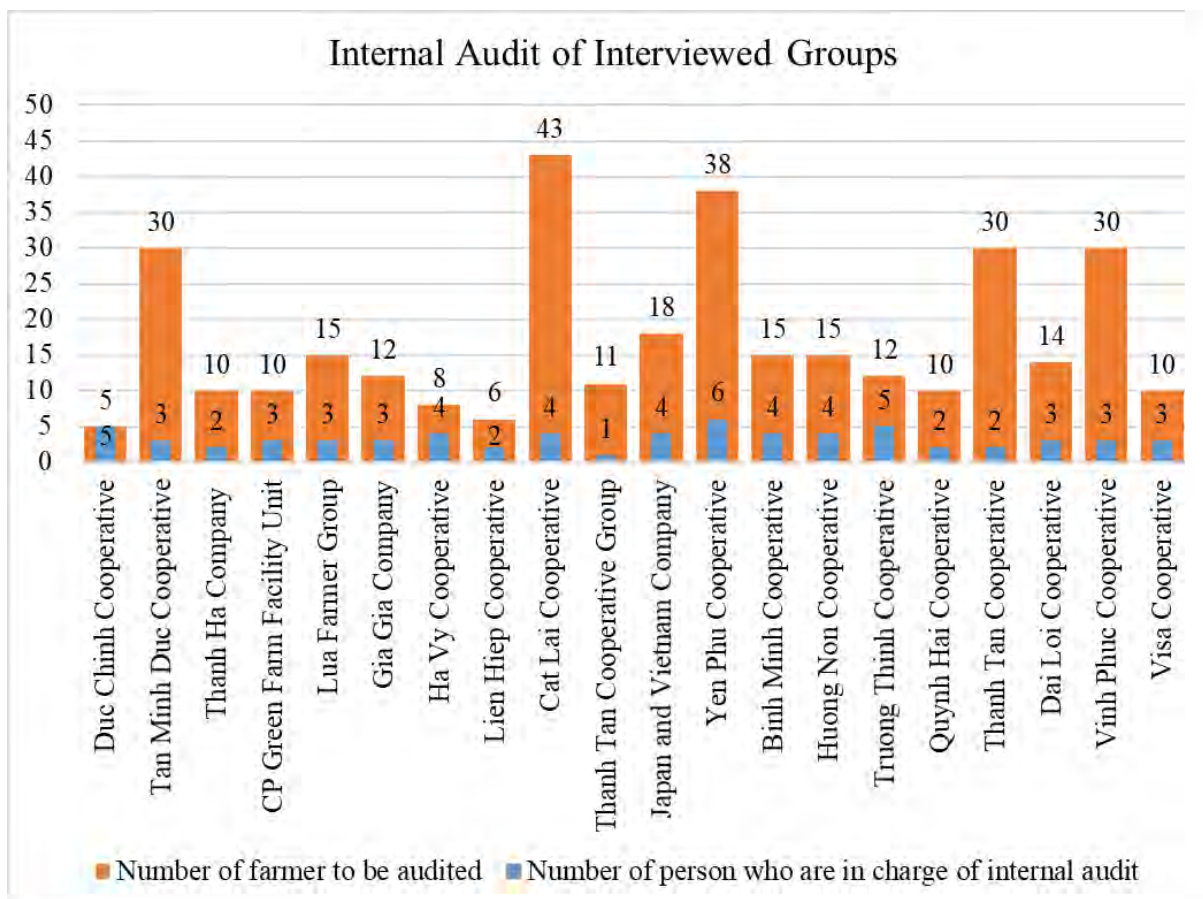


Figure 2-2 Internal Audit of Interviewed Groups

2.1.1.18 Facilities status (Q G1.25)

Most of the groups have full facilities as shown below:

- Washing place: Huong Non Cooperative does not have a washing place.
- 5 groups included: Ha Vy, Huong Non, Quynh Hai, Thanh Tan Cooperatives and Thanh Tan Cooperative Group are lacking of means of transport (ex: truck).
- Gia Gia Company, Thanh Tan Cooperative Group and Huong Non Cooperative do not have organization's own land.
- Community house (for offices, meeting): Gia Gia Company, Thanh Tan Cooperative Group do not have a house.
- Lacking warehouse (for storage, such as fertilizer): Thanh Tan Cooperative Group and Huong Non Cooperative
- Huong Non Cooperative does not have scales

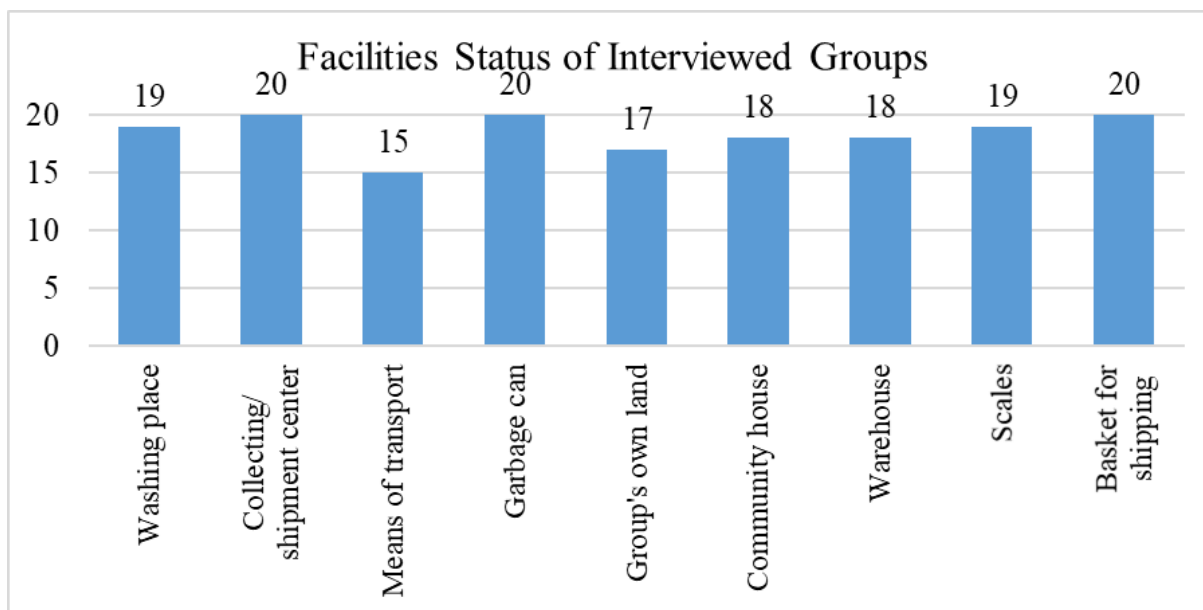


Figure 2-3 Facilities Status of Interviewed Groups

2.1.1.19 Discard the garbage (Q G1.26)

All groups dispose of their garbage at designated places, and none of them leave garbage on the fields. 17 (85%) groups hand over to an agent as normal garbage and 4 (20%) groups hand over to an agent as special garbage. The number of groups responded to use garbage as the material of organic compost is 4 (20%).

2.1.2 Cultivation status

2.1.2.1 Cultivation Area (Q G2.0)

Duc Chinh Cooperative has the largest total cultivated area (360ha), Thanh Tan cooperative has the smallest area (3.04ha). There are 4 groups with a total cultivated area of over 100 ha (Duc Chinh, Ha Vy, Quynh Hai, and Thanh Tan Cooperatives). There are 13 groups specializing in cultivated vegetables, 7 groups cultivates other crops with vegetables.

Table 2-13 Cultivation Status of Interviewed Groups

Name of group	Cultivation area	Vegetable cultivation area		Vegetable area under VietGAP		Vegetable area under Safe Production Condition	
	(ha)	(ha)	% total	(ha)	% vege. area	(ha)	% vege. Area
Duc Chinh Cooperative	360	360	100.0	30	8.3	200	55.6
Tan Minh Duc Cooperative	37	37	100.0	37	100.0	37	100.0
Thanh Ha Company	30	20	66.7	20	100.0	20	100.0
CP Green Farm Facility Unit	8	8	100.0	5.8	72.5	5.8	72.5
Lua Group	27.5	27.5	100.0	27.5	100.0	27.5	100.0
Gia Gia Company	5.5	5.5	100.0	0	0.0	5.5	100.0
Ha Vy Cooperative	181	50	27.6	0	0.0	10.4	20.8
Lien Hiep Cooperative	5.2	4.1	78.8	4.1	100.0	4.1	100.0
Cat Lai Cooperative	6.26	6.26	100.0	6.26	100.0	6.26	100.0

Name of group	Cultivation area	Vegetable cultivation area		Vegetable area under VietGAP		Vegetable area under Safe Production Condition	
	(ha)	(ha)	% total	(ha)	% vege. area	(ha)	% vege. Area
Thanh Tan Cooperative Group	3.04	3.04	100.0	0	0.0	3.04	100.0
Japan and Vietnam Company	3.1	3.1	100.0	0	0.0	3.1	100.0
Yen Phu Cooperative	37	37	100.0	30	81.1	37	100.0
Binh Minh Cooperative	10.6	10.6	100.0	10.6	100.0	0	0.0
Huong Non Cooperative	13.8	3.5	25.4	0	0.0	3.5	100.0
Truong Thinh Cooperative	24	24	100.0	0	0.0	12	50.0
Quynh Hai Cooperative	200	200	100.0	0	0.0	10	5.0
Thanh Tan Cooperative	180	8.5	4.7	0	0.0	8.5	100.0
Dai Loi Cooperative	25	10.1	40.4	10.1	100.0	10.1	100.0
Vinh Phuc Cooperative	35	35	100.0	6.5	18.6	6.5	18.6
Visa Cooperative	21	5	100.0	5	100.0	5	100.0
Total	1,213	858.2	70.8	155.86	18.2	415.3	48.4

Total vegetable cultivation land area of 20 groups is 858.2 ha, Duc Chinh and Quynh Hai Cooperatives have the largest total vegetable cultivation area (360 ha and 200 ha respectively). Total Viet GAP vegetable cultivation land area of all groups is 155.86 ha excluding the land area where the certificate of VietGAP was expired.

Tan Minh Duc, Duc Chinh Cooperatives and Thanh Ha company have the largest total Viet GAP vegetable cultivation area (37 ha, 30 ha and 20 ha respectively). Thanh Tan Cooperative Group (Ha Nam) and Thanh Tan Cooperative (Thai Binh) do not have Viet GAP vegetable cultivation area.

Table 2-14 Total Cultivation Area

Item	Total area (ha)
Total Area	1,213
Total Vegetable cultivation area	858.2
Vegetable area under VietGAP	155.86
Vegetable area under certificated as Safe Production Condition	415.3

2.1.3 Production Plan

2.1.3.1 Satisfied with preparation of production plan (Q G2.1)

All groups responded that they satisfied with production plan, in which 50% of interview group very satisfied.

2.1.3.2 Cultivate according to production plan (Q G2.2)

18 groups cultivate almost as production plan and 2 groups cultivate as planned to some extent.

2.1.3.3 Willing to continue the production plan (Q G2.3)

All groups are willing to continue the production plan.

2.1.3.4 The reasons to continue the production plan (Q G2.4)

17 groups answered they are willing to continue the production plan because the production plan is the good tool for trading with buyers and it easy to manage harvesting and collecting vegetable from farmers. 12 groups said they used production plan due to the buyers' requirements.

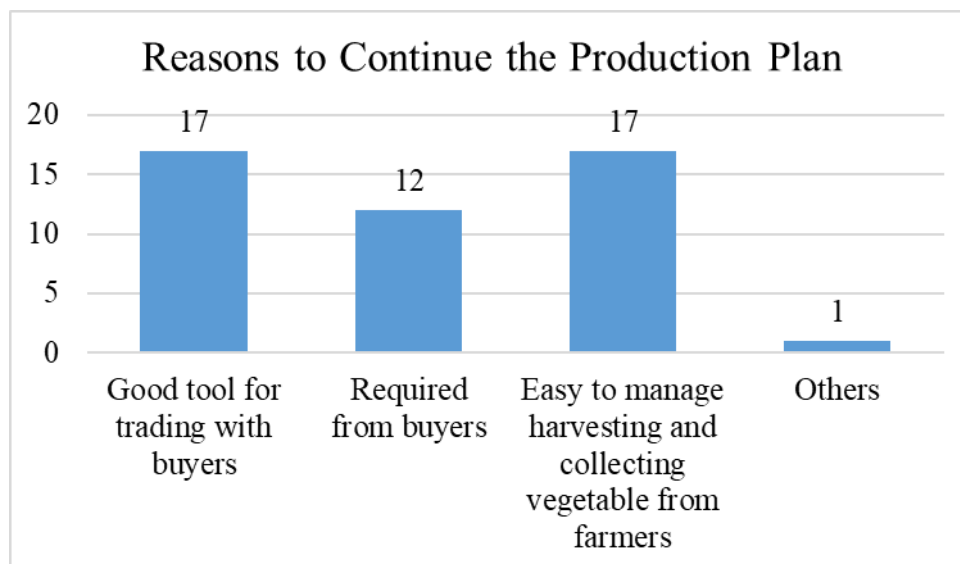


Figure 2-4 Reasons to Continue the Production Plan

2.1.4 Cultivation method (Q G2.6, G2.7)

All groups believe that the cultivation methods applied are very useful, and they will continue to apply the methods and material they are learned in the future.

- Soil sterilization: Duc Chinh Cooperative did not apply.
- New variety seeds: Japan and Vietnam Company did not apply
- New seedling method (seedling tray): Duc Chinh Cooperative did not apply
- Grafting: Duc Chinh and Ha Vy Cooperatives and Japan and Vietnam Company did not apply because they did not cultivate tomato.
- Non woven textile: Duc Chinh Cooperative did not apply
- Green house/ net house: 8 groups did not apply because of the construction cost is high (Duc Chinh, Ha Vy, Binh Minh, Huong Non, Truong Think, Quynh Hai and Thanh Tan Cooperatives and CP Green Farm Facility Unit)

Table 2-15 Application status of learned method and willingness to apply in the future

Cultivation method/ material	Cultivation method/ material was useful		Cultivation method/ material to continue	
	Group	%	Group	%
Composting	20	100%	20	100%
Soil sterilization	19	95%	19	95%
New variety seeds	19	95%	19	95%
New seedling method (seedling tray)	19	95%	19	95%
Grafting (mainly for tomato)	17	85%	17	85%
Non woven textile	19	95%	19	95%
Green house/ net house	12	60%	12	60%
Others	0	-	0	-

2.1.5 Joint Sales

2.1.5.1 Realize Joint Sales (Q G2.7)

Regarding of Joint sales, all groups realize Joint sales, total number of main buyer is 196, Binh Minh cooperative has the most number of main buyer (40) and 5 groups have 3 main buyers (Gia Gia company and Lien Hiep, Quynh Hai, Thanh Tan and Visa Cooperatives).

Total number of joint sale participation farmers is 1,129 farmers.

Table 2-16 Number of Buyer and Farmer Participated in Joint Sales

Name of group	Total number of buyers	Total number of farmers who participate
Duc Chinh Cooperative	20	278
Tan Minh Duc Cooperative	20	174
Thanh Ha Company	6	10
CP Green Farm Facility Unit	11	10
Lua Farmer Group	4	68
Gia Gia Company	3	12
Ha Vy Cooperative	6	36
Lien Hiep Cooperative	3	7
Cat Lai Cooperative	10	43
Thanh Tan Cooperative Group	5	11
Japan and Vietnam Company	10	18
Yen Phu Cooperative	7	38
Binh Minh Cooperative	40	21
Huong Non Cooperative	5	86
Truong Thinh Cooperative	20	57
Quynh Hai Service Cooperative	3	115
Thanh Tan Cooperative	3	61
Dai Loi Cooperative	7	14
Vinh Phuc Cooperative	10	60
Visa Cooperative	3	10
Total	196	1,129

2.1.5.2 Detail of Joint Sales (Q G2.8)

a. Type of contract

Out of the above 196 buyers, the detailed information for 106 buyers was provided by interviewed groups.

84 buyers (79.2%) have official contract document, 5 buyers (4.7%) have informal agreement document, and 17 buyers (16%) have only oral promise (they are almost collectors).

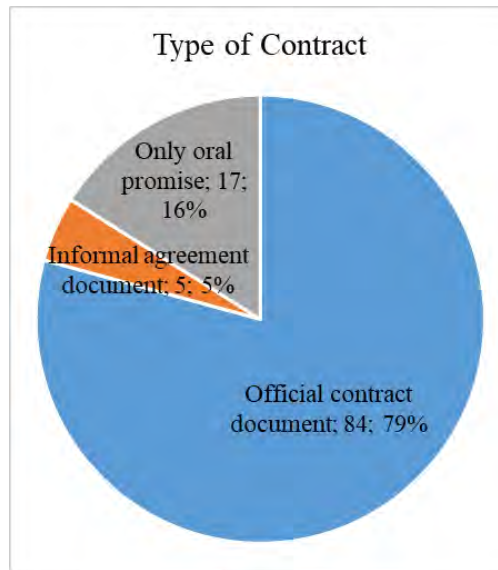


Figure 2-5 Type of Contract

b. Type of buyer

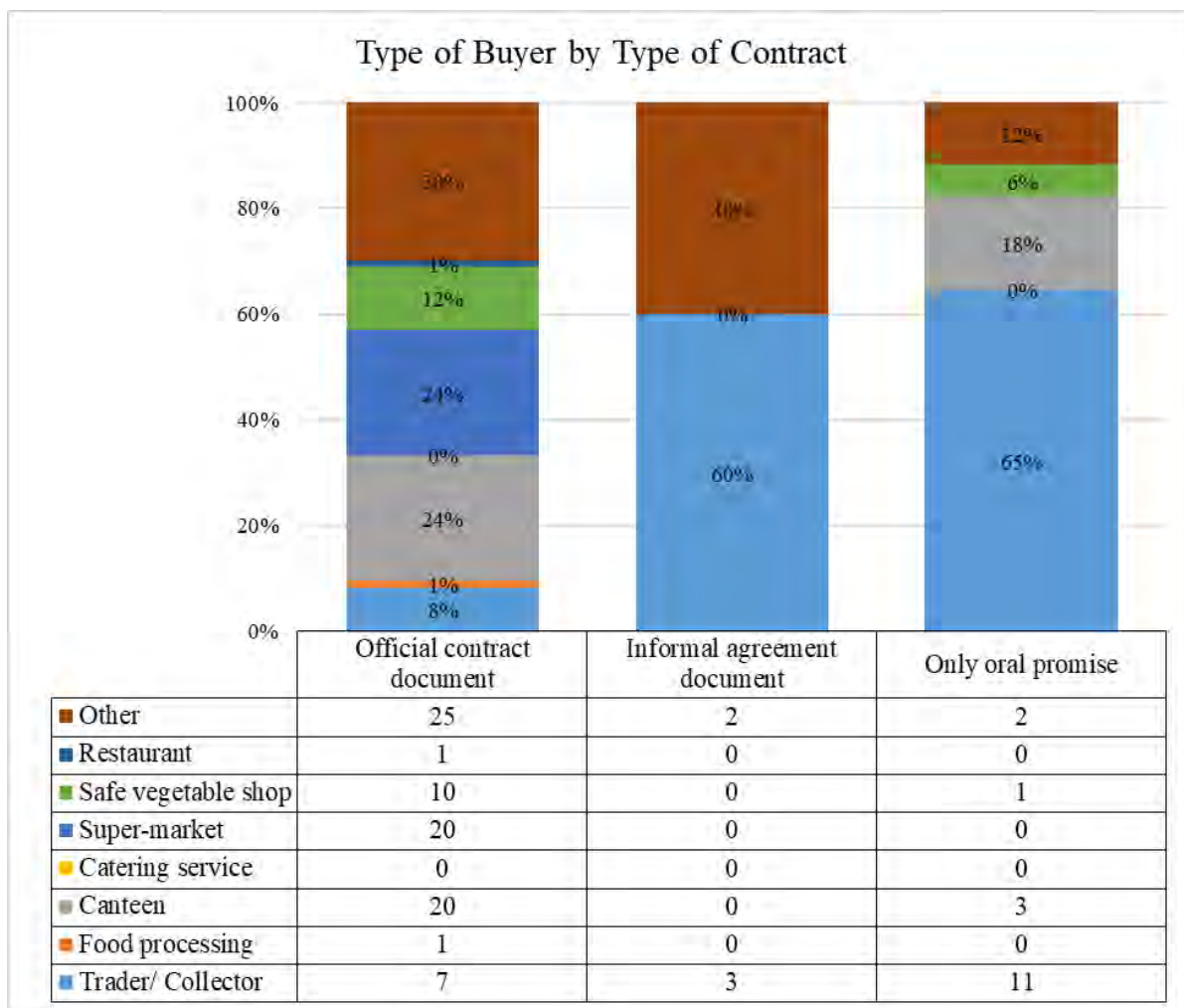
Buyers consist of Trader/ Collector (21), Canteen (23), Supermarket (20) and Safe vegetable shop (11).

Table 2-17 Type of Buyer

Type of buyer	Number
Trader/ Collector	21
Food processing	1
Canteen	23
Catering service	0
Supermarket	20
Safe vegetable shop	11
Restaurant	1
Other (specify)	29
Total	106

c. Type of contract

52.4% traders/ collectors used oral promise or informal agreement. The buyers as Supermarket, Food processing, Restaurant and Safe vegetable shop are required to sign a contract.



Note: Others are the buyers who have multiple business such as canteen, catering service, restaurant, supermarket and/or vegetable shop. The interviewee could not choose one type among the specified types in the questionnaire.

Figure 2-6 Type of Buyer by Type of Contract

d. Sales amount (kg/day)

Total sale amount of 20 groups is 84,380 kg/day, in average 796 kg/buyer/day. The sale amount through official contract is the most (68.8%).

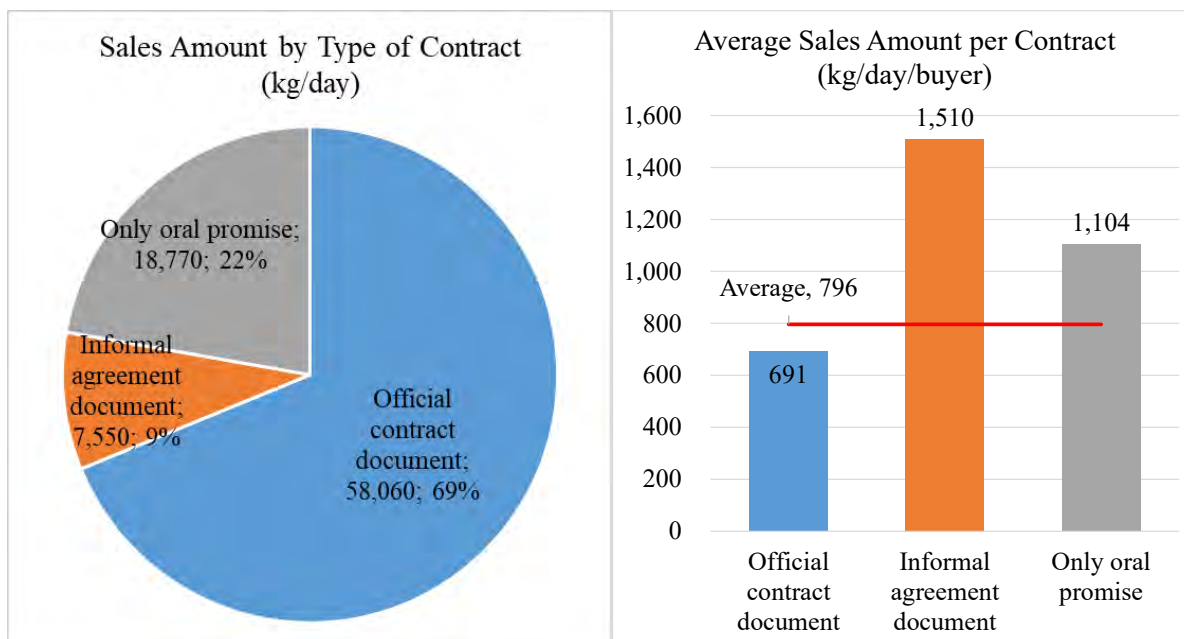


Figure 2-7 Sales Amount by Type of Contract

Regarding the sales amount by type of buyer, the Trader/ Collector covers 29.9% of sale amount, and Supermarket covers 21.7%.

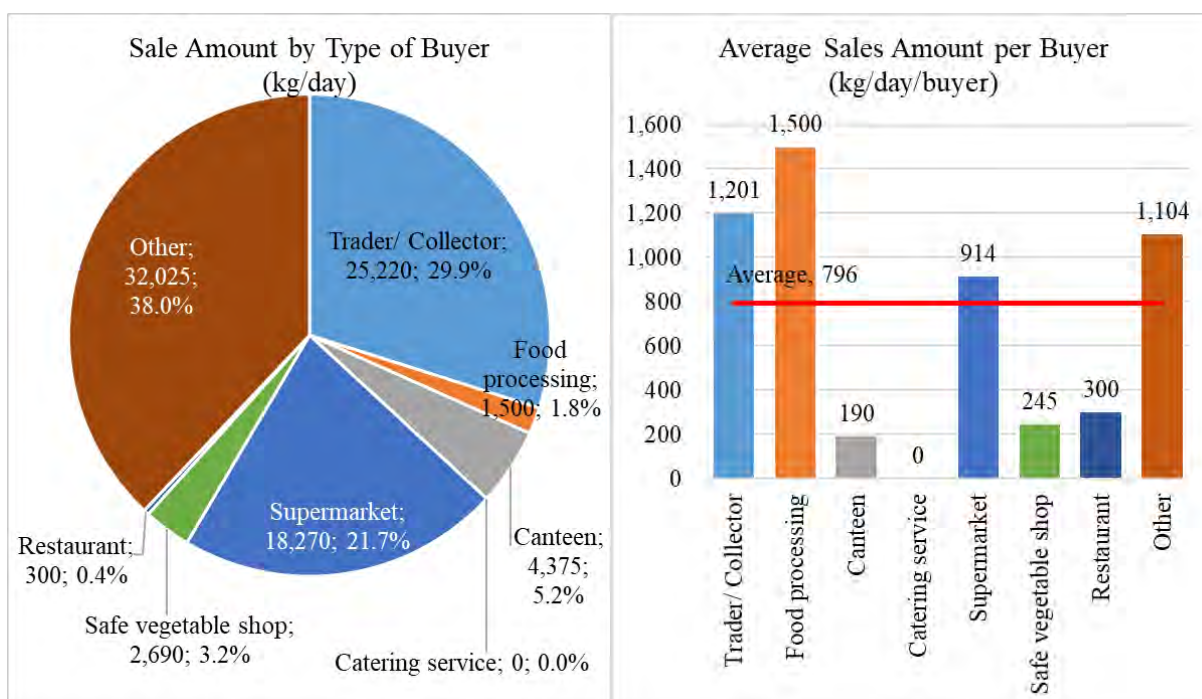


Figure 2-8 Sales Amount by Type of Buyer

e. Pricing policy

The 16 buyers have fixed price policy (15.1%), though 46 buyers have the Price added to the market price policy (43.4%) and 44 buyers have the same with market price policy (41.5%). All 22 buyers with informal agreement document or only oral promise have the same with market price policy. Out of 84 buyers with official contract document, 16 buyers (19.0%) have

fixed price policy, 46 buyers (54.8%) have the price added to the market price policy and 22 buyers (26.2%) have the same with market price policy.

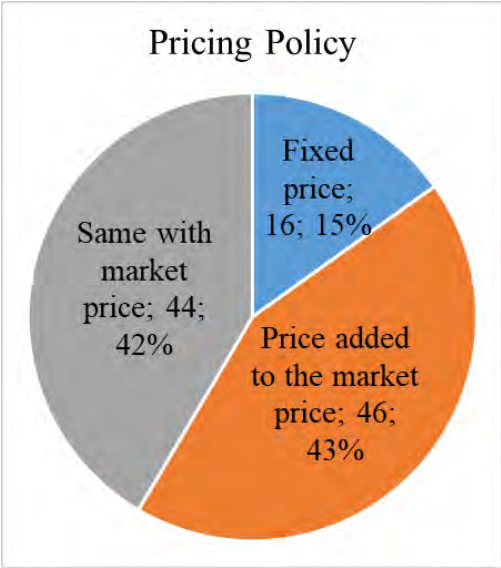


Figure 2-9 Pricing Policy

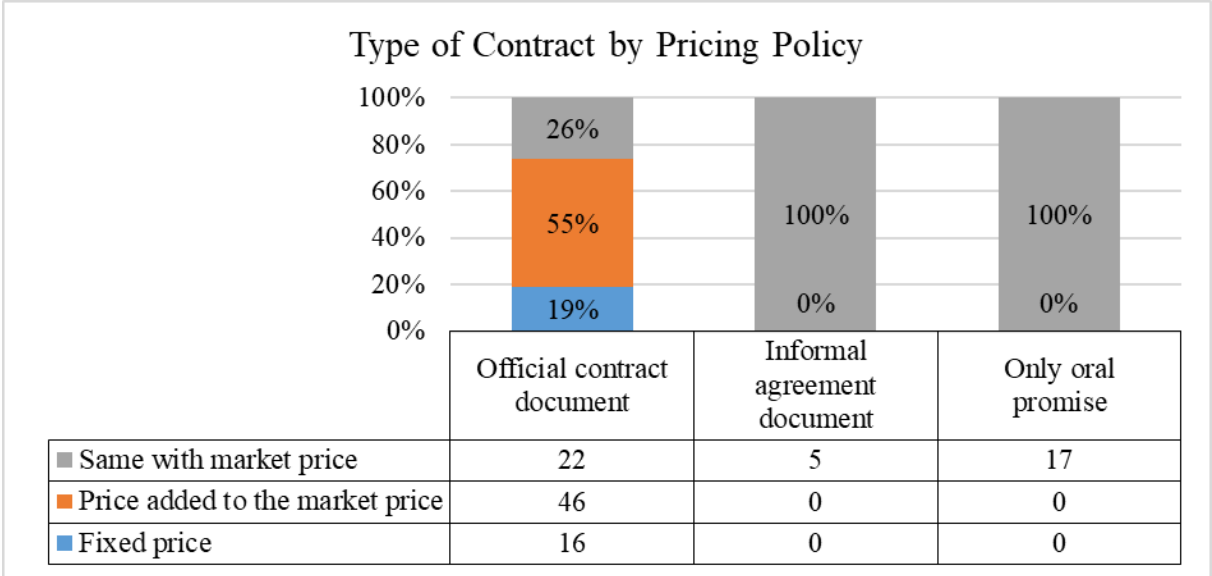


Figure 2-10 Type of Contract by Pricing Policy

Most traders/collectors (95%) and safe vegetable shops (81.8%) have a pricing policy is the same with the market price. Meanwhile other buyers tend to have price policy added to the market price (canteen 57%, supermarket 45% and other buyers 79%).

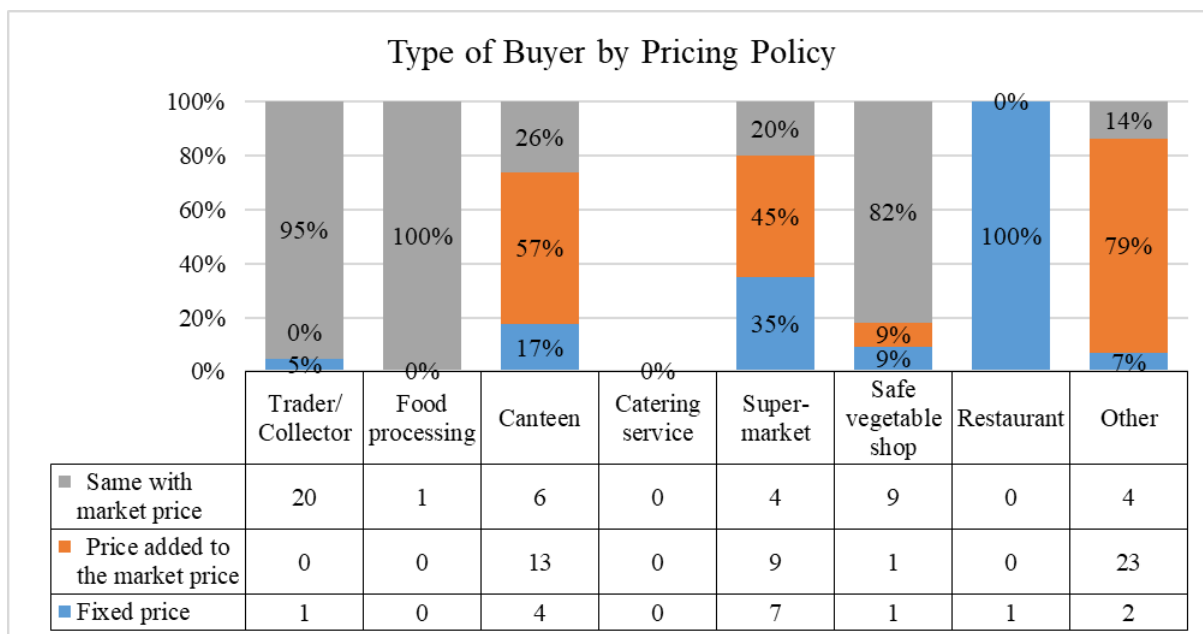


Figure 2-11 Type of Buyer by Pricing Policy

f. Vegetable delivery place

Among 106 buyers, 67 buyers (63.2%) prefer to receive vegetables at the site of buyer, though 32 buyers (30.2%) receive at pre-processing house of target groups and 7 buyers (6.6%) receive directly on the farm. Among the 84 official contract buyers, 59 buyers prefer delivery at the site of buyer (70.2%), while oral promises buyers are more flexible for delivery places (41.2% on the farm, 29.4% for each, at pre-processing house or at the site of buyer).

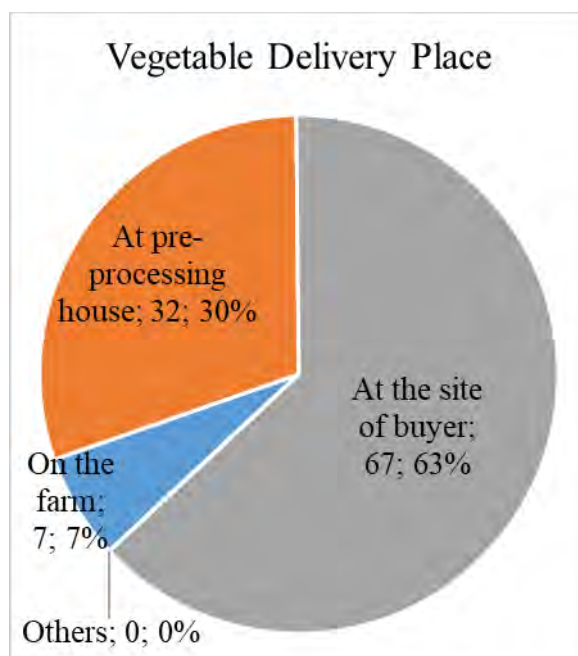


Figure 2-12 Vegetable Delivery Place

70% of the official contract buyer (59 buyers) requires the delivery of vegetable products at the site of the buyer. Meanwhile all buyers receive vegetables on the farm are oral promise buyers.

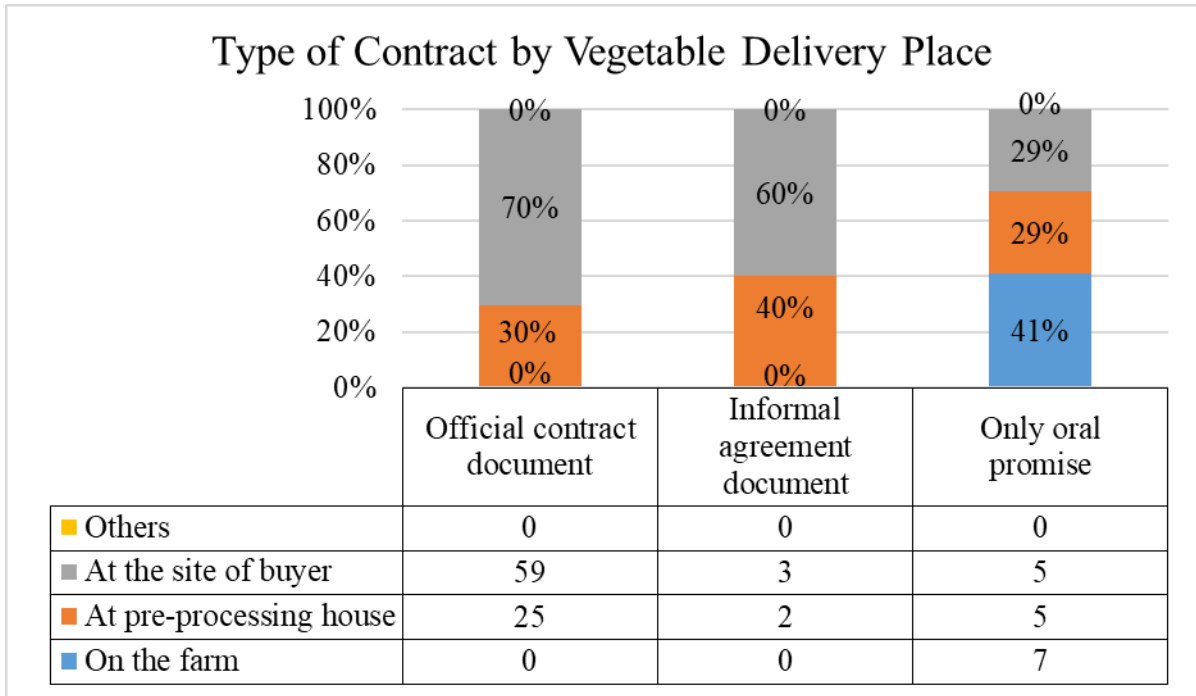


Figure 2-13 Type of Contract by Vegetable Delivery Place

Regarding to type of buyers, most buyers want delivery at the site of buyers, such as canteens (87%), supermarkets (80%), safe vegetable shops (64%) and other buyers (72%). Traders/collectors are more flexible with 57% able to deliver at pre-processing house and 33% able to deliver on the farm. All customers who can deliver on the farm are traders/collectors.

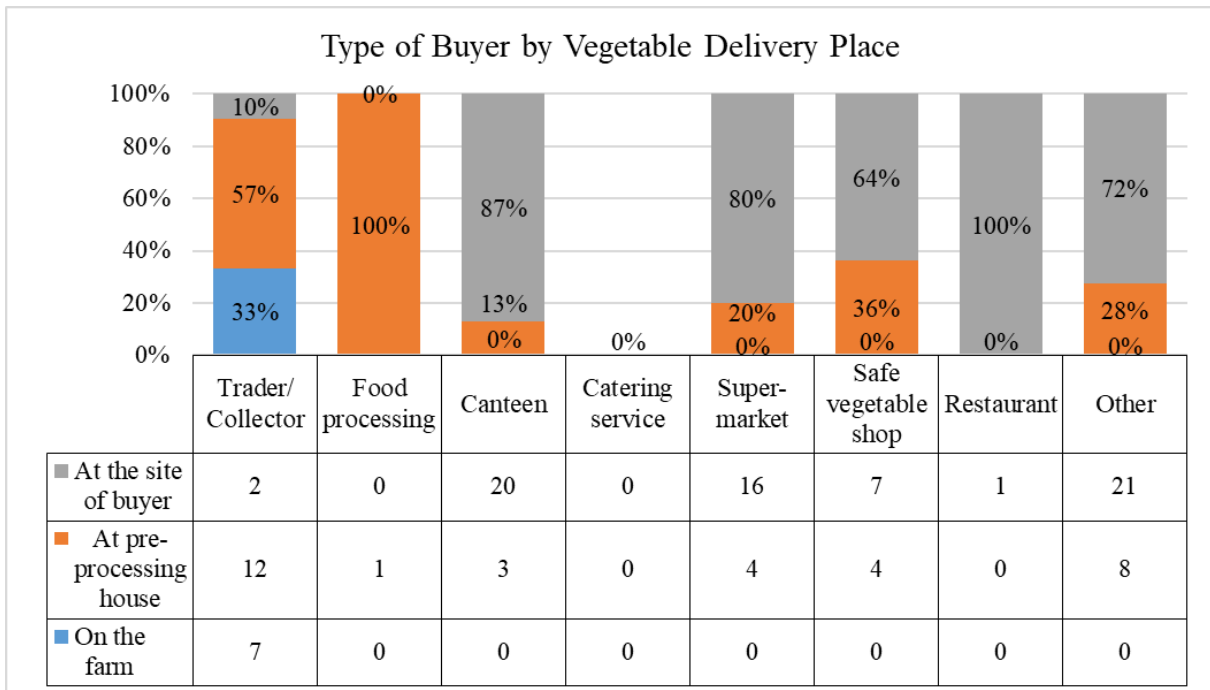
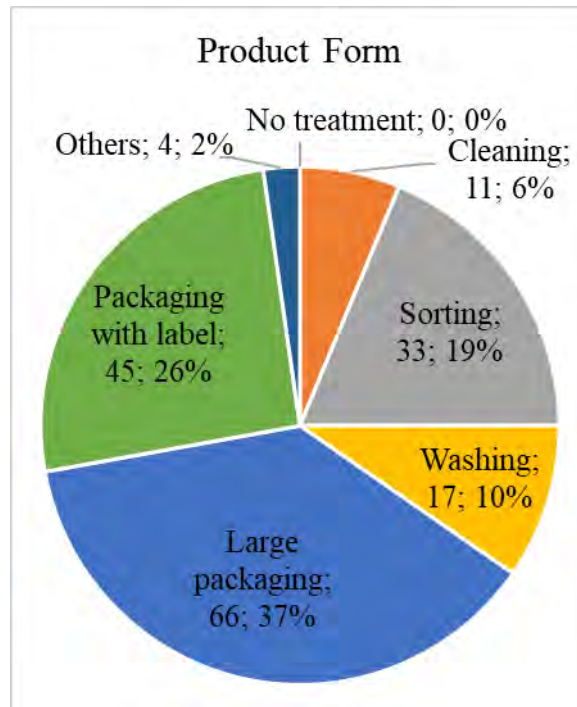


Figure 2-14 Type of Buyer by Vegetable Delivery Place

g. Product form

There were 66 buyers (37%) asked for large packaging, 45 buyers (26%) asked packaging with label. 10% of buyers ask to wash the product.



Note: Large packaging is to pack vegetables in a vinyl bag with big volume like 20kg per bag.

Figure 2-15 Product Form

Official contract buyers often require more processing and packaging. There is 17.7% of official contract buyers need sorting, 10.9% need washing, 35.4% request packaging in large bag and 27.9% request to packaging in small bag with label. Other buyers (informal contract and oral promise) often only require sorting and large packaging.

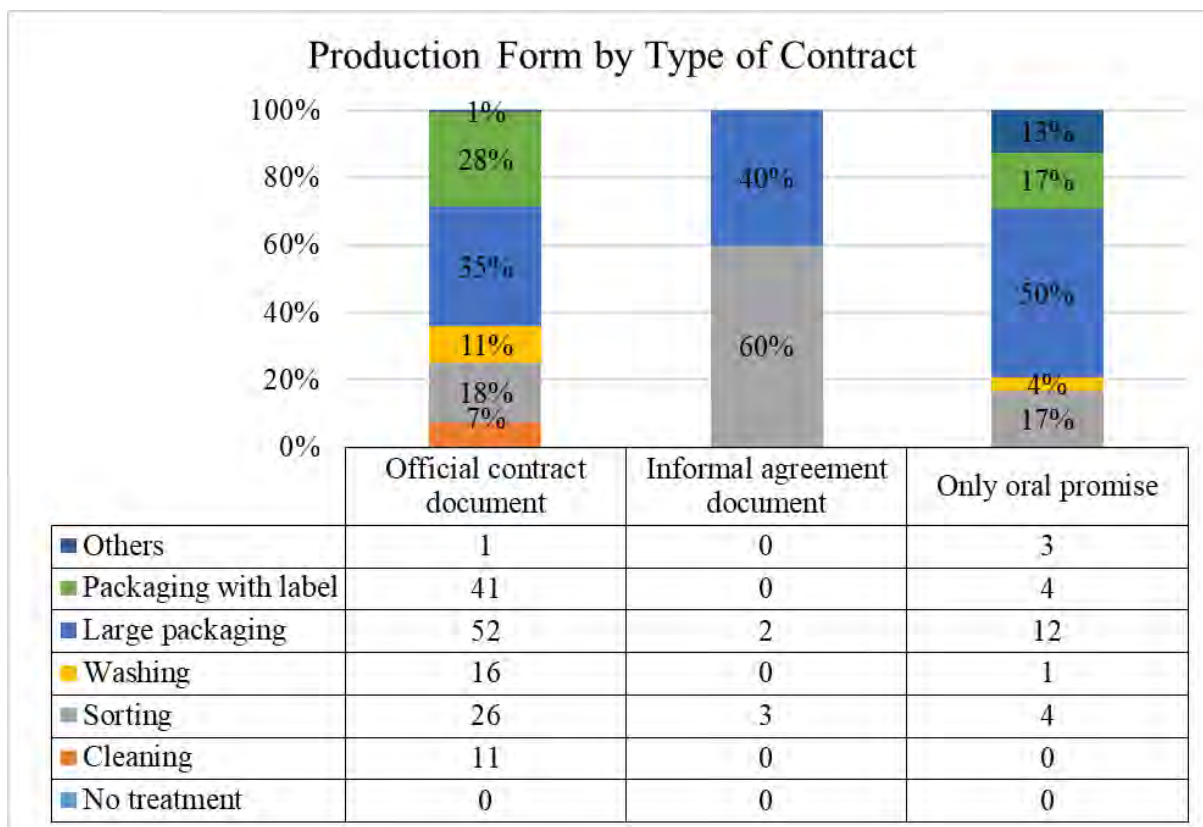
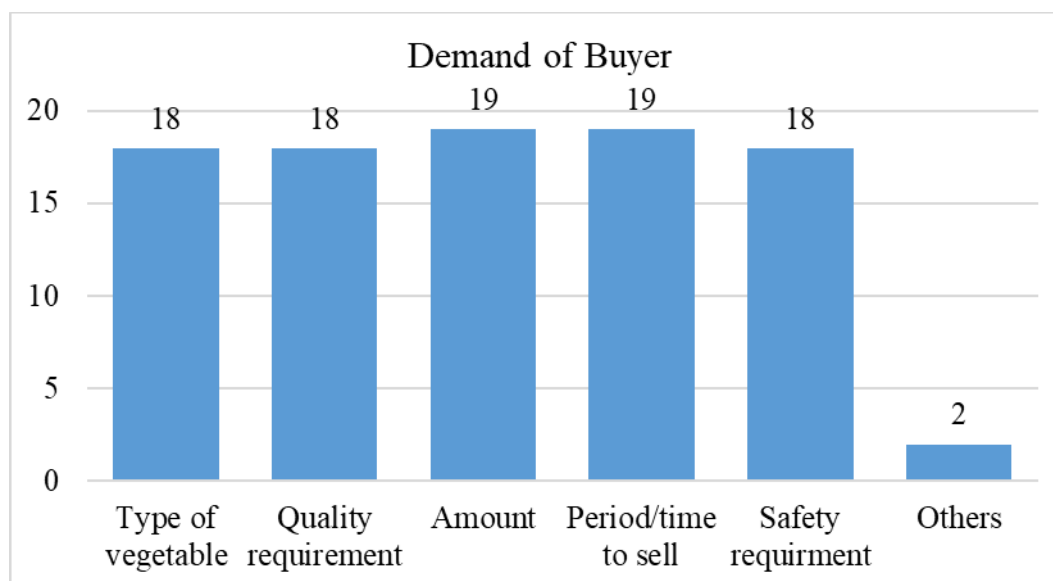


Figure 2-16 Product Form by Type of Contract

2.1.5.3 Know the demand of buyer (Q G2.9, G2.10)

19 groups responded that they know the demand of buyer, except Lien Hiep Cooperative.

The groups know the type of vegetable and amount of vegetable per supply, the time and place of supply, quality, packaging, and requirements for a safe product.



Note: Others are off-season production and package requirement.

Figure 2-17 Demand of Buyer

2.1.5.4 Way to obtain buyer's demand (Q G2.11, G2.12)

All 19 groups except Lien Hiep Cooperative have multiple ways to produce/sell to obtain buyer's demand.

All 19 groups apply ideas to obtain buyer's demand such as Use agrochemicals with keeping pre-harvest interval (PHI); Maintain soil condition by using compost/soil sterilization; Use new variety seeds, Use agriculture materials to avoid insect/ disease damage (seedling tray, non woven textile, etc.); Make a production plan to adjust the delivery date; Sorting/Cleaning after harvesting and Use plastic basket to avoid damage during harvesting/transportation. Two ideas (Use correct amount of Agrochemical and Put label/logo on packaging) was also selected by 18 of 19 groups.

Table 2-18 Ideas to Obtain Buyer's Demand

Ideas	Groups (n=19)	%
Use correct amount of Agrochemical	18	95
Use agrochemicals with keeping pre-harvest interval (PHI)	19	100
Maintain soil condition by using compost/soil sterilization	19	100
Use new variety seeds	19	100
Use agriculture materials to avoid insect/disease damage (seedling tray, non woven textile, etc.)	19	100
Make a production plan to adjust the delivery date	19	100
Sorting/Cleaning after harvesting	19	100
Use plastic basket to avoid damage during harvesting/transportation	19	100
Put label/logo on packaging	18	95
Others	0	

Note: 19 groups out of 20 target groups responded, except Lien Hiep Cooperative.

2.1.5.5 Satisfied with buyer (Q G2.13)

All 20 groups responded that they satisfied with buyers.

19 groups satisfied with their buyers because they can keep the price and amount of vegetable (95%), they can buy big amount in every year (90%). There is 85% of group satisfied with buyers because buyers can receive products during long period (shipping period is long) and they can pay quickly. The lowest satisfaction reason (55%) is “buyers don't mix Safe vegetable and Normal vegetable”.

Table 2-19 Reason to Satisfied with Buyer

Reason	Groups (n=20)	%
They can pay higher price	14	70
They can buy big amount	18	90
They can receive products during long period (Shipping period is long)	17	85
They keep promise (ex: Keep condition regarding to Price, Amount, Quality)	19	95
They don't mix Safe vegetable and Normal vegetable	11	55
They can pay quickly	17	85
They can buy every year	18	90
Others	0	0

2.1.5.6 Compare vegetable with other area (Q G2.16)

16 groups compared their vegetables with vegetables of other area. 9 of them compare with near provinces, 4 groups compared with Da Lat vegetable, and 2 with Ha Noi. Lua Farmer Group compared with Moc Chau and Da Lat also.

Table 2-20 Comparing with Other Area

Compare with	Group (n=20)	%
Ha Noi	2	12.5
Da Lat	4	25.0
Moc Chau	1	6.3
Near provinces	9	56.3
Others	1	6.3
Total groups compared	16	80.0

2.1.5.7 Problem on Joint sales (Q G2.17)

Among 20 target groups, 10 groups answered there was no problem on joint sales. Gia Gia Company answered all items as the problem. Tan Minh Duc cooperative has problems related to the time to coordinate with buyers and with the members. Thanh Tan Cooperative Group lacks information of buyer and the price is not higher than normal vegetables.

Table 2-21 Problem on Joint Sales

Problems	Groups (n=20)	%
Price is low	3	15
Demand is limited	1	5
Information of buyer is limited	4	20
Spend time to coordinate with buyer	4	20
Spend time to coordinate with member of producers	4	20
No problem	10	50
Others	3	15

2.1.5.8 Percentage of sales volume as Safe vegetable (Q G2.18, G2.19, G2.20)

Percentage of sales volume as safe vegetable is 80.7% in average, in which 5 groups have 100% of sales volume as safe vegetable (Thanh Ha, Gia Gia, Japan and Vietnam companies, CP Green Farm Facility Unit and Ha Vy cooperative), though Thanh Tan cooperative group is the lowest percentage of sales volume with 50%.

Percentage of unit price of safe vegetable higher than the one of normal vegetable is 15.8% in average. CP Green Farm Facility Unit has a 30% higher unit price of Safe vegetable higher than the one of Normal vegetable, Vinh Phuc and Visa cooperatives also have 25% higher. Thanh Tan Cooperative Group responded that their Safe vegetable unit price is not higher than Normal vegetable price.

Table 2-22 Compare Safe Vegetable with Normal Vegetable

Name of group	% of sales volume as Safe vegetable	% of unit price of Safe vegetable higher than the one of Normal vegetable
Duc Chinh Cooperative	85	5
Tan Minh Duc Cooperative	80	5
Thanh Ha Company	100	10
CP Green Farm Facility Unit	100	30
Lua Group	80	10
Gia Gia Company	100	15
Ha Vy Cooperative	100	20
Lien Hiep Cooperative	75	20
Cat Lai Cooperative	70	15
Thanh Tan Cooperative Group	50	0
Japan and Vietnam Company	100	20
Yen Phu Cooperative	80	20
Binh Minh Cooperative	70	15
Huong Non Cooperative	53	20
Truong Thinh Cooperative	80	10
Quynh Hai Cooperative	70	10
Thanh Tan Cooperative	90	20
Dai Loi Cooperative	70	20
Vinh Phuc Cooperative	70	25
Visa Cooperative	90	25
Average	80.7	15.8

2.1.5.9 Coordination meeting with one buyer in a year (Q G2.21)

All groups held coordination meeting with buyer. 4 groups held meeting every month (Thanh Ha Company, Ha Vy Cooperative, Quynh Hai Cooperative, and Dai Loi Cooperative). 2 groups held meeting every two months (Lien Hiep Cooperative, Thanh Tan Cooperative). 3 groups held meeting every three months (Gia Gia Company, Cat Lai Cooperative and Binh Minh Cooperative). 1 group (Huong Non cooperative) held meeting every four months. 5 groups held meeting every half year (Duc Chinh Cooperative, Tan Minh Duc Cooperative, CP Green Farm Facility Unit, Truong Thinh Cooperative and Visa Cooperative). 5 groups held meeting once time a year (Lua Group, Thanh Tan Cooperative Group, Japan and Vietnam Company, Yen Phu Cooperative, and Vinh Phuc Cooperative).

Table 2-23 Coordination meeting with buyer

Name of group	Every month	Every two months	Every Quarter	Every four months	Every half year	Once a year
Duc Chinh Cooperative					X	
Tan Minh Duc Cooperative					X	
Thanh Ha Company	X					
CP Green Farm Facility Unit					X	
Lua Group						X
Gia Gia Company			X			
Ha Vy Cooperative	X					
Lien Hiep Cooperative		X				
Cat Lai Cooperative			X			
Thanh Tan Cooperative Group						X
Japan and Vietnam Company						X
Yen Phu Cooperative						X

Name of group	Every month	Every two months	Every Quarter	Every four months	Every half year	Once a year
Binh Minh Cooperative			X			
Huong Non Cooperative				X		
Truong Thinh Cooperative					X	
Quynh Hai Cooperative	X					
Thanh Tan Cooperative		X				
Dai Loi Cooperative	X					
Vinh Phuc Cooperative						X
Visa Cooperative					X	
Total	4	2	3	1	5	5

2.1.5.10 Difficulties to coordinate with buyers (Q G2.22)

The most difficult issues coordinating with buyers were price (60% of the group responded), followed by the shipment period (45%) and transportation (40%).

Table 2-24 Difficulties to coordinate with buyers

Difficulties	Groups (n=20)	%
Amount	6	30
Quality (Appearance)	6	30
Shipment period	9	45
Safety	4	20
Payment method/timing	5	25
Place to handover	5	25
Price	12	60
Transportation	8	40
Others	3	15

2.1.5.11 Countermeasures for stable joint sales (Q G2.23, G2.24, G2.25)

All groups respond that they trust of their buyers.

In the case that unit price on the local market increases higher than the price on the contract made and the farmers want to sell products to others, 11 groups responded to negotiate with farmers to comply with the contract and/or regulations of the organizations. 3 groups apply reward and punishment to control farmers (Cat Lai, Vinh Phuc and Visa cooperatives). Thanh Ha company and Dai Loi cooperative try to pay equal to the market price.

In the case that unit price on local market decreases lower than the price of the contract which was already made then the groups cannot sell to buyers, most groups try to negotiate with buyers to comply with the contract. Japan and Vietnam Company and Vinh Phuc Cooperative try to find more buyers. Meanwhile, Thanh Ha Company, Thanh Tan Cooperative Group, Yen Phu, Huong Non, and Truong Thinh Cooperatives negotiate with buyers but consider reducing prices.

Table 2-25 Countermeasures for Stable Joint Sales

Name of group	The countermeasure to avoid the situation that farmers sell products to other buyers*¹	The countermeasure to avoid the situation that organization cannot sell to buyers*²
Duc Chinh Cooperative	Negotiate and apply the rule of group	Negotiate based on the contract
Tan Minh Duc Cooperative	Negotiate and apply the rule of group	Negotiate based on the contract
Thanh Ha Company	Pay equal to market price	Negotiate, then reduce price
CP Green Farm Facility Unit	Negotiate and apply the rule of group	Negotiate based on the contract
Lua Farmer Group	Negotiate and apply the rule of group	Negotiate based on the contract
Gia Gia Company	Negotiate and apply the rule of group	Negotiate based on the contract
Ha Vy Cooperative	Negotiate and apply the rule of group	Negotiate based on the contract
Lien Hiep Cooperative	Based on the contract	Negotiate based on the contract
Cat Lai Cooperative	Applying reward and punishment (Suspension of farmers participants)	Negotiate based on the contract
Thanh Tan Cooperative Group	Negotiate and apply the rule of group (Good compliance as a small group)	Negotiate, then reduce price
Japan and Vietnam Company	Negotiate and apply the rule of group	Negotiate, then find more buyers
Yen Phu Cooperative	Negotiate and apply the rule of group	Negotiate, then reduce price
Binh Minh Cooperative	Based on the contract	Negotiate based on the contract
Huong Non Cooperative	Based on the contract	Negotiate, then reduce price
Truong Thinh Cooperative	Negotiate and apply the rule of group	Negotiate, then reduce price
Quynh Hai Cooperative	Based on the contract	Negotiate based on the contract
Thanh Tan Cooperative	Negotiate and apply the rule of group	Negotiate based on the contract
Dai Loi Cooperative	Pay equal to market price	Negotiate based on the contract
Vinh Phuc Cooperative	Applying reward and punishment	Negotiate, then find more buyers
Visa Cooperative	Applying reward and punishment (Sign commitments with farmers, cancel contracts if farmers sell out)	Keep a fixed price for whole year
Total	Negotiate and apply the group rule 11	Negotiate based on the contract 12
	Based on the contract 4	Negotiate, then reduce price 5
	Applying reward and punishment 3	Negotiate, then find more buyers 2
	Pay equal to market price 2	Keep a fixed price for whole year 1

*1: In the case that unit price on the local market increases higher than contract which already done, the countermeasure to avoid the situation that farmers sell products to other buyers.

*2: In the case that unit price on local market decrease lower than contract which already done, the countermeasure to avoid the situation that organization cannot sell to buyers.

The countermeasure to avoid the situation that farmers sell products to other buyers*¹	Groups (n=20)	%	The countermeasure to avoid the situation that organization cannot sell to buyers*²	Groups (n=20)	%
Negotiate and apply the group rule	11	55	Negotiate based on the contract	12	60
Based on the contract	4	20	Negotiate, then reduce price	5	25
Applying reward and punishment	3	15	Negotiate, then find more buyers	2	10
Pay equal to market price	2	10	Keep a fixed price for whole year	1	5

*1: In the case that unit price on the local market increases higher than contract which already done, the countermeasure to avoid the situation that farmers sell products to other buyers.

*2: In the case that unit price on local market decrease lower than contract which already done, the countermeasure to avoid the situation that organization cannot sell to buyers.

2.1.5.12 Benefits received after applying GAP (Q G2.26)

All groups responded that the benefit of applying GAP is approaching to modern market (supermarket, convenience store, etc). Most groups answered that applying GAP also has raised awareness of farmers about food safety and environment (90%) and motivate farmers to produce safe vegetable (85%).

Lien Hiep Cooperative responded that they have not received much benefit from applying GAP other than approaching to modern market. Japan Vietnam company also responded the benefit was selling longer period other than approaching to modern market.

Table 2-26 Benefits receive after applying GAP

Benefits	Groups (n=20)	%
Sell higher price	15	75
Sell bigger amount	17	85
Sell longer period (Shipping period is longer)	15	75
Easy to find buyers	15	75
Approach to modern market (supermarket, convenience store, etc)	20	100
Reduce unsold vegetables (reduce sales to wholesale market as normal vegetable)	14	70
Raise awareness of farmers about food safety and environment	18	90
Motivate farmers to produce safe vegetable.	17	85
Reduce production cost (by recording chemical and fertilizer application)	16	80
Others	0	0

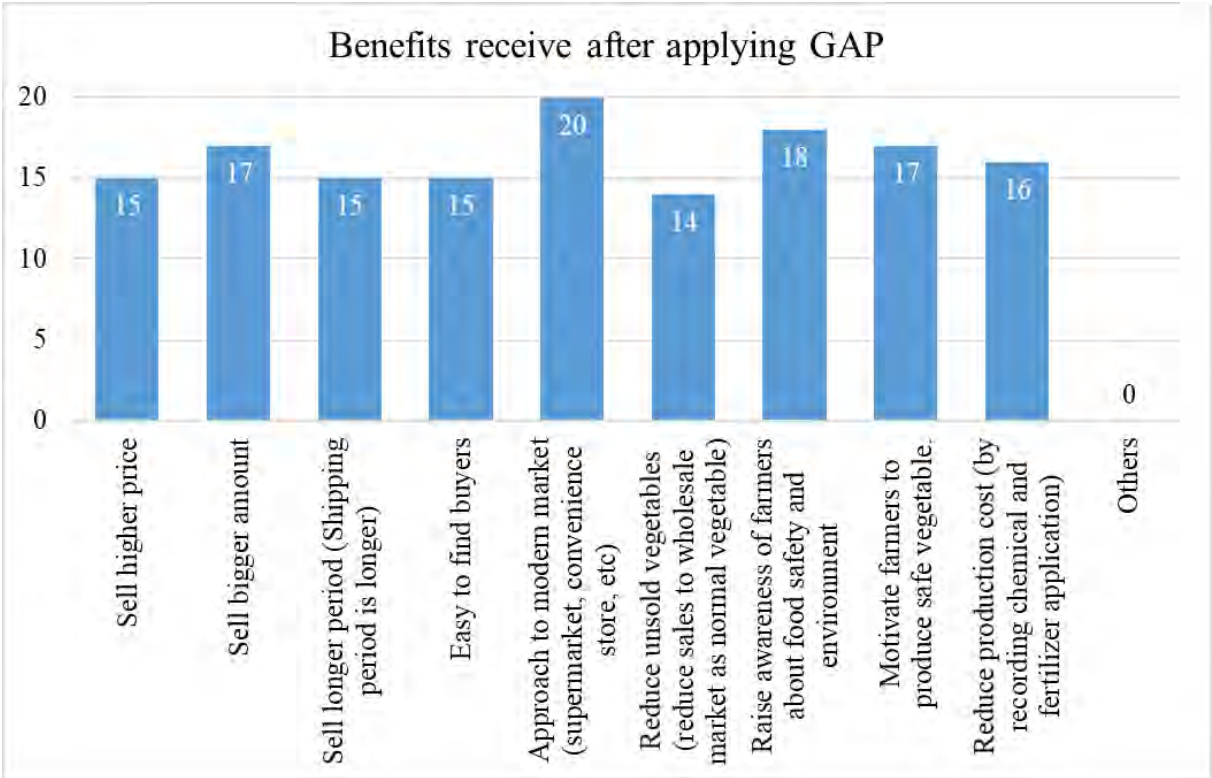


Figure 2-18 Benefits Receive after Applying GAP

2.1.6 Joint purchase

2.1.6.1 Organize Joint Purchase

15 groups organize Joint purchase, except Lua Farmer Group, Gia Gia Company, Huong Non Cooperative, Truong Think Cooperative, and Dai Loi Cooperative.

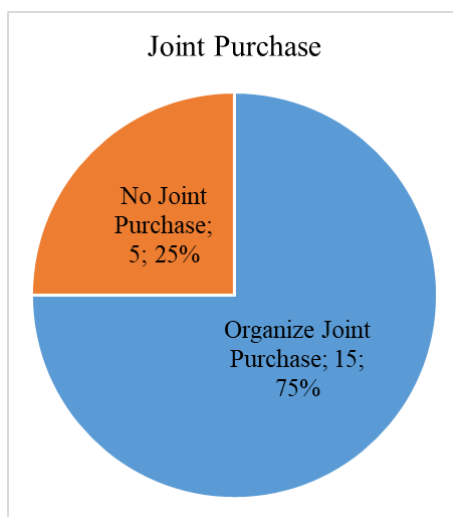


Figure 2-19 Joint Purchase

2.1.6.2 Detail of Joint purchase (Q G3.1)

The main materials in joint purchased are agrochemicals, fertilizer, seeds, etc. In which chemistry fertilizer is mainly purchased with 13 groups joint purchase NPK and 3 groups purchase other fertilizers (Kali, Urea and foliar fertilizer). There are 14 groups participated in pesticides joint purchase with 12 chemistry pesticides and 2 other pesticides (Dupont prevathon and Radiant). Average cost to buy NPK is VND 1,053 million/group/year and pesticides is more than VND 975 million/group/year.

Table 2-27 Joint Purchase Expenditure

Name of material	Group (n=15)	%	Total expense (VND)	Average expense (VND)
Pesticide	12	80	11,703,500,000	975,291,667
NPK	13	87	13,694,500,000	1,053,423,077
Seeds	8	53	8,313,500,000	1,039,187,500
Organic fertilizer	5	33	9,990,700,000	1,998,140,000
Compost	1	7	8,193,500,000	8,193,500,000
Materials	2	13	8,193,500,000	4,096,750,000
Mulching	2	13	8,193,500,000	4,096,750,000
Other pesticides	2	13	8,213,500,000	4,106,750,000
Other fertilizers	3	20	8,313,500,000	2,771,166,667
Nylon	1	7	8,193,500,000	8,193,500,000

2.1.6.3 Difficult to coordinate with supplier (Q G3.2)

Among 15 groups which organize joint purchase, there are 10 groups (67%) said that there was no difficulty in coordinating with suppliers. In the remaining groups, the most difficult problem to coordinate with suppliers is material prices (8 groups, 53%).

Table 2-28 Difficult to coordinate with supplier

Difficulty	Group (n=15)	%
Amount	5	33
Quality (Appearance)	2	13
Shipment period	2	13
Safety	1	7
Way/ moment to pay	3	20
Place to handover	3	20
Price	8	53
Transportation	3	20
No problem	10	67
Others	3	20

2.1.6.4 Coordination meeting with supplier (Q G3.3)

Among 15 groups which organize joint purchase, there are 12 groups have coordination meeting with supplier.

- 2 groups hold meeting every 4 months (Lien Hiep Cooperative and Cat Lai Cooperative)
- 6 groups hold meeting every half year (Duc Chinh Cooperative, Thanh Ha Company, CP Green Farm Facility Unit, Ha Vy Cooperative, Thanh Tan Cooperative, and Visa Cooperative)
- 4 groups hold meeting one time a year (Tan Minh Duc Cooperative, Yen Phu Cooperative, Binh Minh Cooperative, and Quynh Hai Cooperative).
- 3 groups have no meeting (Thanh Tan Cooperative Group, Japan and Vietnam Company, and Vinh Phuc Cooperative)

2.1.6.5 Confidence with supplier (Q G3.4)

All 15 groups have confidence with supplier.

2.1.6.6 Realize to reduce unit price (Q G3.5)

Among 15 groups which organize joint purchase, 5 groups devised a way of payment to reduce unit price (33%), while 3 groups try to increase total amount for purchase and 3 groups try to purchase on the month in which price decreases.

Table 2-29 Realize to reduce unit price

Realize to reduce unit price	Group (n=15)	%
To increase total amount for purchase	3	20
To purchase on the month in which price decreases	3	20
To devise a way of payment (ex: pay by cash)	5	33

Realize to reduce unit price	Group (n=15)	%
To take some quotations	2	13
To devise a way to transportation	0	0
Others	4	27

Note: Others are to keep reputation with suppliers (e.g. maintain big purchase volume, purchase for a long time, and pay on time) to be prioritized for supply and not increase the unit prices.

2.1.6.7 Problem on Joint Purchase (Q G3.6)

Among 20 target groups, 6 groups have no problem of joint purchase. 5 groups think that it is difficult to select a supplier who can provide high quality.

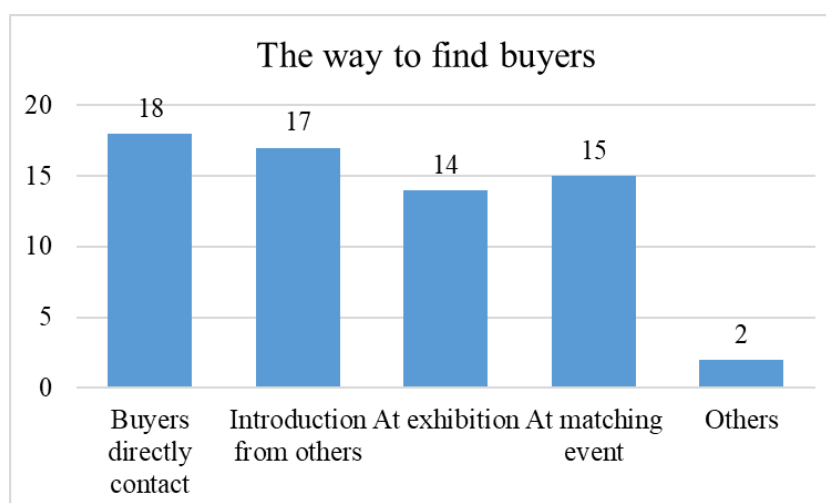
Table 2-30 Problem on Joint Purchase

Problem of Joint Purchase	Group (n=20)	%
It's difficult to find supplier	1	5
It's difficult to estimate total amount of purchase because we don't have cultivation plan	2	10
It's difficult to select supplier because there are many supplier who provide low quality	5	25
It's difficult to coordinate with supplier because total amount to purchase is small	3	15
Unit price is high	2	10
Transportation cost is high	0	0
Number of farmer is few	3	15
Others	4	20
No problem of joint sales	6	30

2.1.7 Marketing

2.1.7.1 Way to find buyers (Q G4.1)

Interviewed groups have many ways to find buyers. The most common way is that buyers directly contact to the group (18 groups). 17 groups were also introduced by other groups. Exhibition (14 groups) and matching event (15 groups) are also recognized as ways to find buyers through participating into the project.



Note: Others find in wholesale market.

Figure 2-20 The Way to Find Buyers

2.1.7.2 Way buyers know the groups (Q G4.2)

After joining the project, buyers know that the groups mainly from the Project (18 groups), followed by SNS or Website (15 groups), from other producers (15 groups), from DARD (14 groups) and on TV or newspaper (11 groups). Diversified ways provide more opportunities the buyers recognize the groups.

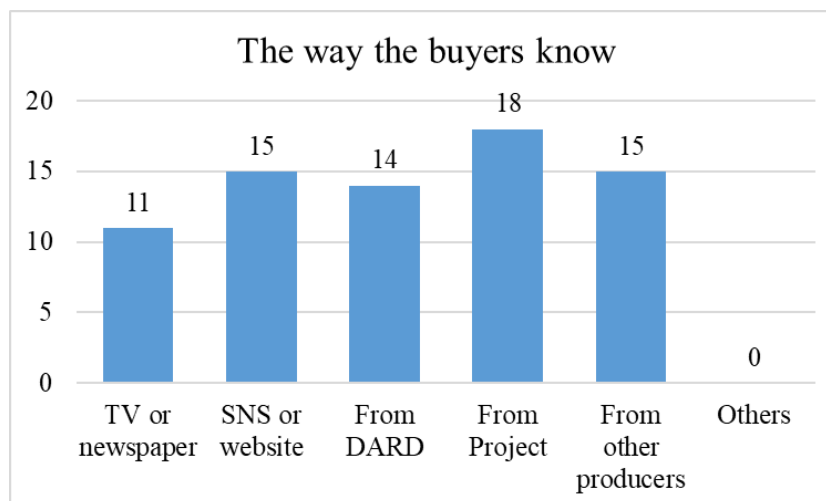


Figure 2-21 The Way the Buyers Know

2.1.7.3 Introducer of buyers (Q G4.3)

18 groups (90%) said that buyers were introduced from the Project, 15 groups from other producers, 14 groups from DARD and 12 groups from local authorities (commune, district people committee).

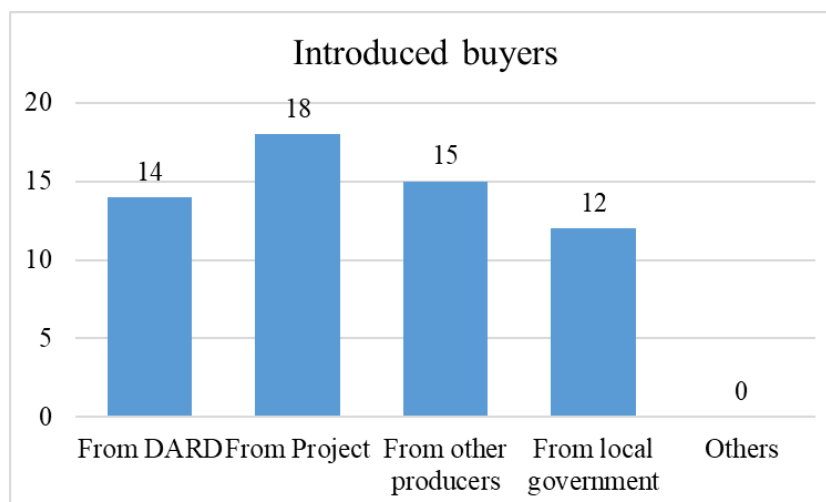


Figure 2-22 Introduced buyers

2.1.7.4 Marketing tools (Q G4.4)

19 groups have Social Networking Service (Zalo, Facebook or website, etc.) as a marketing tool. 18 groups developed a leaflet to introduce the group, and 17 groups have business card. 9 groups developed a promotion video as a marketing tool.

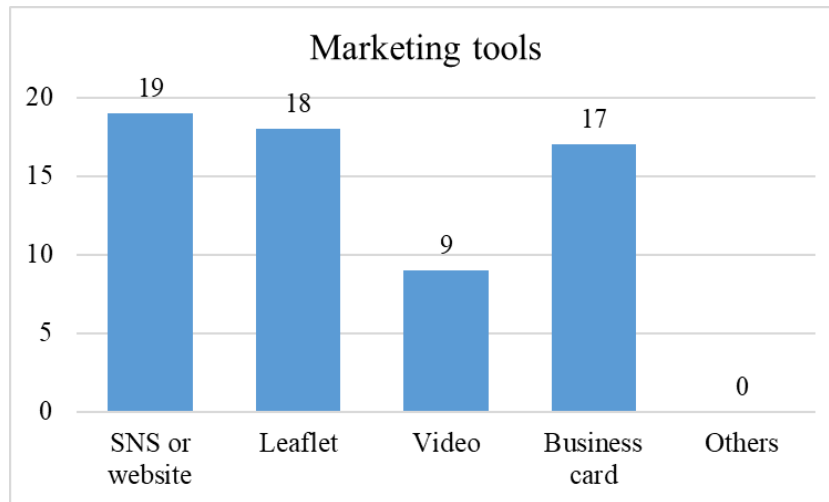


Figure 2-23 Marketing Tools

2.1.7.5 Online sales (Q G4.5)

14 groups interested in online sales using SNS or e-commerce platform, the main reasons are: online sales is the general consumption trend, and online sales is easy to access and a lot of customers. 6 groups did not interest in online sales because the groups do not understand and have no young people to operate online sales.

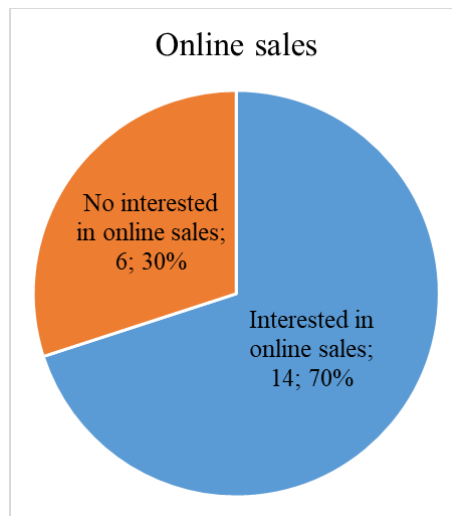
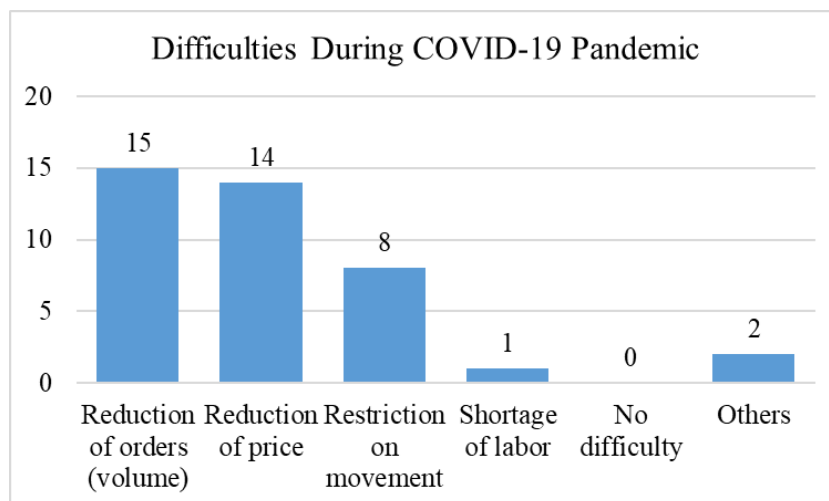


Figure 2-24 Online Sales

2.1.7.6 The difficulties during COVID-19 pandemic (Q G4.6)

During COVID-19 pandemic, most difficulties are reduction of orders (75%) and reduction of price (70%).

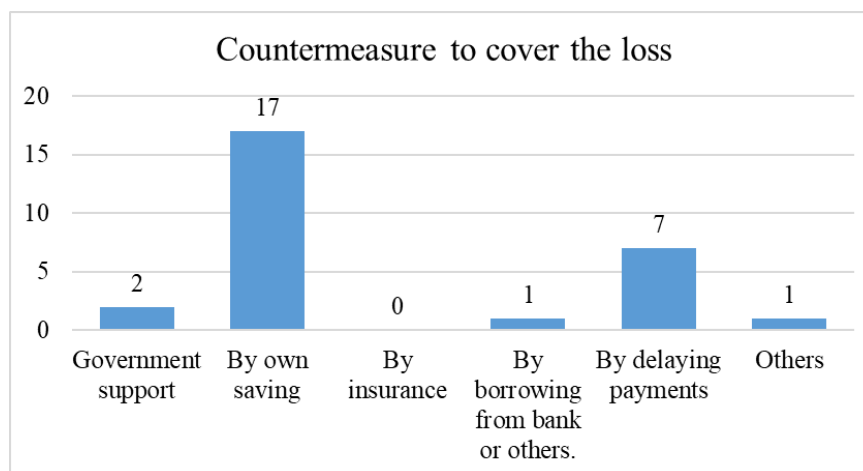


Note: Others are shortage of storage facilities.

Figure 2-25 Difficulties During COVID-19 Pandemic

2.1.7.7 Countermeasures to cover the loss caused by COVID-19 or flood (Q G4.7)

17 groups responded that they used their own saving to cover the loss caused by natural disaster such as COVID-19 or flood. 7 groups delayed payments to farmers, input suppliers and others. Some groups have other countermeasures to cover the loss of floods such as Government support or borrowing from bank.



Note: Other one is the support by family members.

Figure 2-26 Countermeasures to Cover the Loss

2.2 Individual Interview

2.2.1 General Information

2.2.1.1 Demographic

Individual interview was conducted in 17 groups of 280 farmers interviewed except for Gia Gia company, Lien Hiep cooperative, and Japan Vietnam company because these 3 groups produce vegetables by hiring labors and have no member farmers and/or linkage farmers. The number of interviewed farmers was designed as 20 farmers per group in principle, but the maximum number of farmers was applied for the groups where the number of farmers were under 20.

The proportion of male and female responding to interviews is 50%. The average age of respondents is 53.9 years old, male interviewees have a one year higher average age than females (54.4 years versus 53.4 years). The group with the oldest average age is Huong Non cooperative (60.1 years old) and the youngest is Binh Minh cooperative (45.4 years old).

Table 2-31 Demographic of Interviewed Farmers

Name of group	Total	Male	Female	Ave. Age	Ave. M Age	Ave. F Age
Duc Chinh Cooperative	20	12	8	54.3	55.5	52.4
Tan Minh Duc Cooperative	20	10	10	54.3	53.9	54.6
Thanh Ha Company	8	6	2	55.9	57.0	52.5
CP Green Farm Facility Unit	2	1	1	52.0	59.0	45.0
Lua Farmer Group	20	17	3	54.1	53.6	56.3
Ha Vy Cooperative	20	9	11	54.0	51.8	55.8
Cat Lai Cooperative	20	10	10	53.3	57.6	48.9
Thanh Tan Cooperative Group	11	2	9	51.2	55.0	50.3
Yen Phu Cooperative	20	7	13	51.2	51.0	51.2
Binh Minh Cooperative	13	12	1	45.4	44.2	60.0
Huong Non Cooperative	20	8	12	60.1	60.1	60.1
Truong Thinh Cooperative	21	11	10	58.4	60.1	56.5
Quynh Hai Cooperative	21	16	5	56.5	55.6	59.4
Thanh Tan Cooperative	20	7	13	56.0	56.1	55.8
Dai Loi Cooperative	14	6	8	54.9	54.2	55.5
Vinh Phuc Cooperative	20	3	17	48.3	46.3	48.6
Visa Cooperative	10	3	7	49.9	56.3	47.1
Total (17 target groups)	280	140	140	53.9	54.4	53.4

Note: Interview was not conducted for Gia Gia company, Lien Hiep cooperative, and Japan Vietnam company because these 3 groups produce vegetables by hiring labors and have no member farmers and/or linkage farmers.

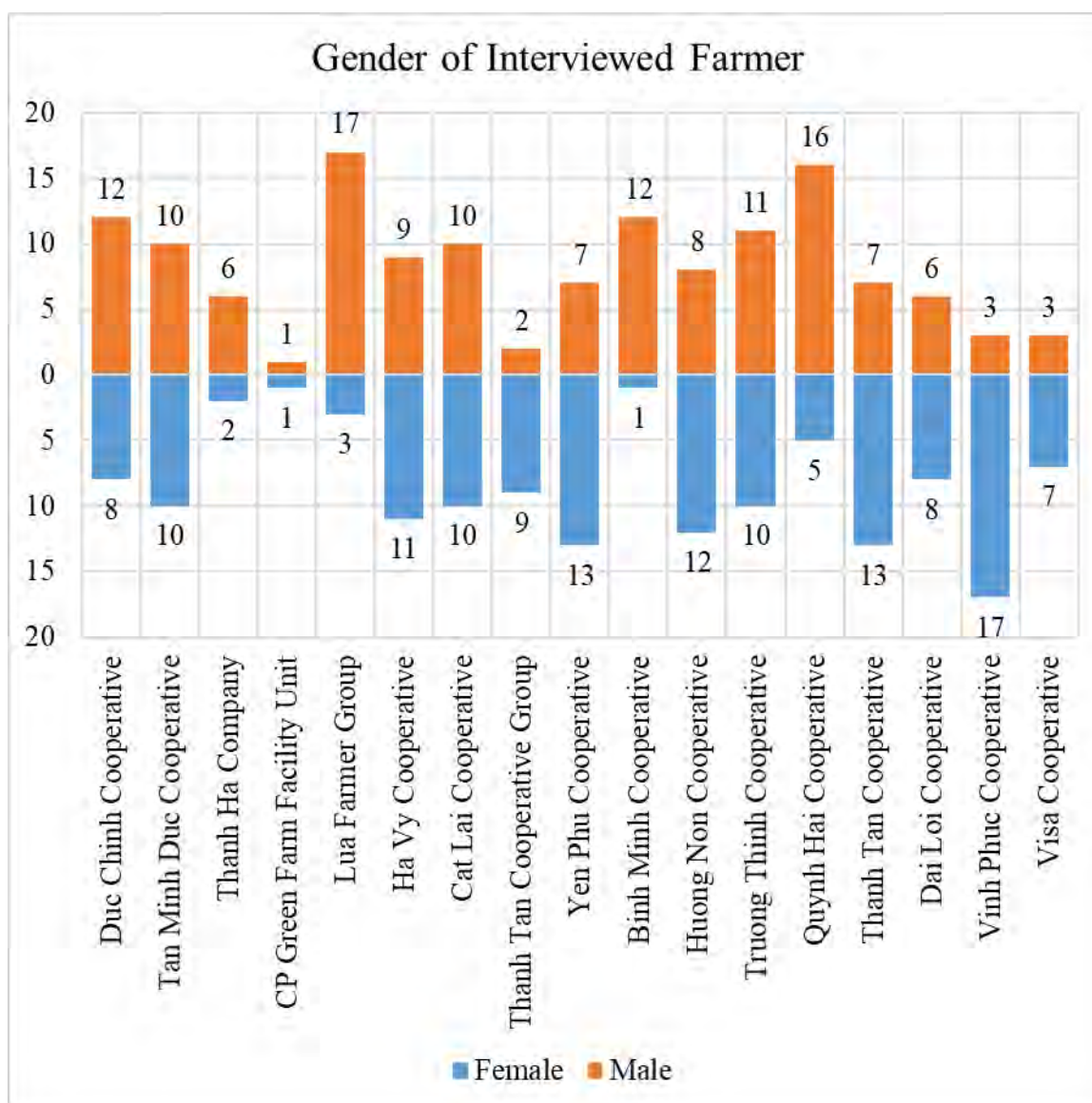


Figure 2-27 Gender of Interviewed Farmer

2.2.1.2 Age Group

The most common age group of the respondents of the groups is 51-60 years old (39%), the group over 60 years old accounts for 25%. Tan Minh Duc, Huong Non, Truong Thinh, Quynh Hai and Thanh Tan Cooperatives have over 75% of respondents over 51 years old.

Table 2-32 Age Group

Group	< 18	18-30	31-40	41-50	51-60	> 60
Duc Chinh Cooperative	0	0	1	6	10	3
Tan Minh Duc Cooperative	0	1	2	2	7	8
Thanh Ha Company	0	0	0	1	6	1
CP Green Farm Facility Unit	0	0	0	1	1	0
Lua Farmer Group	0	0	1	7	9	3
Ha Vy Cooperative	0	0	2	7	6	5
Cat Lai Cooperative	0	0	1	8	5	6
Thanh Tan Cooperative Group	0	0	1	4	6	0
Yen Phu Cooperative	0	0	1	9	9	1

Group	< 18	18-30	31-40	41-50	51-60	> 60
Binh Minh Cooperative	0	0	5	5	2	1
Huong Non Cooperative	0	0	0	2	8	10
Truong Thinh Cooperative	0	0	2	3	6	10
Quynh Hai Cooperative	0	0	4	1	7	9
Thanh Tan Cooperative	0	0	1	3	9	7
Dai Loi Cooperative	0	0	1	2	8	3
Vinh Phuc Cooperative	0	1	5	6	5	3
Visa Cooperative	0	0	2	3	5	0
Total	0	2	29	70	109	70
	0%	1%	10%	25%	39%	25%

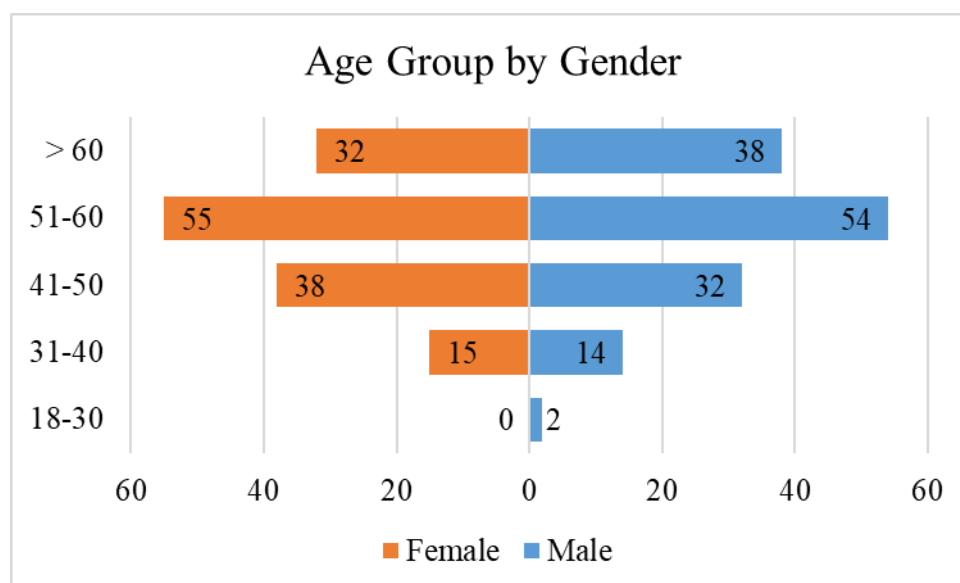


Figure 2-28 Age Group of Interviewed Farmer by Gender

2.2.1.3 Education

64% of respondents have Secondary education, 23% at High school level, 9% at primary level and 5% at College/University level.

Table 2-33 Education of Interviewed Farmers

Cooperative	Primary school	Secondary school	High school	College/University
Duc Chinh Cooperative	0	14	3	3
Tan Minh Duc Cooperative	1	15	3	1
Thanh Ha Company	3	4	0	1
CP Green Farm Facility Unit	0	2	0	0
Lua Farmer Group	0	16	4	0
Ha Vy Cooperative	2	12	4	2
Cat Lai Cooperative	1	16	2	1
Thanh Tan Cooperative Group	0	10	0	1
Yen Phu Cooperative	0	19	1	0
Binh Minh Cooperative	0	5	8	0
Huong Non Cooperative	1	11	8	0
Truong Thinh Cooperative	2	7	12	0
Quynh Hai Cooperative	3	9	7	2
Thanh Tan Cooperative	2	11	6	1
Dai Loi Cooperative	4	9	1	0

Cooperative	Primary school	Secondary school	High school	College/ University
Vinh Phuc Cooperative	5	11	1	3
Visa Cooperative	0	7	3	0
Total	24	178	63	15
	9%	64%	23%	5%

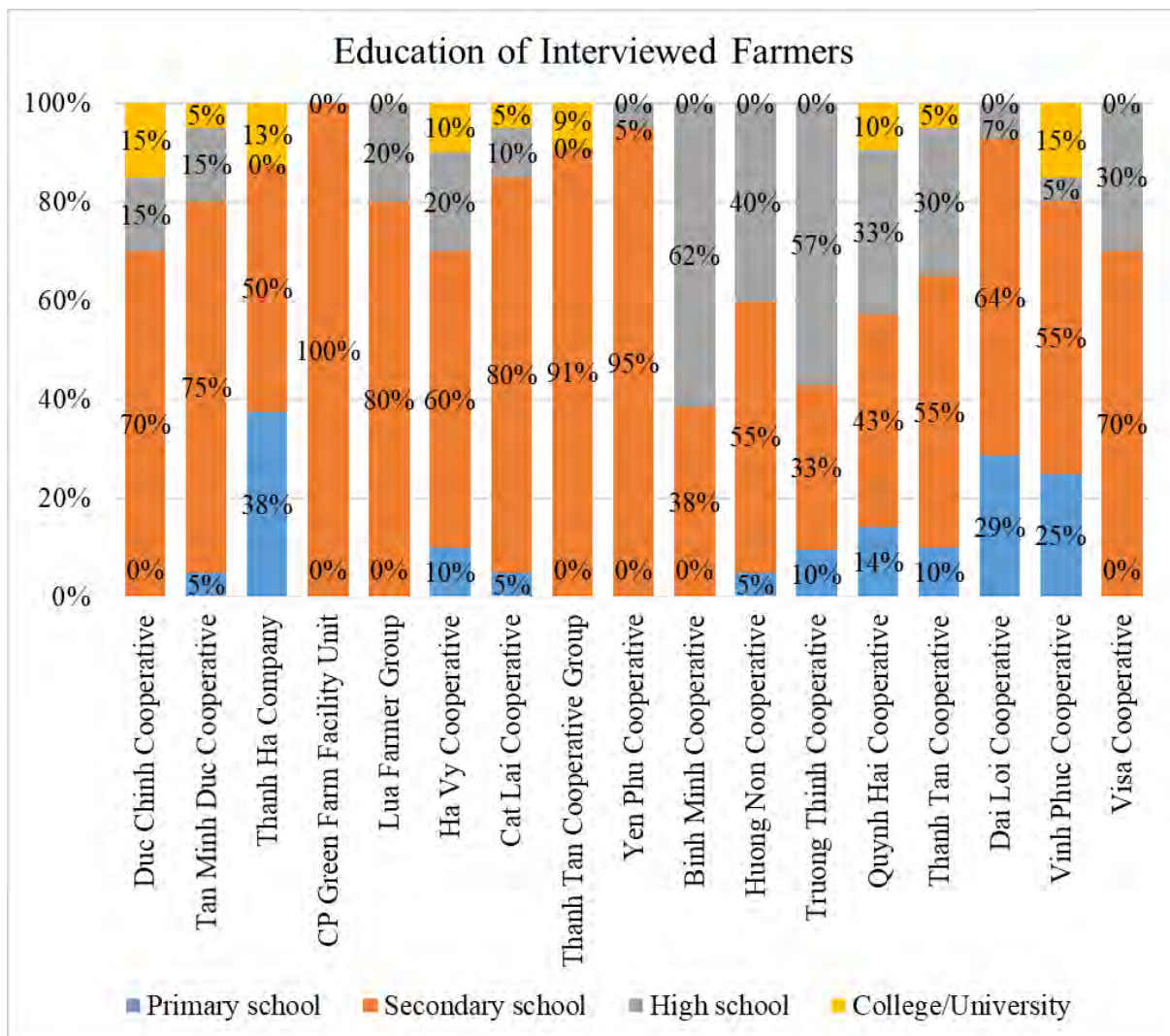


Figure 2-29 Education of Interviewed Farmers

2.2.1.4 Household Profile

The total number of family members of the interviewed households is 1,163 households, women account for 49.5%. The proportion of members being children accounts for 19.2%.

The total number of family members engaged in agriculture is 707 people, accounting for 60.8% of the total number of family members. In which, the proportion of women working in agriculture is higher than that of men (51.3% versus 48.7%).

Table 2-34 Family Member of Interviewed Farmer

Group	Number of interviewed farmers	Average Number of Family Member					Average Number of Agricultural Working age		
		Total	Male	Female	Adult	Children	Total	Male	Female
Duc Chinh Cooperative	20	3.9	2.1	1.8	3.3	0.6	2.4	1.3	1.2
Tan Minh Duc Cooperative	20	3.9	2.0	1.9	3.3	0.6	2.7	1.4	1.4
Thanh Ha Company	8	3.4	1.5	1.9	2.9	0.5	1.5	0.6	0.9
CP Green Farm Facility Unit	2	4.5	2.5	2.0	4.0	0.5	1.5	1.0	0.5
Lua Farmer Group	20	3.9	1.9	2.0	3.4	0.5	2.8	1.5	1.4
Ha Vy Cooperative	20	4.1	1.7	2.4	3.3	0.8	2.3	1.1	1.2
Cat Lai Cooperative	20	3.8	2.0	1.8	3.0	0.8	2.5	1.3	1.2
Thanh Tan Cooperative Group	11	3.8	1.9	1.9	3.5	0.4	2.1	1.0	1.1
Yen Phu Cooperative	20	4.6	2.3	2.3	3.9	0.7	2.7	1.4	1.4
Binh Minh Cooperative	13	5.0	2.9	2.1	3.7	1.3	2.8	1.4	1.4
Huong Non Cooperative	20	5.1	2.3	2.8	3.9	1.2	3.1	1.3	1.8
Truong Thinh Cooperative	21	3.5	1.9	1.7	2.8	0.7	2.0	1.0	1.1
Quynh Hai Cooperative	21	4.3	2.2	2.1	3.1	1.1	2.6	1.2	1.4
Thanh Tan Cooperative	20	3.6	1.9	1.7	2.8	0.9	2.3	1.1	1.3
Dai Loi Cooperative	14	4.6	2.4	2.1	3.9	0.7	2.6	1.3	1.4
Vinh Phuc Cooperative	20	4.7	2.7	2.1	3.6	1.1	2.7	1.4	1.3
Visa Cooperative	10	4.6	1.9	2.7	4.0	0.6	3.1	1.3	1.8
Total	280	4.2	2.1	2.1	3.4	0.8	2.5	1.2	1.3
			50.5 %	49.5 %	80.8 %	19.2 %		48.7 %	51.3 %

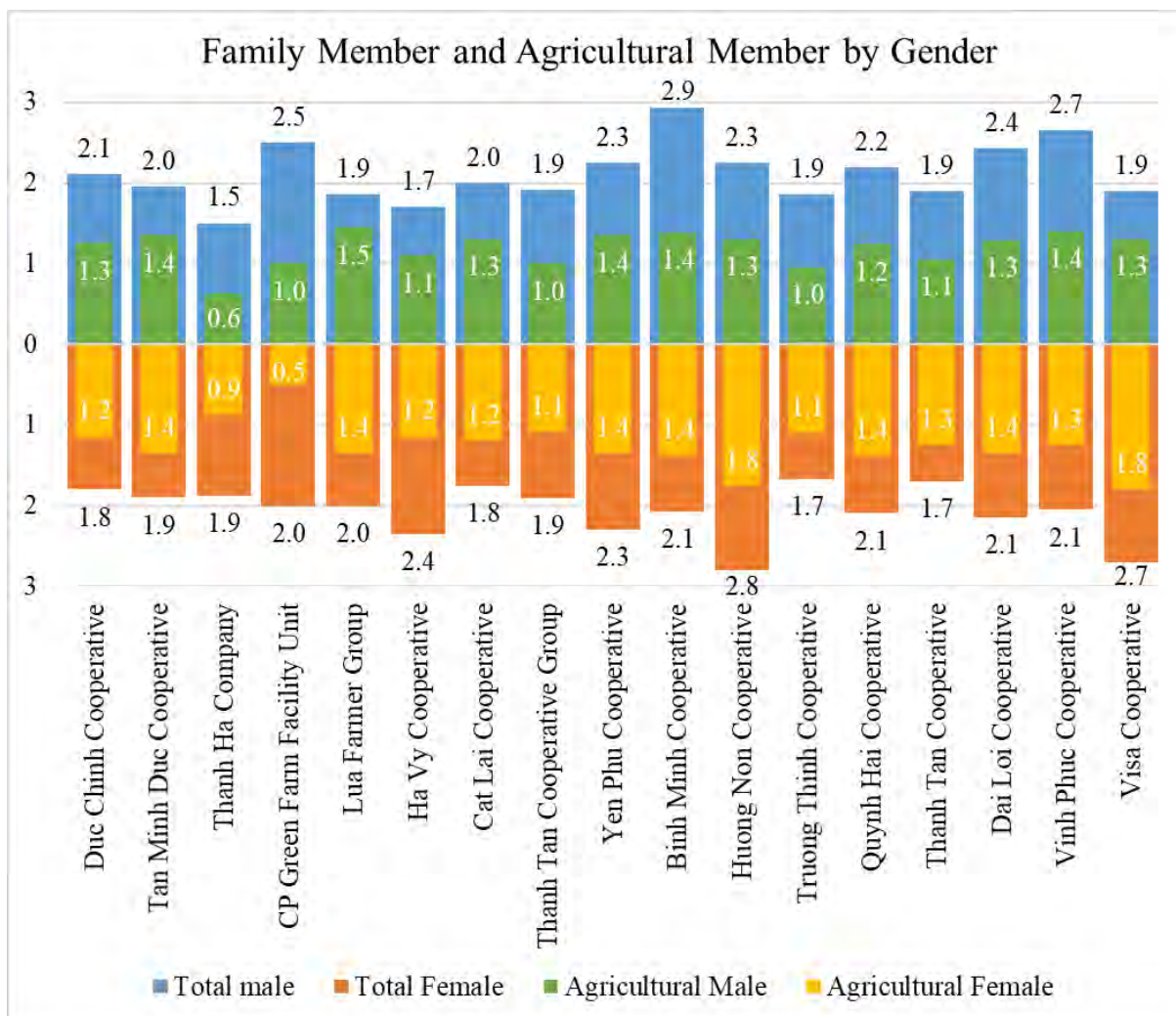


Figure 2-30 Family Member and Agricultural Member by Gender

2.2.1.5 Organization and Occupation (Q I 1.2.1, I 1.2.2)

Out of 280 respondents (89.3%) were belonging to a cooperative, 10 were belonging to an agricultural company (Thanh Ha and Green Farm) and 20 people (7.1%) belonged to a group of farmers (Lua Farmer Group).

Almost of household head are working full-time as farmers (93.9%), only 12 people (4.3%) are part-time farmers and 5 respondents are not farmers.

Table 2-35 Organization and Occupation of Household Head

Group	Cooperative	Agricultural company	Farmers ' group	Full-time farmer	Part-time farmer	Not farmer
Duc Chinh Cooperative	20			17	2	1
Tan Minh Duc Cooperative	20			18	1	1
Thanh Ha Company		8		7	0	1
CP Green Farm Facility Unit		2		2	0	0
Lua Farmer Group			20	19	1	0
Ha Vy Cooperative	20			19	1	0
Cat Lai Cooperative	20			19	1	0
Thanh Tan Cooperative Group	11			11	0	0

Group	Cooperative	Agricultural company	Farmers' group	Full-time farmer	Part-time farmer	Not farmer
Yen Phu Cooperative	20			20	0	0
Binh Minh Cooperative	13			13	0	0
Huong Non Cooperative	20			20	0	0
Truong Thinh Cooperative	21			19	2	0
Quynh Hai Cooperative	21			20	0	1
Thanh Tan Cooperative	20			17	2	1
Dai Loi Cooperative	14			14	0	0
Vinh Phuc Cooperative	20			18	2	0
Visa Cooperative	10			10	0	0
Total	250	10	20	263	12	5
	89.3%	3.6%	7.1%	93.9%	4.3%	1.8%

Note: Not farmer means that household heads are retired or local government staff. Those households have one or several family members who belongs to farming.

2.2.2 Size of Farm Area (Q I 1.2.3)

The total farm area is 121.7 ha, in which Thanh Ha Company, Binh Minh and Tan Minh Duc Cooperatives are 3 groups with the largest area, respectively 236,000 m², 158,080 m² and 143,420 m². Total own land area is 617,293 m², accounting for 50.7%, the rest is rental land, accounting for 49.3%. The Green Farm Facility Unit is the group with the smallest area (2,790 m²) and is the only group that does not have rental land.

Average land area per surveyed household is 4,349 m², the groups with the largest average area are Thanh Ha Company (29,500 m²/household) and Binh Minh Cooperative (12,160 m²/household).

Average farm land area of farmers is 1,722 m²/farmer. The group with the smallest average farm land area of farmers is Quynh Hai Cooperative (390 m²/farmer).

Table 2-36 Size of Farm Area

Group	Farm area (m ²)			Number of farmers	Ave. Farm area (m ²)		
	Own land	Rental land	Total		Own land	Rental land	Per household
Duc Chinh Cooperative	87,360	3,600	90,960	20	4,368	180	4,548
Tan Minh Duc Cooperative	51,080	92,340	143,420	20	2,554	4,617	7,171
Thanh Ha Company	79,980	156,020	236,000	8	9,998	19,503	29,500
CP Green Farm Facility Unit	2,790	0	2,790	2	1,395	0	1,395
Lua Farmer Group	44,960	27,560	72,520	20	2,248	1,378	3,626
Ha Vy Cooperative	38,213	15,874	54,087	20	1,911	794	2,704
Cat Lai Cooperative	32,258	9,548	41,806	20	1,613	477	2,090
Thanh Tan Cooperative Group	10,440	26,280	36,720	11	949	2,389	3,338
Yen Phu Cooperative	30,016	27,310	57,326	20	1,501	1,366	2,866
Binh Minh Cooperative	42,520	115,560	158,080	13	3,271	8,889	12,160
Huong Non Cooperative	41,599	720	42,319	20	2,080	36	2,116
Truong Thinh Cooperative	19,051	5,484	24,535	21	907	261	1,168
Quynh Hai Cooperative	15,611	5,814	21,425	21	743	277	1,020
Thanh Tan Cooperative	32,365	7,440	39,805	20	1,618	372	1,990
Dai Loi Cooperative	43,040	49,360	92,400	14	3,074	3,526	6,600
Vinh Phuc Cooperative	30,980	54,820	85,800	20	1,549	2,741	4,290
Visa Cooperative	15,030	2,680	17,710	10	1,503	268	1,771
Total	617,293	600,410	1,217,703	280	2,205	2,144	4,349

2.2.3 Income

2.2.3.1 Agricultural Income from vegetable production (Q I 1.3.1)

Average income from vegetable production of interviewed groups is VND 122.9 million / year. In which Dai Loi and Binh Minh cooperatives, and CP Green Farm Facility Unit are the highest average income from vegetable production groups, with VND 267.6 million, VND 258.1 million and 256.5 million respectively. There are 8 groups with average income from vegetables less than 100 million VND, of which the lowest are Huong Non, Visa and Thanh Tan cooperatives, with average income of VND 43.6 million, VND 44.3 million and VND 48.7 million respectively.

Table 2-37 Agricultural Income from vegetable production

Group	Total Income (VND million)	Number of farmers	Average Income (VND million/household)
Duc Chinh Cooperative	3,177.1	20	158.9
Tan Minh Duc Cooperative	3,786.8	20	189.3
Thanh Ha Company	1,857.6	8	232.2
CP Green Farm Facility Unit	513.0	2	256.5
Lua Farmer Group	3,912.7	20	195.6
Ha Vy Cooperative	1,091.6	20	54.6
Cat Lai Cooperative	1,195.9	20	59.8
Thanh Tan Cooperative Group	2,218.9	11	201.7
Yen Phu Cooperative	1,891.1	20	94.6
Binh Minh Cooperative	3,355.3	13	258.1
Huong Non Cooperative	871.7	20	43.6
Truong Thinh Cooperative	1,086.1	21	51.7
Quynh Hai Cooperative	1,642.9	21	78.2
Thanh Tan Cooperative	973.2	20	48.7
Dai Loi Cooperative	3,745.9	14	267.6
Vinh Phuc Cooperative	2,639.0	20	132.0
Visa Cooperative	442.9	10	44.3
Total	34,401.5	280	122.9

2.2.3.2 Agricultural Income except for vegetable (Q I 1.3.2)

The average income from agriculture (excluding vegetables) of all groups is VND 33.7 million. Thanh Tan Cooperative Group, CP Green Farm and Binh Minh cooperative have no income from agriculture except vegetables, low income groups such as Yen Phu cooperative (VND 1.6 million) and Dai Loi cooperative (VND 2.1 million) and Lua Farmer. Group (VND 2.9 million). There are two groups with an average income of over VND 100 million: Tan Minh Duc cooperative (VND 118.7 million) and Vinh Phuc cooperative (VND 118.3 million).

Table 2-38 Agricultural Income except for vegetable

Group	Total Income (VND million/year)	Number of farmers	Average Income (VND million/household/year)
Duc Chinh Cooperative	648.5	20	32.4
Tan Minh Duc Cooperative	2,373.8	20	118.7
Thanh Ha Company	102.0	8	12.8
CP Green Farm Facility Unit	0.0	2	0.0
Lua Farmer Group	58.0	20	2.9

Group	Total Income (VND million/year)	Number of farmers	Average Income (VND million/household/year)
Ha Vy Cooperative	979.0	20	49.0
Cat Lai Cooperative	150.0	20	7.5
Thanh Tan Cooperative Group	0.0	11	0.0
Yen Phu Cooperative	32.0	20	1.6
Binh Minh Cooperative	0.0	13	0.0
Huong Non Cooperative	720.0	20	36.0
Truong Thinh Cooperative	319.0	21	15.2
Quynh Hai Cooperative	1,030.0	21	49.0
Thanh Tan Cooperative	417.0	20	20.9
Dai Loi Cooperative	30.0	14	2.1
Vinh Phuc Cooperative	2,365.0	20	118.3
Visa Cooperative	225.0	10	22.5
Total	9,449.3	280	33.7

2.2.3.3 Income source except for Agriculture (Q I 1.3.3)

Average income except agricultural of interviewed groups is VND 14.4 million / year. In which Duc Chinh cooperative and Lua Farmer Group are the highest average income except agricultural from vegetable production groups, with VND 58.6 million and VND 57 million respectively. There are 4 groups with no income except of agriculture such as CP Green Farm Facility Unit, Thanh Tan Cooperative Group, Binh Minh and Dai Loi Cooperative.

Table 2-39 Income source except for Agriculture

Group	Total Income (VND million/year)	Number of farmers	Average Income (VND million/household/year)
Duc Chinh Cooperative	1,171.0	20	58.6
Tan Minh Duc Cooperative	322.0	20	16.1
Thanh Ha Company	120.0	8	15.0
CP Green Farm Facility Unit	0.0	2	0.0
Lua Farmer Group	1,140.0	20	57.0
Ha Vy Cooperative	140.5	20	7.0
Cat Lai Cooperative	50.0	20	2.5
Thanh Tan Cooperative Group	0.0	11	0.0
Yen Phu Cooperative	190.0	20	9.5
Binh Minh Cooperative	0.0	13	0.0
Huong Non Cooperative	490.0	20	24.5
Truong Thinh Cooperative	70.0	21	3.3
Quynh Hai Cooperative	90.0	21	4.3
Thanh Tan Cooperative	201.0	20	10.1
Dai Loi Cooperative	0.0	14	0.0
Vinh Phuc Cooperative	30.0	20	1.5
Visa Cooperative	5.0	10	0.5
Total	4,019.5	280	14.4

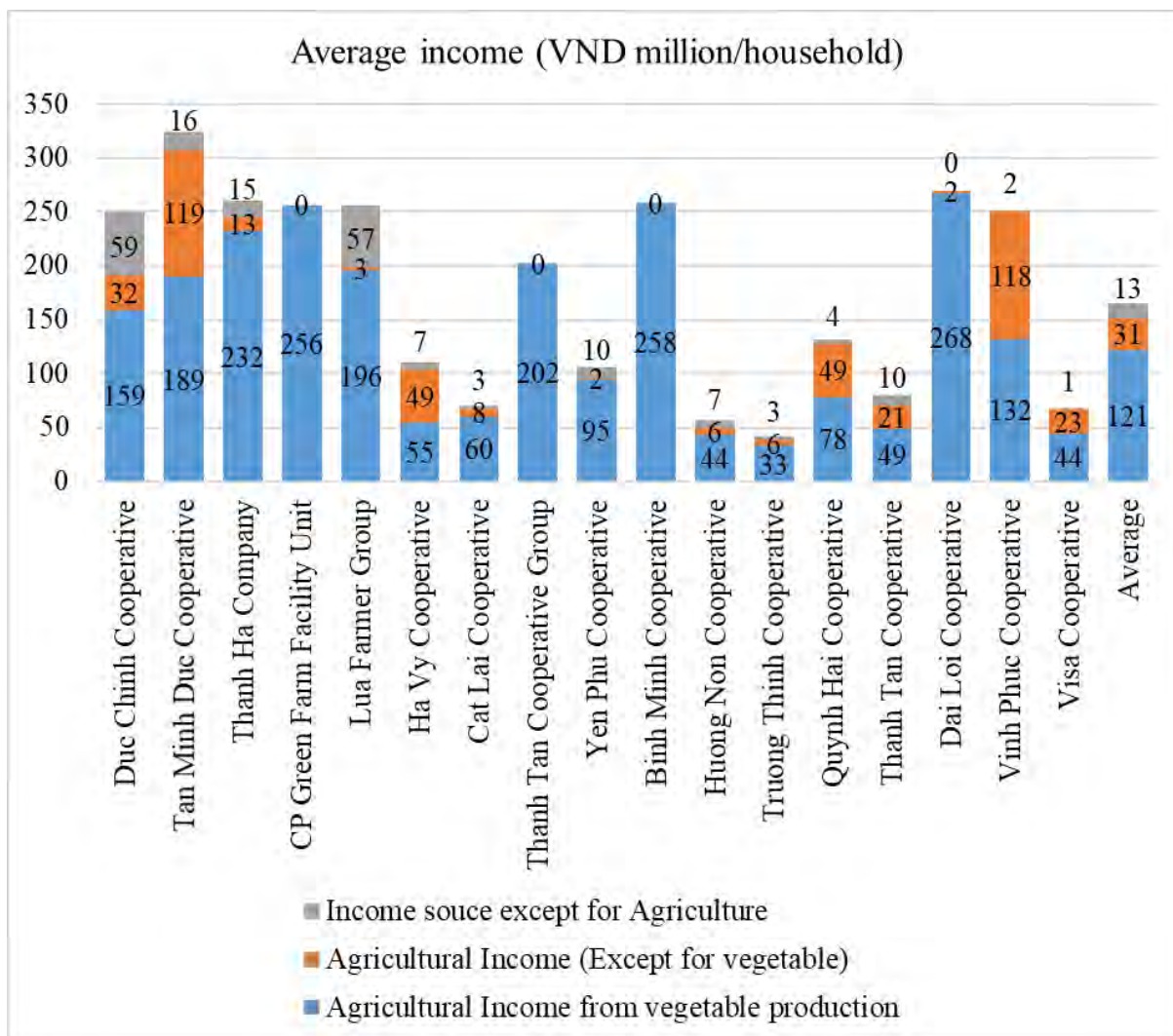


Figure 2-31 Average Income

2.2.4 Awareness of safety

2.2.4.1 Application of safety control (Q I 2.0)

All interviewed farmers are applying at least one of three safety controls (Viet GAP, Basic GAP and Safe production). No one applied Global GAP. The total number of farmer applying Viet GAP is 189 people (67.5% of the interviewees), 172 farmers applying for Safe production (61.4%) and Basic GAP is 77 farmers (27.5%).

Table 2-40 Application of safety control

Group	Global GAP	Viet GAP	Basic GAP	Safe production	Not applying
Duc Chinh Cooperative	0	20	0	13	0
Tan Minh Duc Cooperative	0	20	0	13	0
Thanh Ha Company	0	8	0	8	0
CP Green Farm Facility Unit	0	2	0	2	0
Lua Farmer Group	0	0	20	6	0
Ha Vy Cooperative	0	4	15	18	0
Cat Lai Cooperative	0	4	13	9	0
Thanh Tan Cooperative Group	0	0	0	11	0

Group	Global GAP	Viet GAP	Basic GAP	Safe production	Not applying
Yen Phu Cooperative	0	20	0	12	0
Binh Minh Cooperative	0	13	0	9	0
Huong Non Cooperative	0	20	0	17	0
Truong Thinh Cooperative	0	21	0	13	0
Quynh Hai Cooperative	0	6	15	6	0
Thanh Tan Cooperative	0	7	14	6	0
Dai Loi Cooperative	0	14	0	7	0
Vinh Phuc Cooperative	0	20	0	15	0
Visa Cooperative	0	12	0	8	0
Total	0	189	77	172	0
	0%	67.5%	27.5%	61.4%	0%

2.2.4.2 Benefit of Safe vegetable cultivation (Q I 2.2)

The most important reasons for applying safe vegetable are “Good for producer” (79.6%) and “Good for consumer” (77.1%). The application to “Received guidance” also accounts for a relatively high rate (65.7%), while the reduce material costs and the reduce labor costs are not important reasons at the rate of 12.5% and 3.2%, respectively.

The farmers also find that the application of safe vegetable cultivation makes Price is high (56.1%) and the demand for safe vegetables is also increasing (62.9%).

Table 2-41 Benefit of Safe vegetable cultivation

Group	Price is high	Demand is big	Receive cultivation guidance	Good for health of consumers	Good for health of producers	Material costs is low	Labor costs is low	Others
Duc Chinh Cooperative	13	18	14	20	19	3	3	2
Tan Minh Duc Cooperative	12	14	14	20	20	0	0	3
Thanh Ha Company	4	5	4	7	6	0	0	5
CP Green Farm Facility Unit	1	1	1	2	2	0	0	0
Lua Farmer Group	4	6	14	10	10	0	0	6
Ha Vy Cooperative	12	13	10	13	12	2	1	2
Cat Lai Cooperative	7	11	10	6	8	4	0	4
Thanh Tan Cooperative Group	0	0	11	11	11	11	0	0
Yen Phu Cooperative	15	15	14	19	18	0	0	4
Binh Minh Cooperative	13	10	8	11	12	0	0	0
Huong Non Cooperative	11	13	12	19	18	0	0	0
Truong Thinh Cooperative	11	15	13	16	17	0	0	3
Quynh Hai Cooperative	12	13	16	16	17	0	0	6
Thanh Tan Cooperative	12	14	14	18	18	0	0	2
Dai Loi Cooperative	14	14	14	14	14	14	5	0
Vinh Phuc Cooperative	10	9	10	10	15	1	0	2
Visa Cooperative	6	5	5	4	6	0	0	3
Total	157	176	184	216	223	35	9	42
	56.1%	62.9%	65.7%	77.1%	79.6%	12.5%	3.2%	15.0%

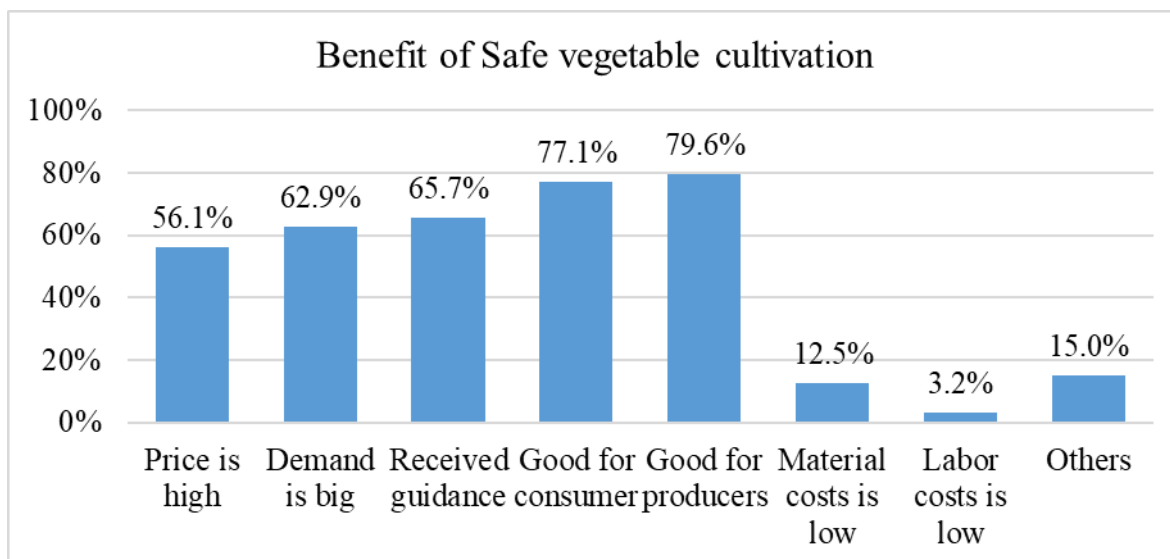


Figure 2-32 Benefit of Safe Vegetable Cultivation

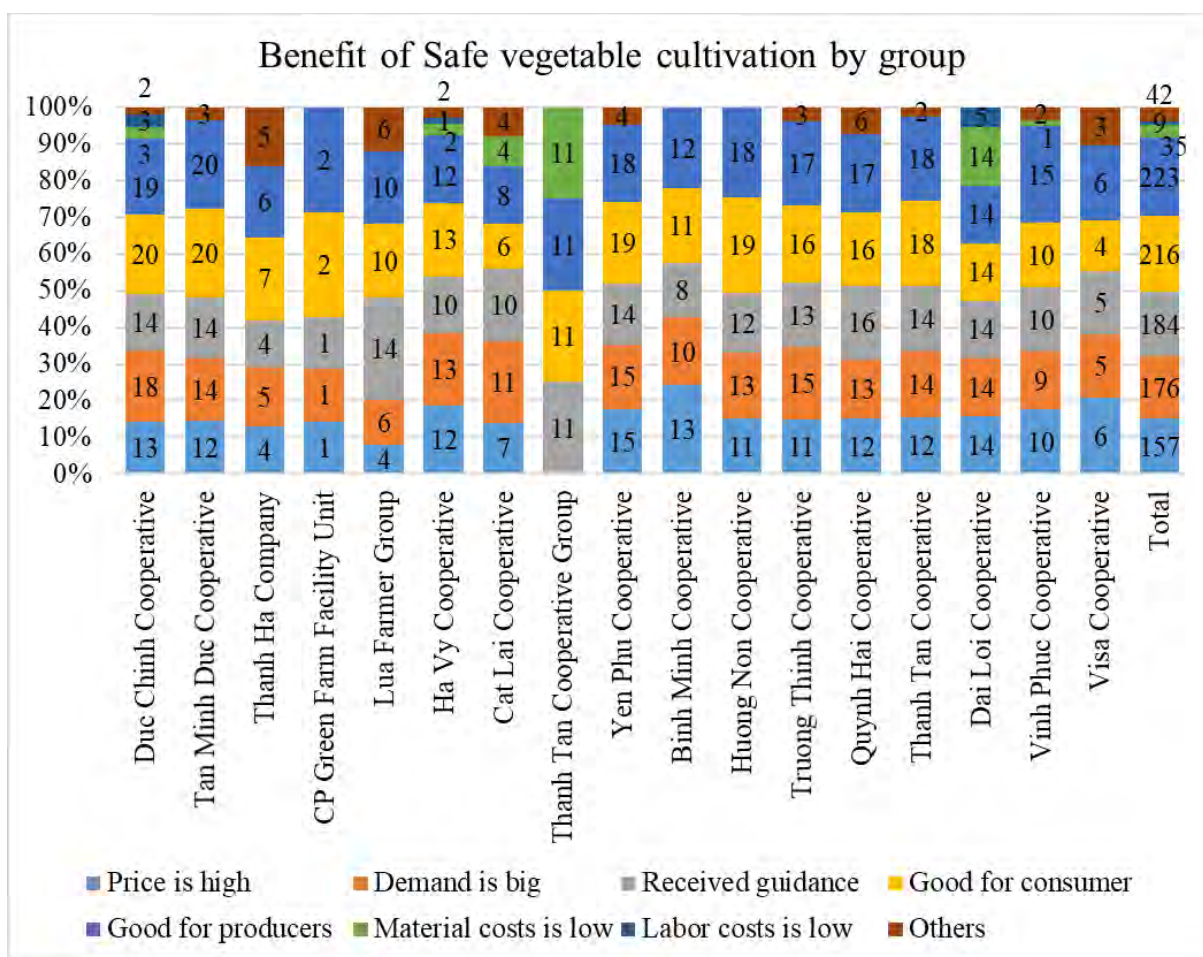


Figure 2-33 Benefit of Safe Vegetable Cultivation by Group

2.2.4.3 Challenge to cultivate safe vegetable (Q I 2.3)

The biggest challenge to cultivate safe vegetable is that it is difficult to cultivate according to the guidance of GAP (54.3%), followed by the high cost of cultivation (16.8%), analyzing cost

for pesticide residue is high (8.6%). The interviewed farmers have no difficulty on price and certification fee.

Table 2-42 Challenge to cultivate safe vegetable

Group	Price is low	Cultivation cost is high	Certification fee is high	Analyzing cost are high	Office procedures is the complicated	Cannot sell	Cultivation is difficult	Others
Duc Chinh Cooperative	0	6	0	0	0	0	13	0
Tan Minh Duc Cooperative	0	2	0	0	0	0	16	0
Thanh Ha Company	0	2	0	0	0	0	6	0
CP Green Farm Facility Unit	0	0	0	0	0	0	2	0
Lua Farmer Group	0	5	0	0	0	0	15	0
Ha Vy Cooperative	0	5	0	5	4	1	1	0
Cat Lai Cooperative	0	6	0	5	1	0	7	0
Thanh Tan Cooperative Group	0	0	0	0	0	0	0	0
Yen Phu Cooperative	0	2	0	0	0	0	15	0
Binh Minh Cooperative	0	3	0	0	3	0	7	0
Huong Non Cooperative	0	2	0	0	0	0	9	0
Truong Thinh Cooperative	0	0	0	0	0	0	12	0
Quynh Hai Cooperative	0	3	0	0	0	0	18	0
Thanh Tan Cooperative	0	2	0	0	0	0	17	0
Dai Loi Cooperative	0	0	0	14	0	0	0	0
Vinh Phuc Cooperative	0	7	0	0	1	0	9	0
Visa Cooperative	0	2	0	0	0	0	5	0
Total	0	47	0	24	9	1	152	0
	0.0%	16.8%	0.0%	8.6%	3.2%	0.4%	54.3%	0.0%

2.2.4.4 Consumption of vegetable at home (Q I 2.4)

There is no special cultivation method for vegetables at home consumption Almost people eat vegetables with the safe vegetable cultivation method, such as Viet GAP/ Certificate of safe production condition (99.3%).

Table 2-43 Consumption of vegetable at home

Group	Safe vegetable cultivation method	Normal cultivation method	Special cultivation method
Duc Chinh Cooperative	20	0	0
Tan Minh Duc Cooperative	20	0	0
Thanh Ha Company	8	0	0
CP Green Farm Facility Unit	2	0	0
Lua Farmer Group	19	1	0
Ha Vy Cooperative	19	2	0
Cat Lai Cooperative	20	0	0
Thanh Tan Cooperative Group	11	0	0
Yen Phu Cooperative	20	1	0
Binh Minh Cooperative	13	0	0
Huong Non Cooperative	20	0	0
Truong Thinh Cooperative	21	0	0
Quynh Hai Cooperative	21	0	0
Thanh Tan Cooperative	20	0	0

Group	Safe vegetable cultivation method	Normal cultivation method	Special cultivation method
Dai Loi Cooperative	14	0	0
Vinh Phuc Cooperative	20	0	0
Visa Cooperative	10	0	0
Total	278 (99.3%)	4 (1.4%)	0

Note: Special cultivation method is the method only for home consumption, such as organic cultivation.

2.2.4.5 Confidence for safety of vegetable production (Q I 2.5, I 2.6)

All interviewed farmers have confidence for safety of vegetable production.

Applying the method of GAP is the main reason of confidence for safety of vegetable (93.9%), received training for safe vegetable production account 31.1%.

Table 2-44 Reasons of Confidence for Safety of Vegetable Production

Group	Applying the method of GAP	Received training	Follow other farmers	My experience	Others
Duc Chinh Cooperative	20	7	0	0	0
Tan Minh Duc Cooperative	20	7	0	0	0
Thanh Ha Company	8	4	0	0	0
CP Green Farm Facility Unit	2	1	0	0	0
Lua Farmer Group	20	5	0	0	0
Ha Vy Cooperative	19	11	1	0	0
Cat Lai Cooperative	17	3	3	0	0
Thanh Tan Cooperative Group	0	11	0	0	0
Yen Phu Cooperative	20	5	0	0	0
Binh Minh Cooperative	13	3	0	0	0
Huong Non Cooperative	20	0	1	0	0
Truong Thinh Cooperative	19	0	0	0	0
Quynh Hai Cooperative	21	8	0	0	0
Thanh Tan Cooperative	20	7	0	0	0
Dai Loi Cooperative	14	10	0	0	0
Vinh Phuc Cooperative	20	5	6	0	0
Visa Cooperative	10	0	2	0	0
Total	263	87	13	0	0
	93.9%	31.1%	4.6%	0.0%	0.0%

2.2.5 Field Activity Record

2.2.5.1 Regular recording of field activity (Q I 2.8)

There are 258 (92.1%) interviewed farmers recorded their field activity regularly (agrochemical, fertilizer application). 22 farmers (7.9%) did not record the field activities regularly, especially the cooperatives as Vinh Phuc (11 farmers) and Cat Lai (7 farmers).

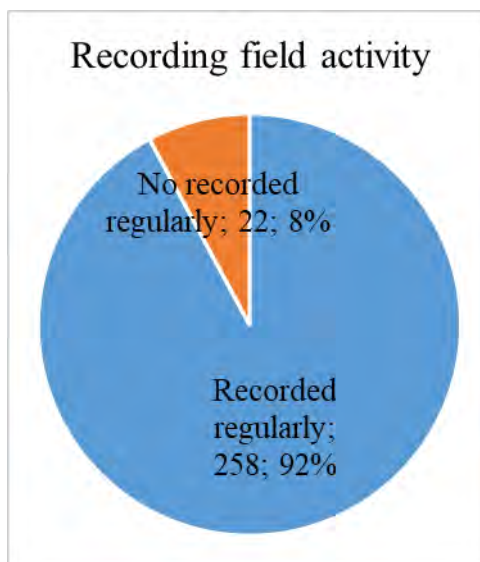


Figure 2-34 Recording Field Activity

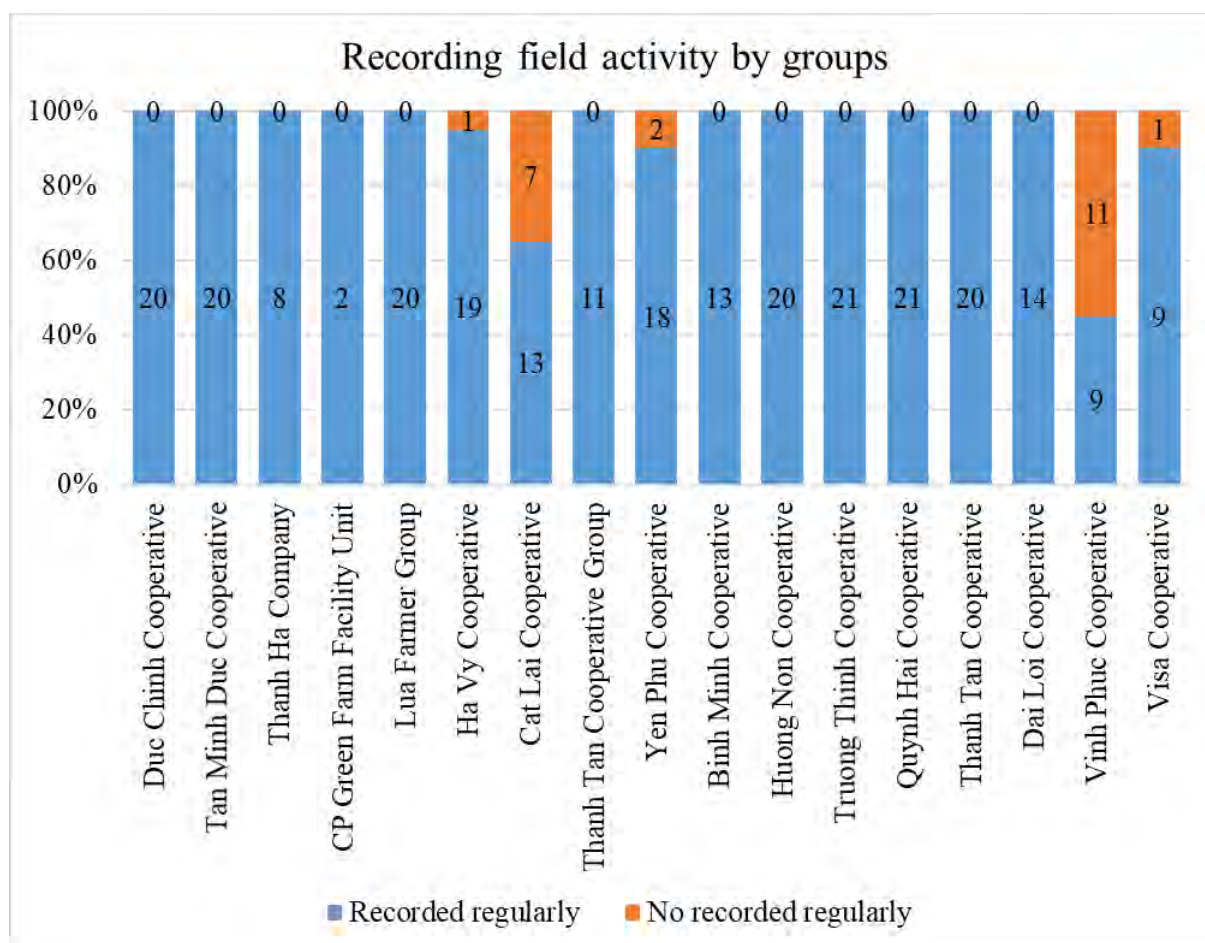
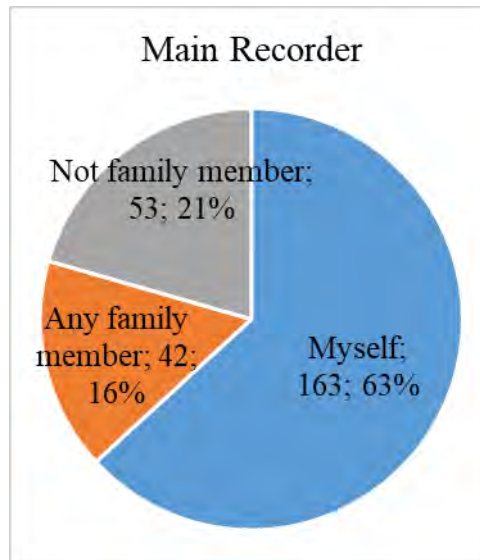


Figure 2-35 Recording Field Activity by Group

2.2.5.2 Main recorder (Q I 2.9)

Among 258 farmers who recorded regularly, 63.2% recorded by themselves, and 16.3% asked a family member to record. 20.5% of farmers answered a group member such as production manager of the group maintained the records.



Note: Not family member means that main recorder is a production manager or any member of the group.

Figure 2-36 Main Recorder

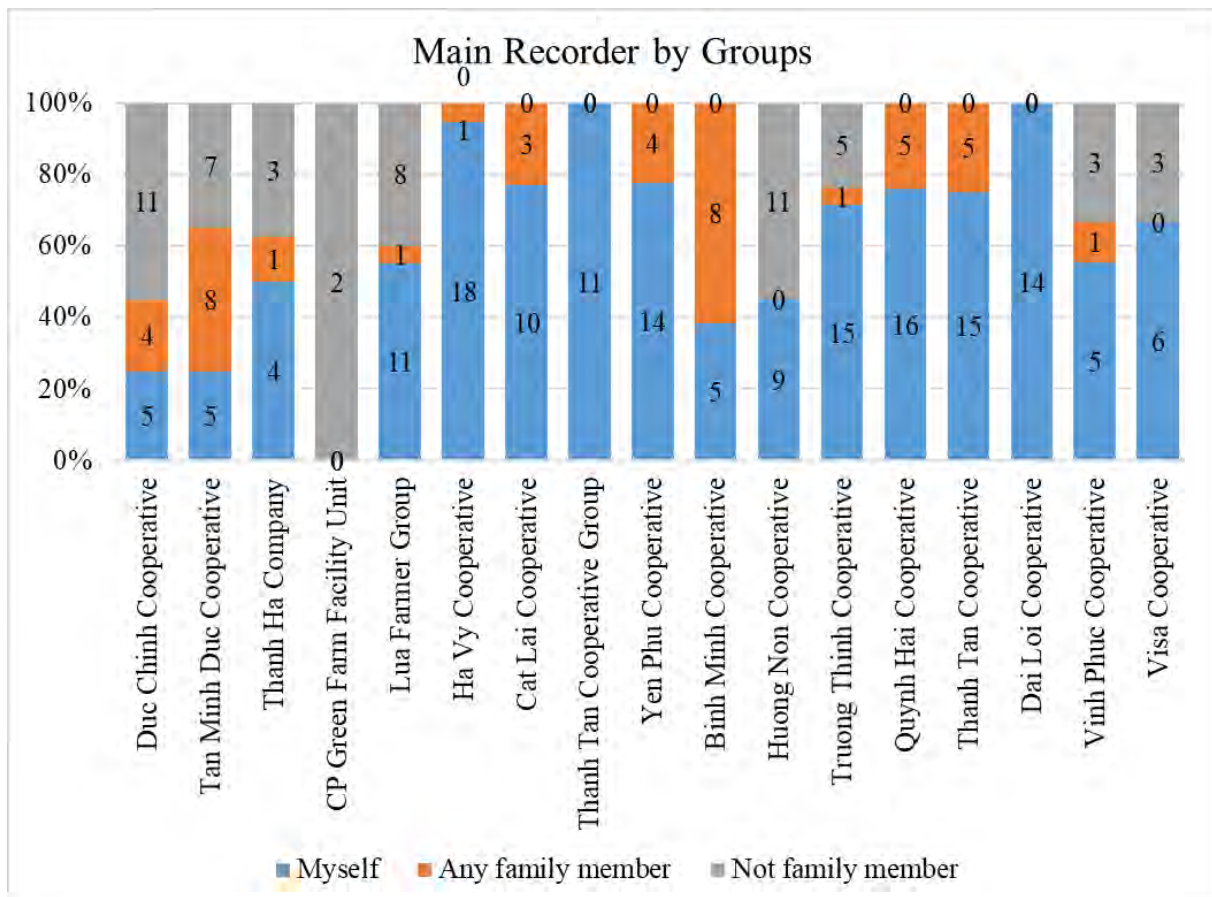


Figure 2-37 Main Recorder by Group

2.2.5.3 The Advantages of recording (Q I 2.10)

The most advantage of recording is convenience for checking/reviewing of production activities (90.0%), followed by easiness of recording (63.2%), convenience for calculation of income (54.6%), and convenience for setting up of production plans (48.6%).

Other advantages of recording were relatively low: Convenience for product distribution and finding buyers (25.7%) and Convenience for traceability (18.2%).

Table 2-45 Advantages of recording

Group	Easiness of recording	Calculating income	Checking / reviewing	Setting up plans	Product distribution	Traceability
Duc Chinh Cooperative	13	14	20	7	4	0
Tan Minh Duc Cooperative	12	14	19	12	10	6
Thanh Ha Company	4	4	8	4	2	0
CP Green Farm Facility Unit	1	1	2	1	1	0
Lua Farmer Group	14	12	20	6	3	0
Ha Vy Cooperative	12	6	17	14	7	6
Cat Lai Cooperative	7	6	13	11	2	2
Thanh Tan Cooperative Group	11	11	11	11	11	11
Yen Phu Cooperative	13	11	18	17	13	8
Binh Minh Cooperative	9	11	13	7	6	4
Huong Non Cooperative	15	8	20	5	3	0
Truong Thinh Cooperative	15	12	21	7	3	2
Quynh Hai Cooperative	13	14	21	8	2	0
Thanh Tan Cooperative	13	14	20	7	0	0
Dai Loi Cooperative	14	6	14	8	0	8
Vinh Phuc Cooperative	5	3	8	7	3	2
Visa Cooperative	6	6	7	4	2	2
Total	177	153	252	136	72	51
	63.2%	54.6%	90.0%	48.6%	25.7%	18.2%

2.2.5.4 Disadvantages of recording (Q I 2.11)

65% of interviewed farmers responded there was no disadvantage of recording. The main disadvantages of recording are “Time consuming” (13.9%) and “Difficult to record the names of pesticides and fertilizers” (13.6%). Other disadvantages responded by the people are forgetfulness and due to being old, it is difficult to recording.

Table 2-46 Disadvantages of recording

Group	Complicated to record	Fill in the form at home	Time consuming	Difficult to record	Others	Any of disadvantage
Duc Chinh Cooperative	0	0	0	0	2	2
Tan Minh Duc Cooperative	0	0	3	0	0	3
Thanh Ha Company	0	0	1	0	0	1
CP Green Farm Facility Unit	0	0	0	0	0	0
Lua Farmer Group	0	0	1	0	8	9
Ha Vy Cooperative	1	2	3	7	1	12
Cat Lai Cooperative	1	1	9	1	0	9
Thanh Tan Cooperative Group	0	0	0	11	0	11
Yen Phu Cooperative	0	1	2	0	1	4
Binh Minh Cooperative	0	0	3	2	0	4
Huong Non Cooperative	0	0	2	0	0	2
Truong Thinh Cooperative	0	0	2	7	1	10
Quynh Hai Cooperative	0	0	2	0	9	11
Thanh Tan Cooperative	0	0	1	0	3	4
Dai Loi Cooperative	0	8	8	8	0	8
Vinh Phuc Cooperative	0	0	2	0	2	4

Group	Complicated to record	Fill in the form at home	Time consuming	Difficult to record	Others	Any of disadvantage
Visa Cooperative	1	0	0	2	1	4
Total	3	12	39	38	28	98
	1.1%	4.3%	13.9%	13.6%	10.0%	35.0%

Note: Others are forgetting of recording and need reminding.

2.2.5.5 Check/refer the record before next action (Q I 2.12)

Almost of interviewed farmers (97.7%) who recorded their field activity regularly (252 of 258 farmers, refer to 2.2.5.1) responded that they were checking/referring the record before next action such as pesticide application and harvesting.

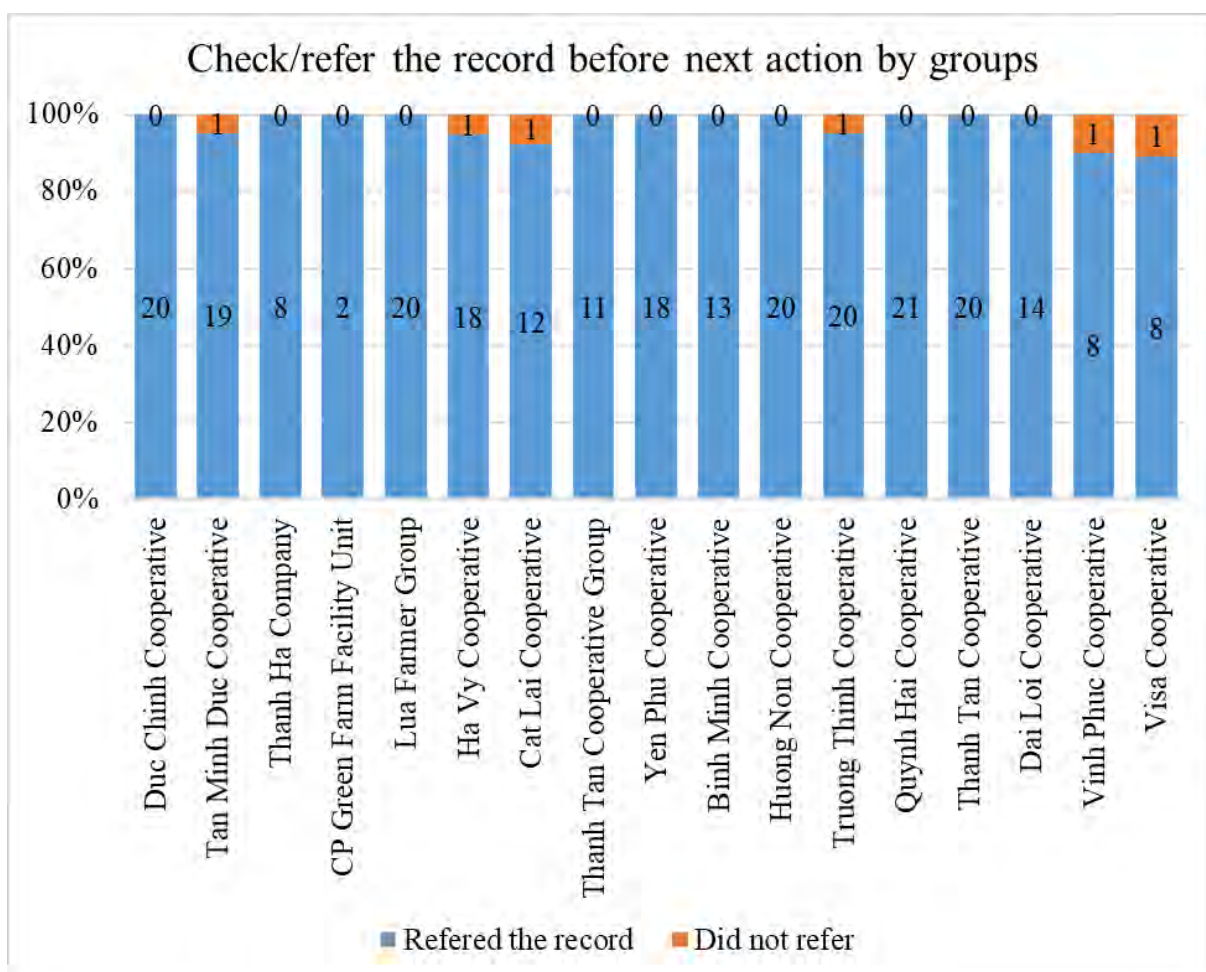


Figure 2-38 Check/refer the Record before next action by groups

2.2.5.6 Reason not recording regularly (Q I 2.13)

Among 22 farmers who did not record the field activity regularly (refer to 2.2.5.1), major reason was “Spend time to record” (19 farmers, 95%), even though farmers understand the benefit of recording.

Table 2-47 The reason did not record

Group	Number of farmers not recording regularly	No penalty	No one confirm	Don't know how	No benefit	Spend time to record
Duc Chinh Cooperative	0	0	0	0	0	0
Tan Minh Duc Cooperative	1	0	0	0	0	1
Thanh Ha Company	0	0	0	0	0	0
CP Green Farm Facility Unit	0	0	0	0	0	0
Lua Farmer Group	0	0	0	0	0	0
Ha Vy Cooperative	2	0	1	0	0	1
Cat Lai Cooperative	8	0	0	0	0	8
Thanh Tan Cooperative Group	0	0	0	0	0	0
Yen Phu Cooperative	2	0	0	0	0	2
Binh Minh Cooperative	0	0	0	0	0	0
Huong Non Cooperative	0	0	0	0	0	0
Truong Thinh Cooperative	1	0	0	0	0	1
Quynh Hai Cooperative	0	0	0	0	0	0
Thanh Tan Cooperative	0	0	0	0	0	0
Dai Loi Cooperative	0	0	0	0	0	0
Vinh Phuc Cooperative	6	0	0	1	0	5
Visa Cooperative	2	0	0	1	0	1
Total	22	0	1	2	0	19

2.2.5.7 Cultivation calendar (Q I 2.14)

Cultivation calendar is a plan which includes information of fertilizer and agrochemical (ex. Moment, amount, type to use). There were 211 interviewed households (75%) responding that they had cultivation calendar.

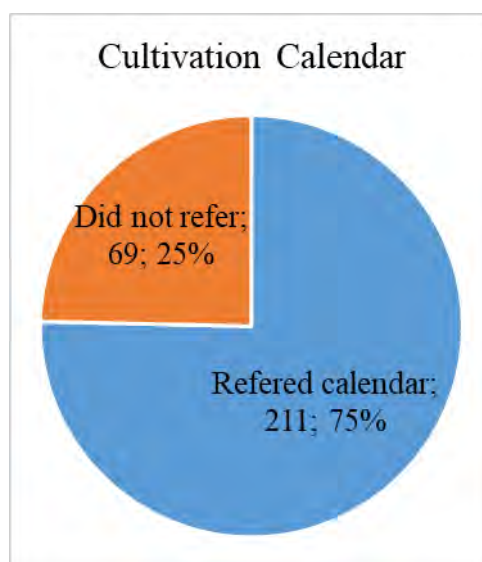


Figure 2-39 Cultivation Calendar

Groups with 100% of respondents have farming schedule such as CP Green Farm, Thanh Tan Cooperative group and Dai Loi, Visa cooperatives. Huong Non cooperative has the lowest rate of cultivation calendar, at 52.4%.

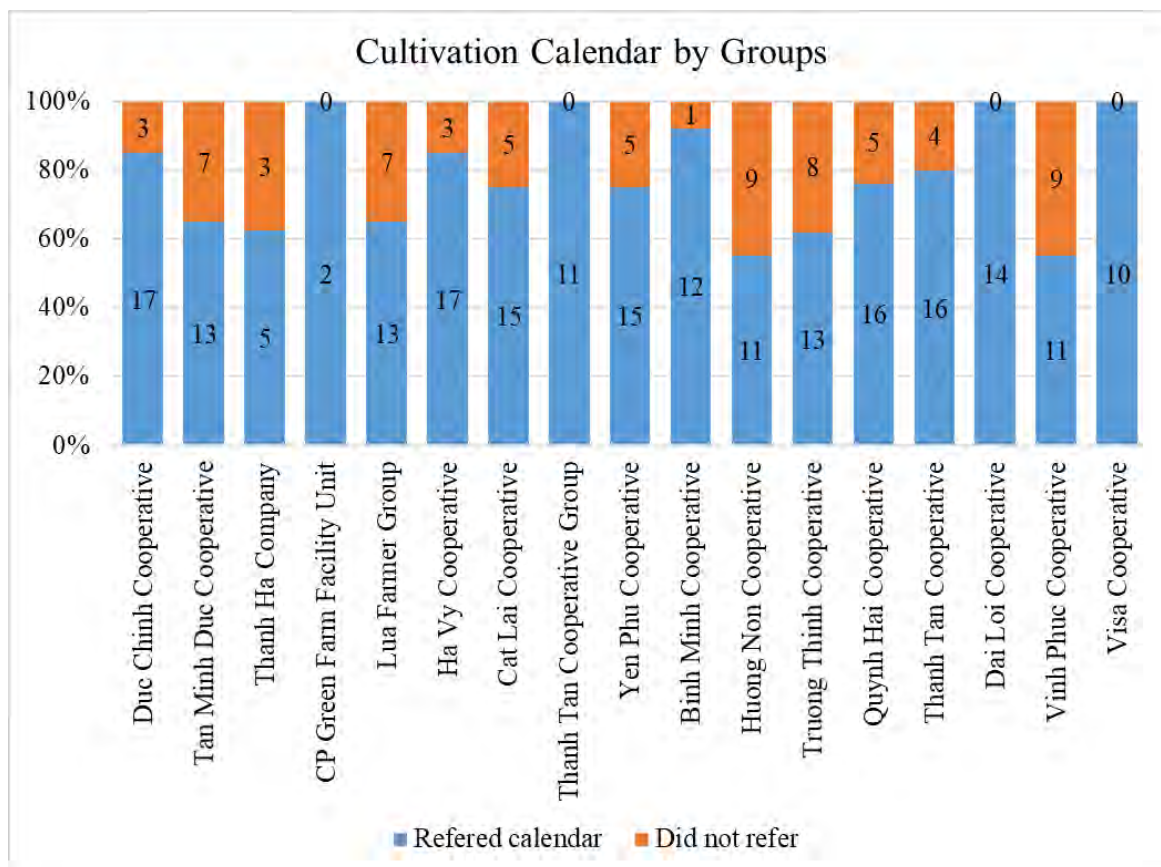


Figure 2-40 Cultivation Calendar by Groups

2.2.6 Agrochemicals

2.2.6.1 Awareness of agrochemical use (Q I 2.15)

77.5% of interviewed farmers answered that “There is no negative effect for human if use appropriate amount/ correct amount”. 20.0% of interviewed farmers answered that “There is a negative effect for human even if use just a little. So it's better to reduce amount as little as possible”. 2.5% of interviewed farmers answered that “There is no negative effect for human even if use a lot”.

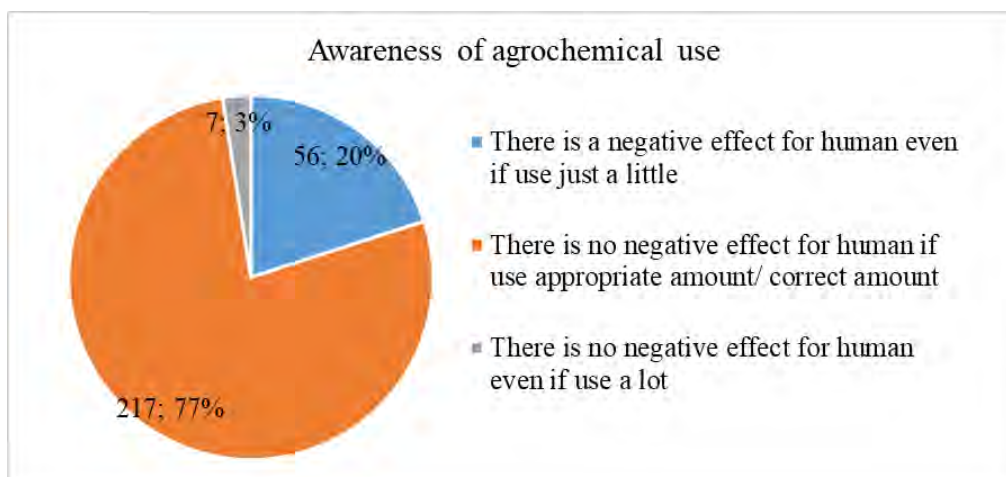


Figure 2-41 Awareness of agrochemical use

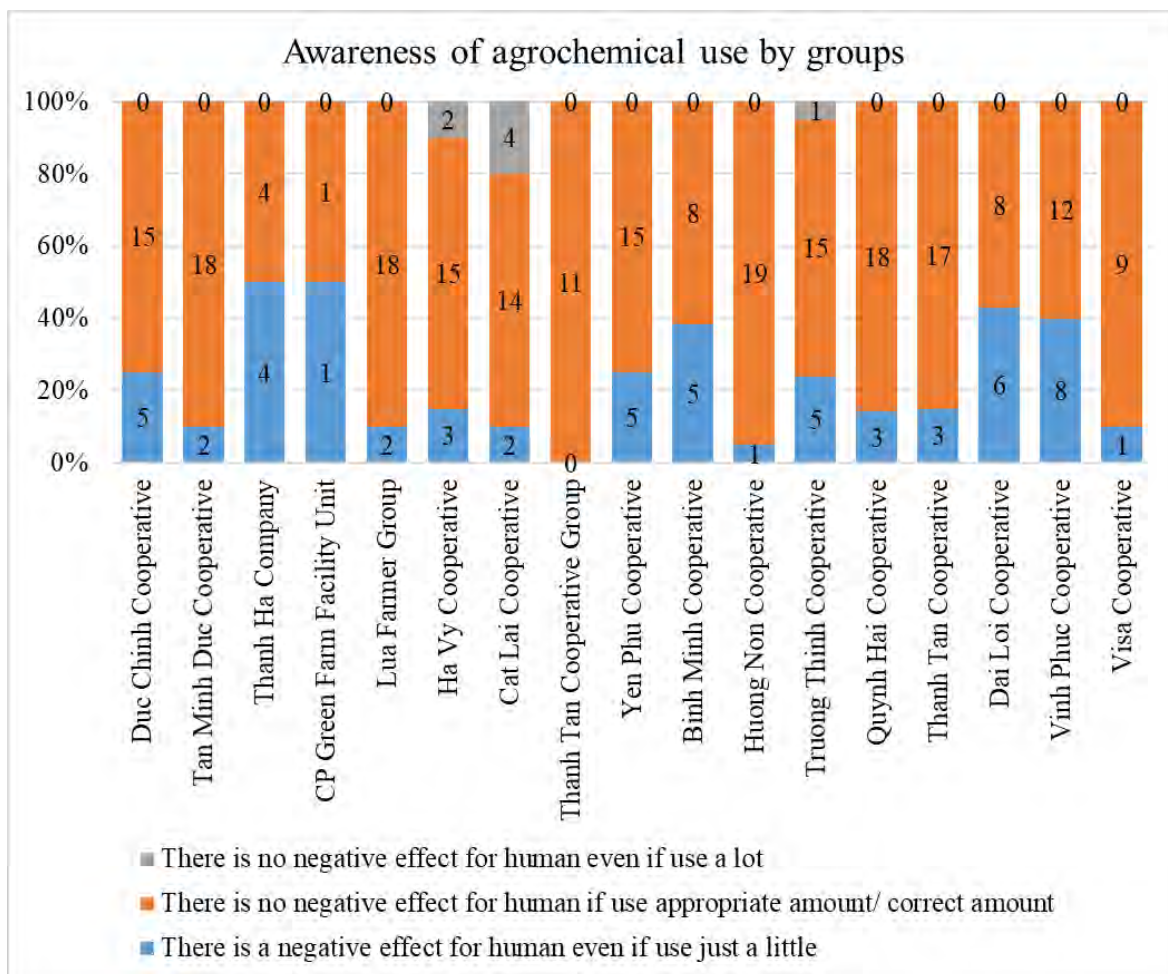


Figure 2-42 Awareness of agrochemical use by groups

2.2.6.2 Awareness of agrochemical registration (Q I 2.17)

This was the question about the awareness of 2 types of agrochemicals; (1) registered to use and (2) not registered/ prohibited to use. 279 farmers (99.6%) answered that they knew the difference, except for one farmer.

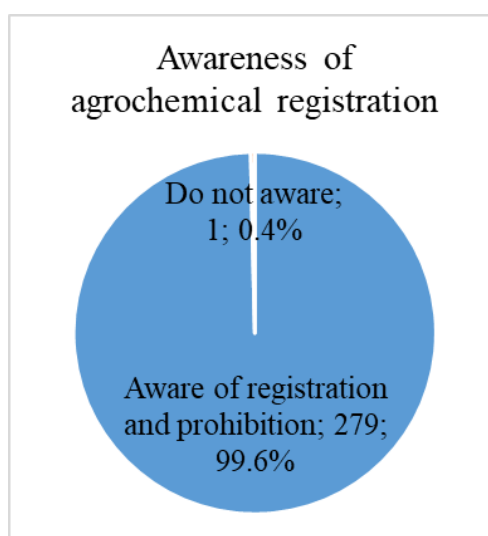


Figure 2-43 Awareness of agrochemical registration

2.2.6.3 Awareness of pesticides to use per type of vegetable (Q I 2.18)

All 280 respondents answered that they knew “The pesticides that can be used depend on the type of vegetables, even if it is registered”.

2.2.6.4 Reason for choosing pesticides (Q I 2.19)

56.1% of interviewed farmers answered a guidance of Government technical staff as the reason to choose pesticides, followed by a guidance from farmers’ groups (53.2%). 32.9% of the farmers answered they chose pesticides based on their own experience.

Table 2-48 Reason for choosing pesticides

Group	Own experiences	Guidance from organization	Shop’s guidance	Guidance of Government technical staff	Others
Duc Chinh Cooperative	10	13	8	14	0
Tan Minh Duc Cooperative	12	13	8	12	0
Thanh Ha Company	0	4	0	4	0
CP Green Farm Facility Unit	0	1	0	1	0
Lua Farmer Group	15	2	1	5	2
Ha Vy Cooperative	8	14	4	9	5
Cat Lai Cooperative	10	17	1	2	0
Thanh Tan Cooperative Group	0	11	0	11	0
Yen Phu Cooperative	6	4	4	14	1
Binh Minh Cooperative	7	8	0	9	0
Huong Non Cooperative	0	9	0	16	1
Truong Thinh Cooperative	5	1	4	17	1
Quynh Hai Cooperative	3	9	0	13	2
Thanh Tan Cooperative	12	15	8	12	0
Dai Loi Cooperative	0	6	8	6	0
Vinh Phuc Cooperative	3	15	0	8	1
Visa Cooperative	1	7	0	4	0
Total	92	149	46	157	13
	32.9%	53.2%	16.4%	56.1%	4.6%

Note: Others are information on the label of pesticide packages.

2.2.6.5 The moment using pesticides (Q I 20)

69.6% of farmer use pesticides when discovering pest and diseases, while 45% of farmers follow the guidance of Government technical staff and 14.3% follow the guidance of their groups.

Table 2-49 The moment using pesticides

Group	When discovering	Following guidance of organization	Shop's guidance	Guidance of Government technical staff	Others
Duc Chinh Cooperative	20	7	8	7	3
Tan Minh Duc Cooperative	19	7	7	8	4
Thanh Ha Company	8	0	0	0	1
CP Green Farm Facility Unit	2	0	0	0	0
Lua Farmer Group	16	0	0	0	9
Ha Vy Cooperative	15	3	0	9	3
Cat Lai Cooperative	11	2	0	7	7

Group	When discovering	Following guidance of organization	Shop's guidance	Guidance of Government technical staff	Others
Thanh Tan Cooperative Group	0	3	0	11	0
Yen Phu Cooperative	11	0	0	14	5
Binh Minh Cooperative	9	0	0	5	4
Huong Non Cooperative	10	2	0	12	0
Truong Thinh Cooperative	13	0	0	9	3
Quynh Hai Cooperative	13	0	0	10	4
Thanh Tan Cooperative	19	7	7	14	3
Dai Loi Cooperative	6	6	8	6	0
Vinh Phuc Cooperative	17	2	0	9	2
Visa Cooperative	6	1	1	5	2
Total	195	40	31	126	50
	69.6%	14.3%	11.1%	45.0%	17.9%

Note: Others are to use pesticides according to personal experiences when pests or diseases occur depending on the type of pest and weather conditions.

2.2.6.6 The concentration/dosage of pesticides (Q I 2.21)

When farmer check the concentration/dosage of pesticides, 64.3% of farmers follow the instructions on the packaging and 35% follow the guidance of Government technical staff.

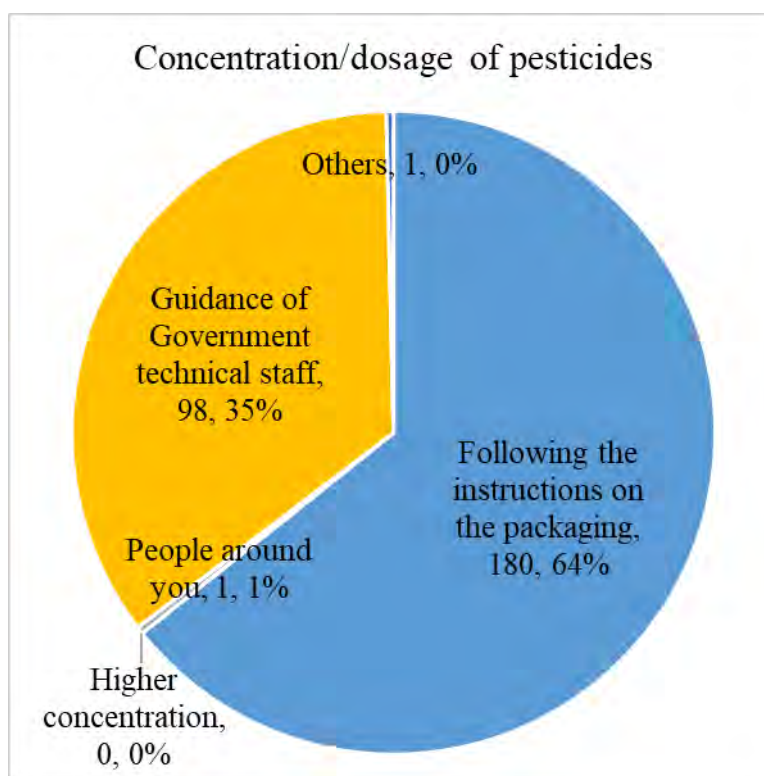


Figure 2-44 Concentration/dosage of Pesticide

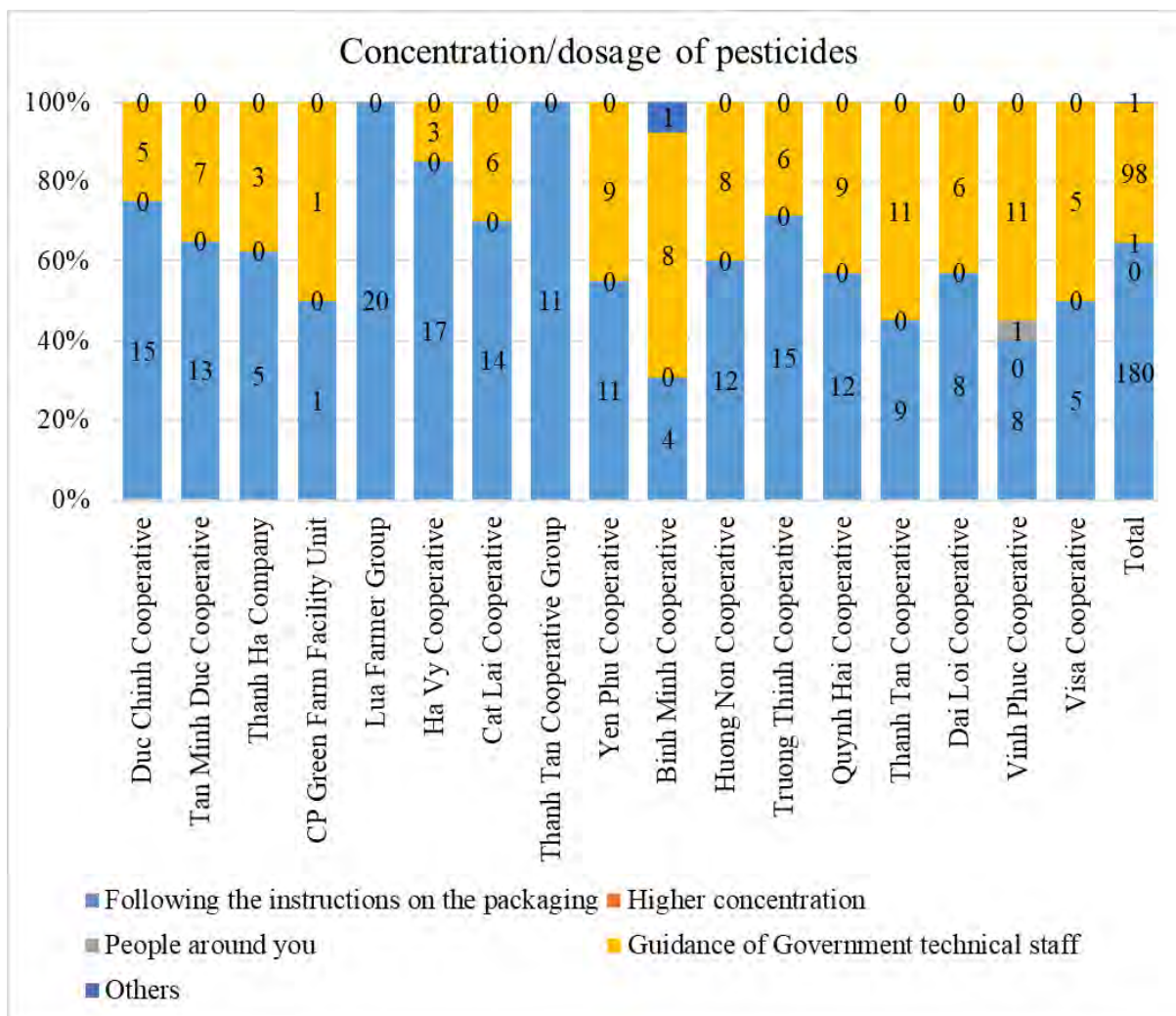


Figure 2-45 Concentration/dosage of Pesticide by Groups

2.2.6.7 Comparison of usage amount of agrochemicals for between Safe Vegetable and Normal Vegetable (Q I 2.22)

77% of farmers responded that the usage amount of agrochemical for Normal vegetable cultivation was higher than the one for Safe vegetable cultivation (77.1% versus 7.9%).

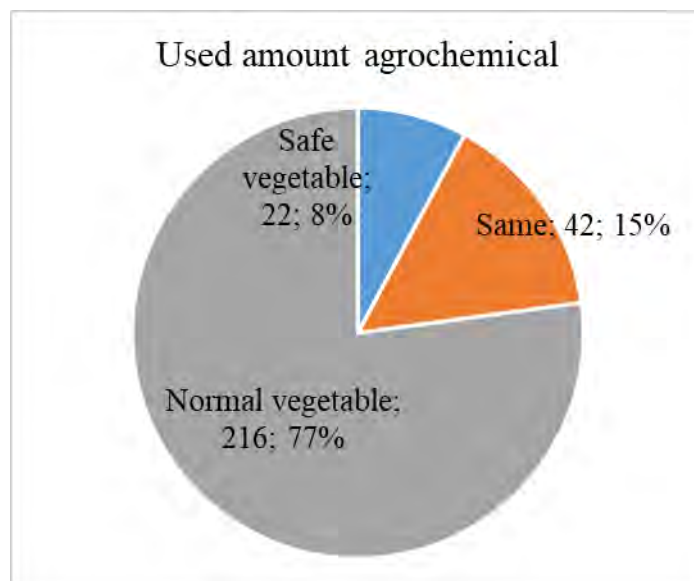


Figure 2-46 Used Amount Agrochemical

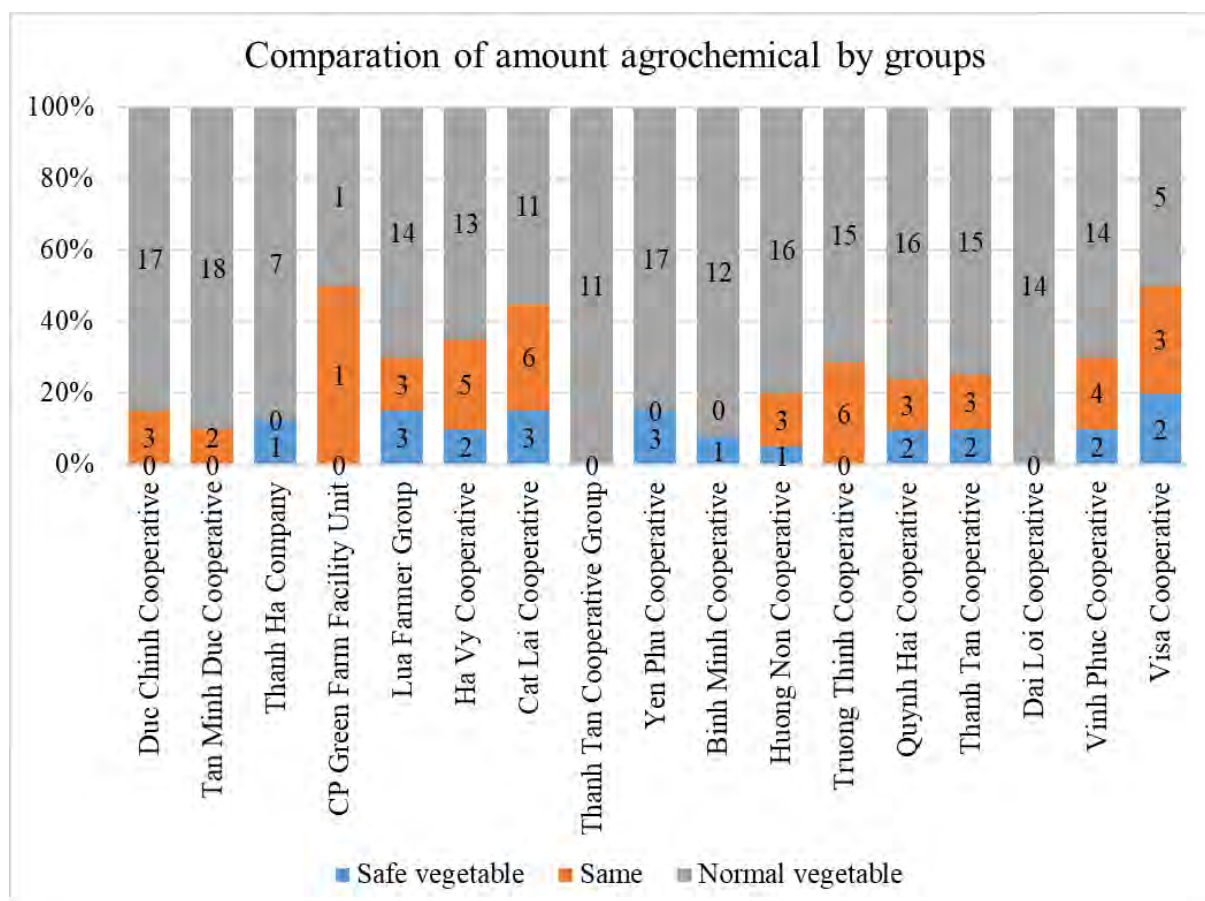


Figure 2-47 Comparison of Amount Agrochemical by Groups

2.2.6.8 Deciding the harvesting day (Q I 2.23)

The interviewed farmers decide the harvesting day following the guidance of Government technical staff (41.1%) and following the guidance of their group (20.7%) while 27.1% of farmers decide based on their own experiences.

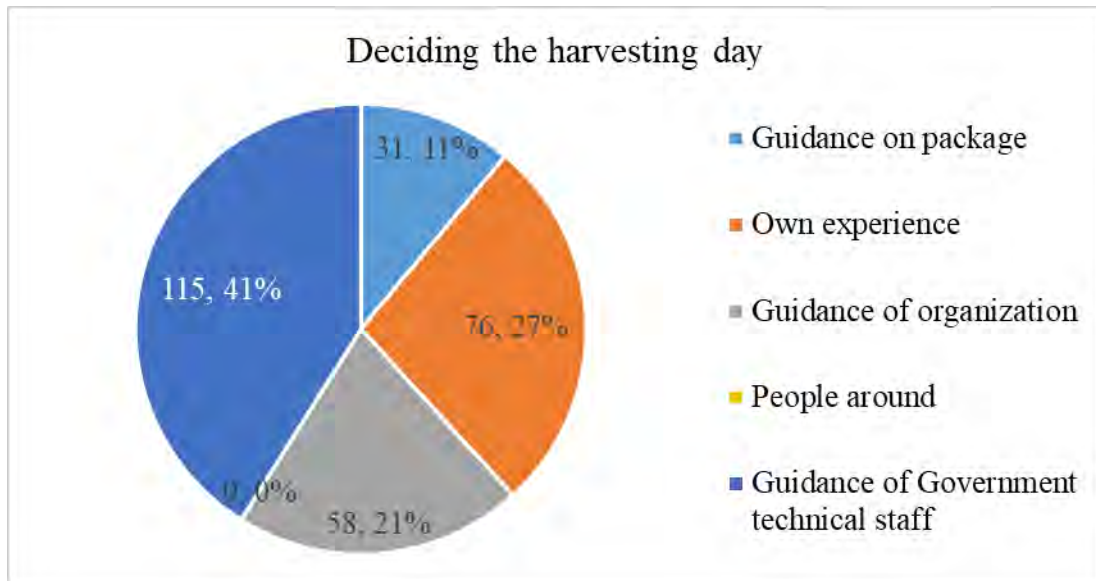


Figure 2-48 Deciding the Harvesting Day

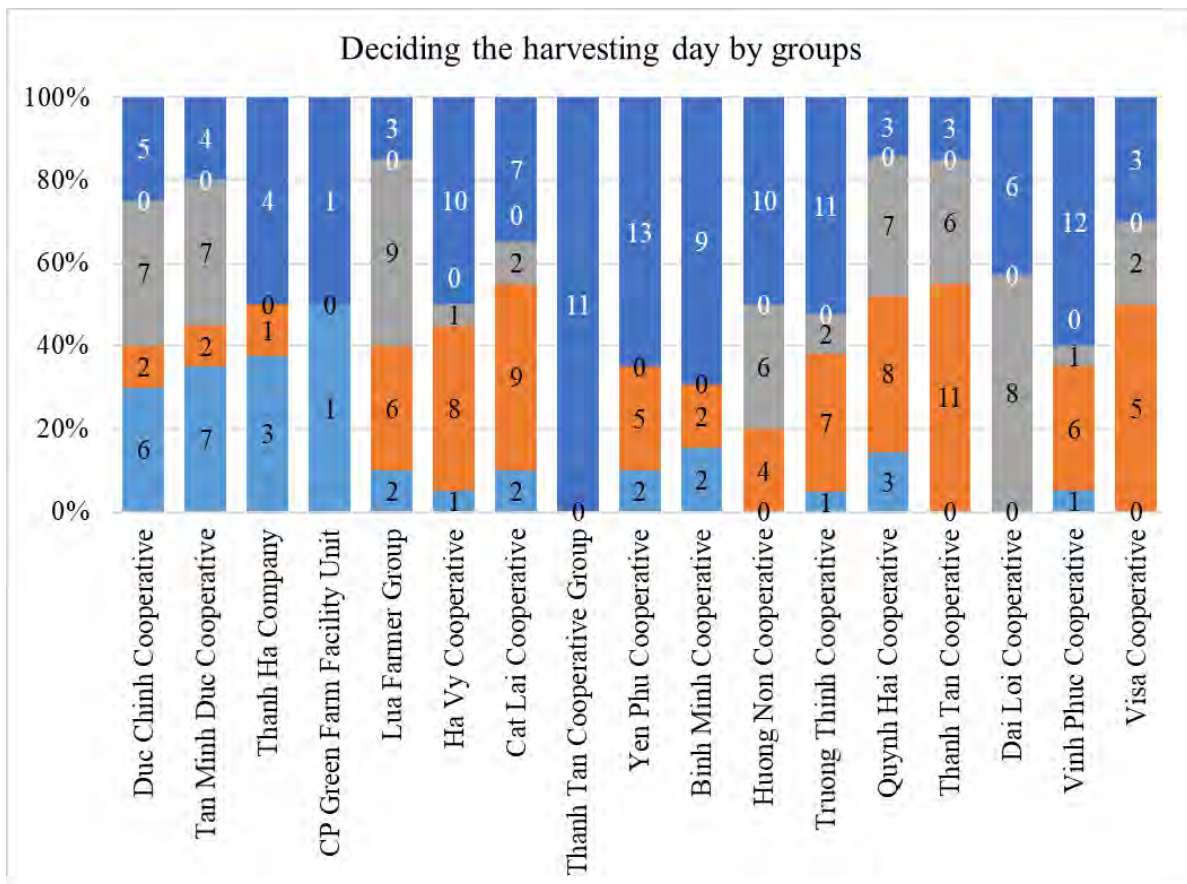


Figure 2-49 Deciding the Harvesting Day by Groups

2.2.6.9 The Protection for Spraying Pesticides (Q I 2 .24)

When spraying pesticides for vegetables, almost farmers responded that they wear multiple protection objects, such as gloves (98.6%), mask (98.2%), raincoats over the clothes (96.8%), and others (boots, glasses) at 38.6%.

Table 2-50 The Protection for Spraying Pesticides

Group	Wear raincoats	Wear mask	Wear gloves	Not typical	Others
Duc Chinh Cooperative	20	20	20	0	13
Tan Minh Duc Cooperative	20	20	20	0	7
Thanh Ha Company	8	8	8	0	8
CP Green Farm Facility Unit	2	2	2	0	2
Lua Farmer Group	20	20	20	0	8
Ha Vy Cooperative	19	18	18	0	2
Cat Lai Cooperative	17	20	20	0	4
Thanh Tan Cooperative Group	11	11	11	0	0
Yen Phu Cooperative	20	20	20	0	12
Binh Minh Cooperative	13	13	13	0	6
Huong Non Cooperative	19	19	19	0	4
Truong Thinh Cooperative	20	20	21	0	6
Quynh Hai Cooperative	21	21	21	0	13
Thanh Tan Cooperative	19	19	19	0	13
Dai Loi Cooperative	14	14	14	0	0
Vinh Phuc Cooperative	18	20	20	0	5
Visa Cooperative	10	10	10	0	5
Total	271	275	276	0	108
	96.8%	98.2%	98.6%	0.0%	38.6%

2.2.7 Marketing

2.2.7.1 Percentage of Vegetable Sales Volume (Q I 3.0)

Percentage of volume sold as safe vegetable was 86.6% and normal vegetable was 13.4%. Thanh Ha Company, CP Green Farm Facility Unit and Visa Cooperative only sell safe vegetable. Dai Loi cooperative has the highest % of volume sold as normal vegetable at 34.3%.

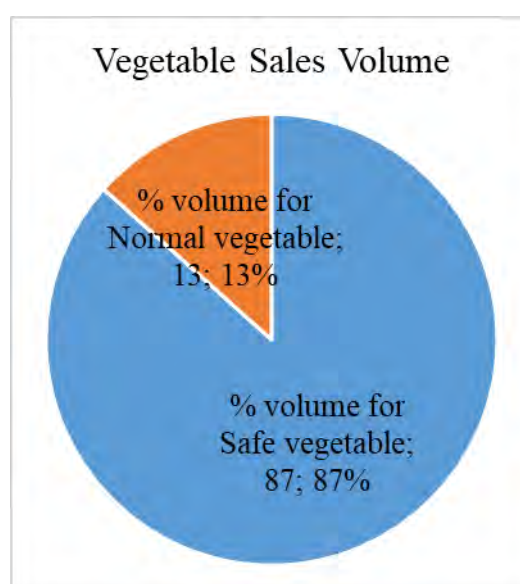


Figure 2-50 Vegetable Sales Volume

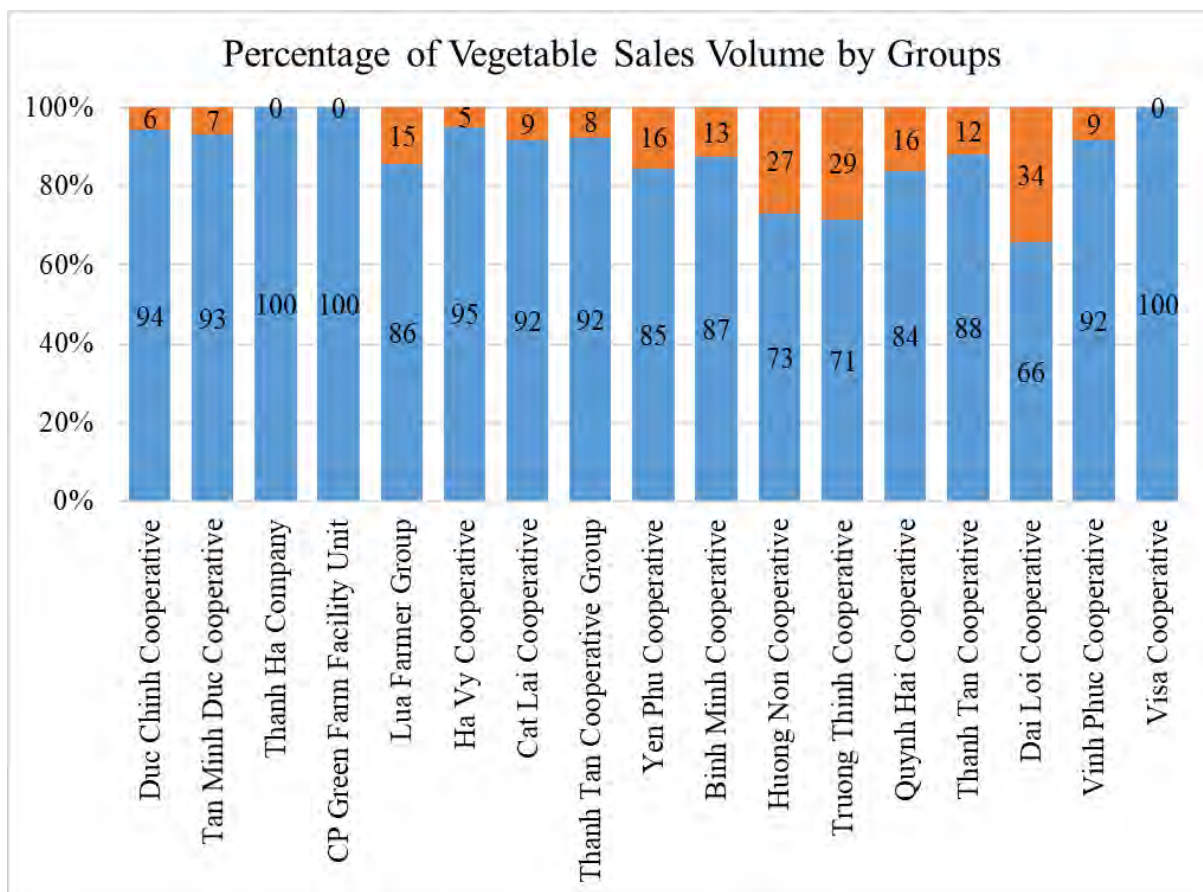


Figure 2-51 Vegetable Sales Volume by Groups

2.2.7.2 Compare the prices of safe vegetables with normal vegetables (Q I 3.1, I 3.2)

The selling price of safe vegetables is higher than normal vegetables by 13.1% on average. The highest selling price's groups such as CP Green Farm Facility Unit, Yen Phu and Binh Minh Cooperatives have of 30%, 24.3% and 18.1% respectively. Thanh Tan Cooperative Group has the same price for safe vegetables as regular vegetables (0%).

When safe vegetables cannot be sold as safe vegetables, the price difference with normal vegetables is only 1.6%. For groups such as Thanh Ha Company, CP Green Farm Facility Unit, Thanh Tan Cooperative Group, Binh Minh and Dai Loi Cooperatives, the selling price of safe vegetables will be the same as the price of normal vegetables. Groups with a much decrease in safe vegetable prices when sell and can not sell included CP Green Farm Facility Unit (decreased 30%), Yen Phu Cooperative (decreased 21.3%), and Binh Minh Cooperative (decreased 18.1%).

Table 2-51 Compare the prices of safe vegetables with normal vegetables

Group	When sold (%)	When cannot sell (%)
Duc Chinh Cooperative	11.8	2.5
Tan Minh Duc Cooperative	11.5	1.0
Thanh Ha Company	16.9	0.0
CP Green Farm Facility Unit	30.0	0.0
Lua Farmer Group	10.3	4.0
Ha Vy Cooperative	13.8	0.5
Cat Lai Cooperative	13.4	1.9

Group	When sold (%)	When cannot sell (%)
Thanh Tan Cooperative Group	0.0	0.0
Yen Phu Cooperative	24.3	3.0
Binh Minh Cooperative	18.1	0.0
Huong Non Cooperative	14.0	1.0
Truong Thinh Cooperative	9.9	1.2
Quynh Hai Cooperative	12.6	4.0
Thanh Tan Cooperative	11.0	0.5
Dai Loi Cooperative	16.8	0.0
Vinh Phuc Cooperative	11.5	1.8
Visa Cooperative	9.0	1.0
Total	13.1	1.6

2.2.7.3 Percentage of Sales Volume of Joint Sales (Q I 3.3)

Average percentage of joint sales on vegetable sales is 66.4%, the highest percentage of groups are CP Green Farm Facility Unit (100%), Visa Cooperative (98%), and Thanh Ha Company (97.5%).

Average percentage of individual sales on vegetable sales is 33.6%, the highest percentage of groups are Truong Thinh Cooperative (72.6%), Huong Non Cooperative (66.5%), and Thanh Tan Cooperative Group (55.5%).

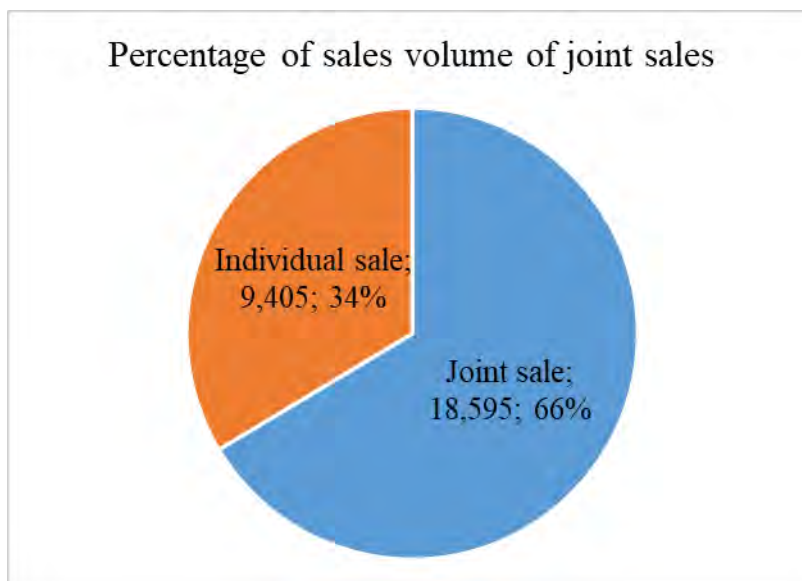


Figure 2-52 Percentage of sales volume of joint sales

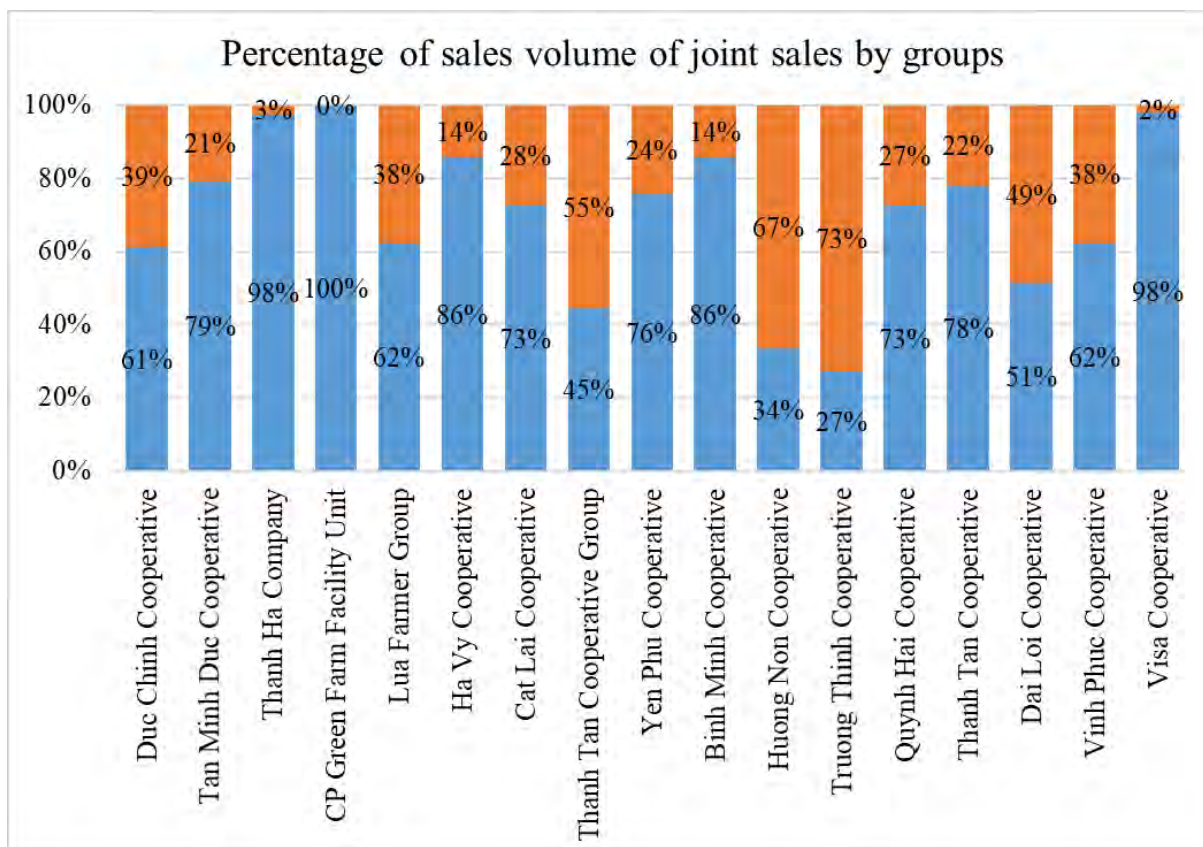


Figure 2-53 Percentage of sales volume of joint sales by groups

2.2.7.4 Main buyer (Q I 3.4)

53% of interviewed people responded that their main buyer is Trader/Collector. Other buyers covered 26% are included: people bring vegetables to the market by themselves, people sell vegetables to relatives and friends for daily consumption.

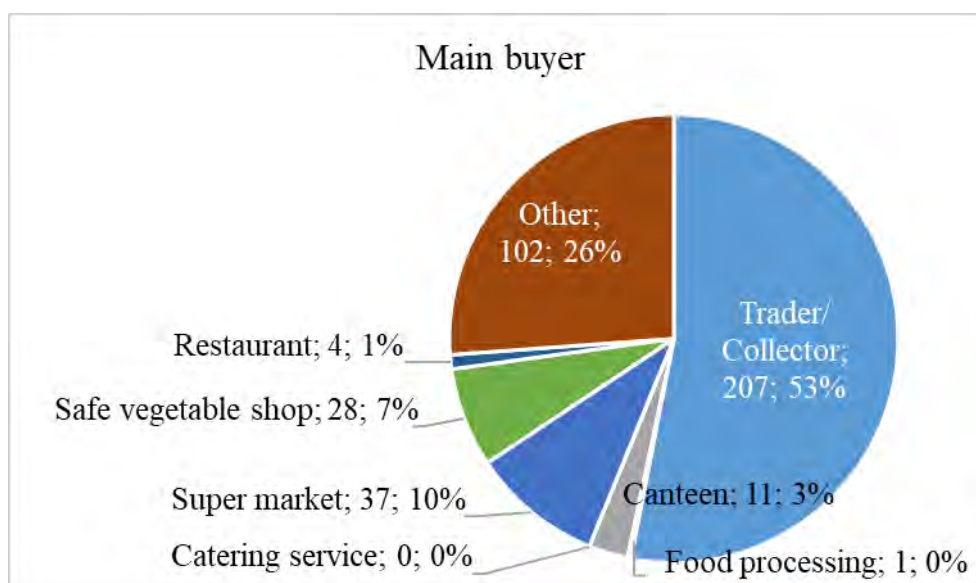


Figure 2-54 Main Buyers

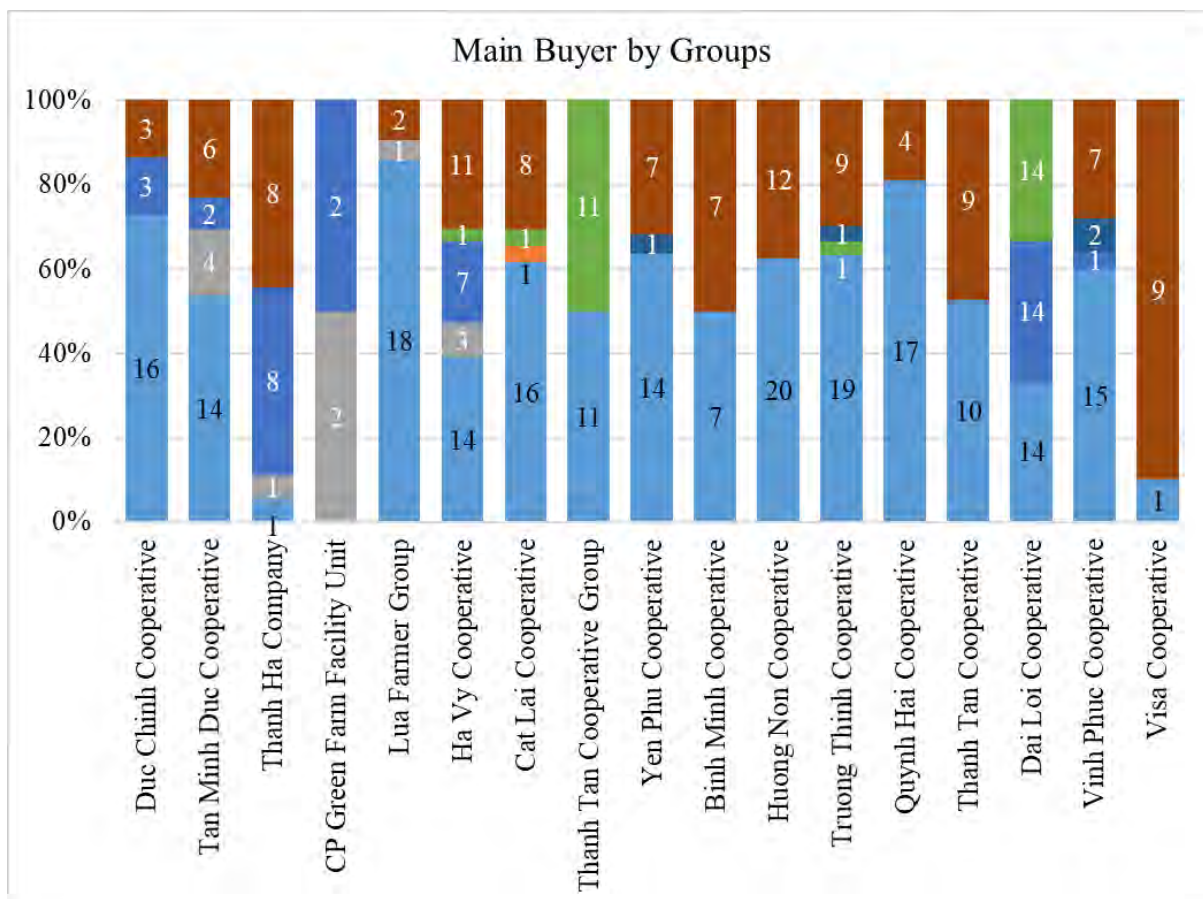


Figure 2-55 Main Buyers by Groups

2.2.7.5 Main post-harvesting activity on individual sales (Q I 3.5)

Out of 280 interviewed farmers, there were 216 farmers with both joint sale and individual sale (the rest sold all products to the group, participating in joint sale 100% of vegetable products). On individual sales, the main post-harvesting activities are washing (46 farmers, 21.3%), sorting (127 farmers, 58.8%), packing (65 farmers, 30.1%), and others (29 farmers, 13.4%). 41 farmers (19%) do not have any post-harvesting activity.

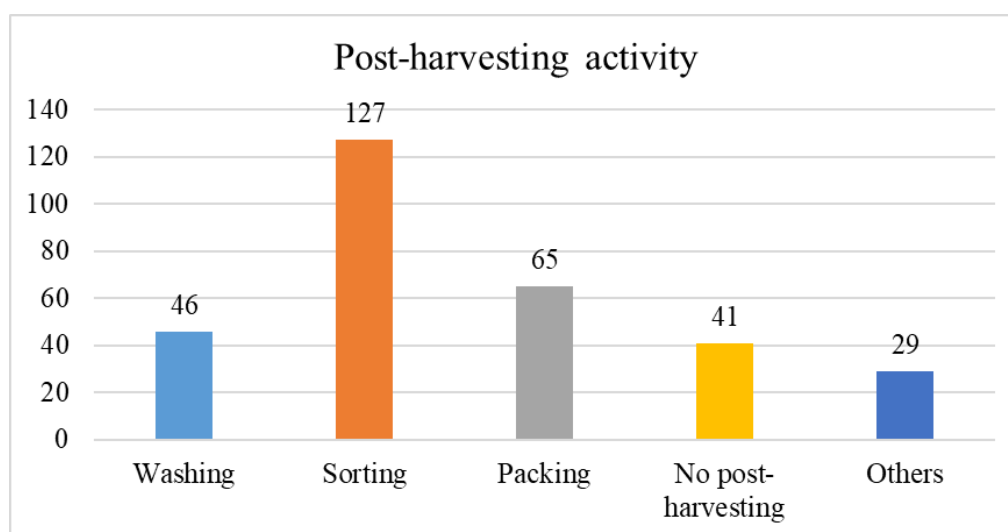


Figure 2-56 Post-harvesting Activity

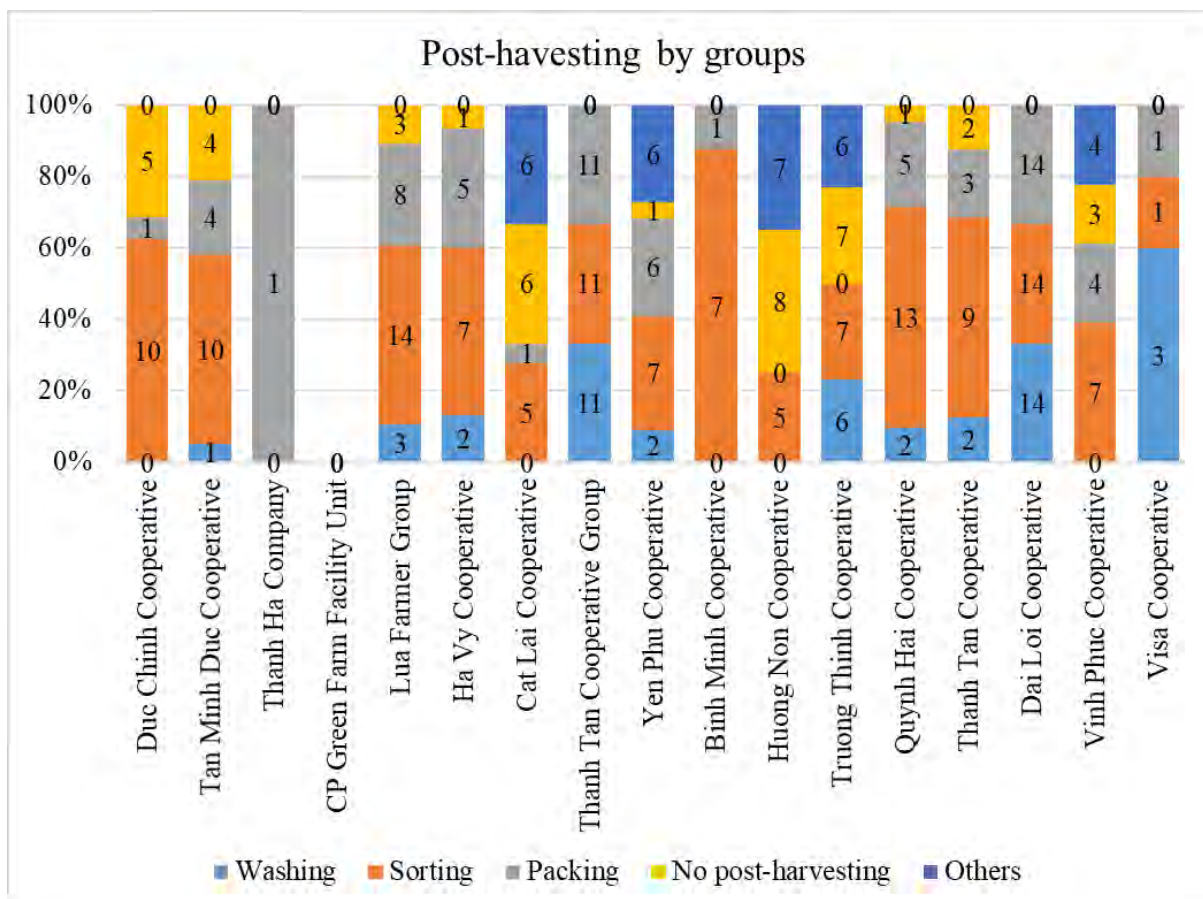


Figure 2-57 Post-harvesting Day by Groups

2.2.7.6 Location of washing products on individual sale (Q I 3.6, I 3.7)

Out of 46 farmers that wash vegetables before selling, the main places for washing products are at post-harvest handling zones (76%, 35 farmers), 10 farmers wash at home (22%).

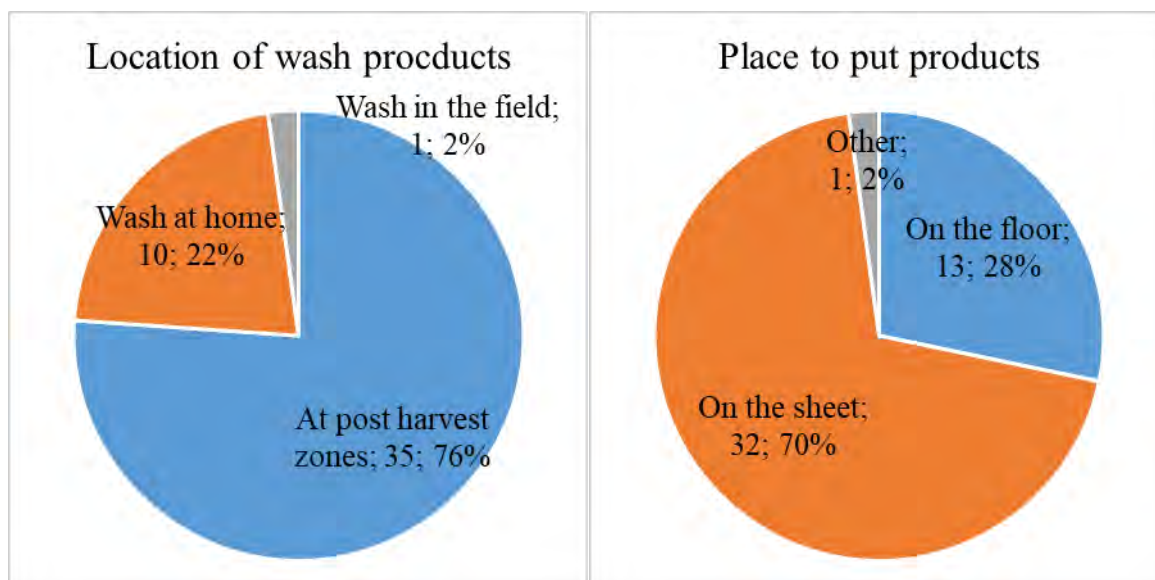


Figure 2-58 Washing Products

Place to put products in/on after washing are mainly on the sheet or in the basket (70%, 32 farmers).

Table 2-52 Location of washing products

Group	Location of washing products			Place to put products in/on after washing		
	At post harvest zones	Wash at home	Wash in the field	On the floor	On the sheet	Other
Duc Chinh Cooperative	0	0	0	0	0	0
Tan Minh Duc Cooperative	1	0	0	0	1	0
Thanh Ha Company	0	0	0	0	0	0
CP Green Farm Facility Unit	0	0	0	0	0	0
Lua Farmer Group	0	3	0	0	3	0
Ha Vy Cooperative	2	0	0	0	2	0
Cat Lai Cooperative	0	0	0	0	0	0
Thanh Tan Cooperative Group	11	0	0	11	0	0
Yen Phu Cooperative	1	0	1	0	2	0
Binh Minh Cooperative	0	0	0	0	0	0
Huong Non Cooperative	0	0	0	0	0	0
Truong Thinh Cooperative	1	5	0	0	6	0
Quynh Hai Cooperative	0	2	0	0	1	1
Thanh Tan Cooperative	2	0	0	2	0	0
Dai Loi Cooperative	14	0	0	0	14	0
Vinh Phuc Cooperative	0	0	0	0	0	0
Visa Cooperative	3	0	0	0	3	0
Total	35	10	1	13	32	1
	76.1%	21.7%	2.2%	28.3%	69.6%	2.2%

2.2.7.7 Knowing Demand of buyer (Q I 3.8, I 3.9)

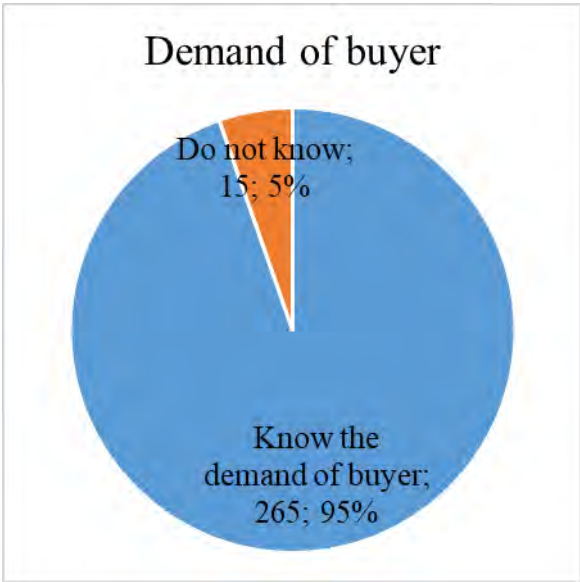


Figure 2-59 Demand of Buyer

95% of interviewed farmers know the demand of buyers. The number of farmers who known about type of demand information such as type of vegetable (69%), quality of vegetable (72.5%) and safety (63.8%).

Table 2-53 Type of buyers' demand known by the farmers

Group	Type of vegetable	Quality	Amount	Period or time to sell	Safety
Duc Chinh Cooperative	13	14	5	5	14
Tan Minh Duc Cooperative	12	11	6	3	10
Thanh Ha Company	4	8	3	0	8
CP Green Farm Facility Unit	1	2	1	0	2
Lua Farmer Group	13	10	2	0	11
Ha Vy Cooperative	21	17	8	1	13
Cat Lai Cooperative	9	19	3	2	10
Thanh Tan Cooperative Group	11	11	11	11	11
Yen Phu Cooperative	4	14	3	2	6
Binh Minh Cooperative	7	6	1	0	7
Huong Non Cooperative	15	6	2	0	6
Truong Thinh Cooperative	15	10	2	0	11
Quynh Hai Cooperative	13	12	2	0	12
Thanh Tan Cooperative	12	12	0	0	10
Dai Loi Cooperative	14	14	14	14	14
Vinh Phuc Cooperative	13	17	9	3	17
Visa Cooperative	8	9	3	0	7
Total	185	192	75	41	169
	69.8%	72.5%	28.3%	15.5%	63.8%

2.2.7.8 Way to satisfy buyer's demand (Q I 3.10, I 3.11)

Out of 265 farmers who know the demand of buyers, 97% of farmers (258 farmers) devise a way to produce or sell the product.

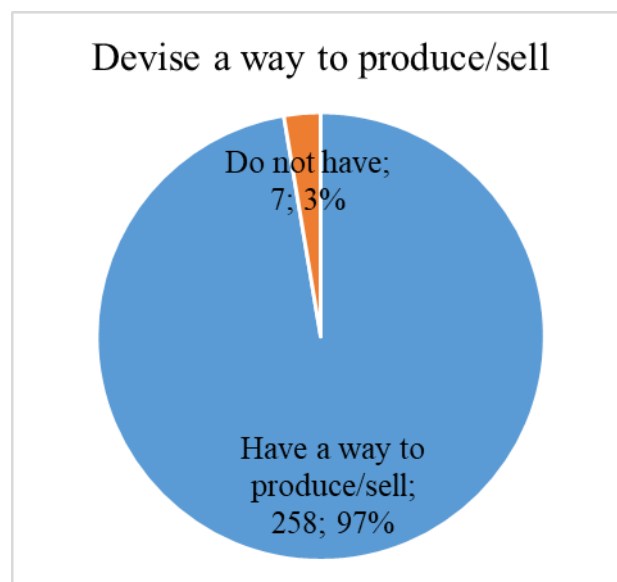


Figure 2-60 Devise a way to produce/sell

To satisfy buyer's demand, in particular, the farmers devise a way to produce/sell as follow:

- Use correct amount of Agrochemical: 99%
- Use agrochemicals with keeping pre-harvest interval (PHI): 99%
- Maintain soil condition by using compost/soil sterilization: 73%
- Use new variety seeds: 48%

- Use agriculture materials to avoid insect/disease damage (seedling tray, non woven textile, etc.): 48%
- Make a production plan to adjust the delivery date: 67%
- Sorting/Cleaning after harvesting: 64%
- Use plastic basket to avoid damage during harvesting/transportation: 45%
- Put label/logo on packaging: 41%

Table 2-54 Practicing actions to produce/sell

Group	Use correct amount	Use PHI	Maintain soil condition	Use new variety seeds	Use agriculture materials	Make a production plan	Sorting/Cleaning	Use plastic basket	Put label/ logo	Others
Duc Chinh Cooperative	17	17	17	13	7	10	10	8	9	0
Tan Minh Duc Cooperative	18	18	18	14	14	18	18	7	7	0
Thanh Ha Company	8	8	8	5	5	8	8	5	5	0
CP Green Farm Facility Unit	2	2	2	1	1	2	2	2	2	1
Lua Farmer Group	18	18	10	6	5	10	10	6	6	0
Ha Vy Cooperative	17	17	13	6	8	10	10	9	1	0
Cat Lai Cooperative	19	19	11	5	6	12	10	8	6	0
Thanh Tan Cooperative Group	11	11	11	11	11	11	11	11	11	0
Yen Phu Cooperative	16	16	8	6	7	9	9	7	6	1
Binh Minh Cooperative	13	12	11	11	11	11	11	5	5	0
Huong Non Cooperative	20	20	13	0	0	10	11	5	5	0
Truong Thinh Cooperative	18	18	9	0	6	10	3	6	6	0
Quynh Hai Cooperative	19	19	12	15	8	12	12	8	8	0
Thanh Tan Cooperative	18	18	9	7	6	11	9	7	7	0
Dai Loi Cooperative	14	14	14	14	14	14	14	9	9	0
Vinh Phuc Cooperative	19	19	15	5	11	8	11	10	9	0
Visa Cooperative	8	10	7	4	4	6	7	4	4	0
Total	255	256	188	123	124	172	166	117	106	2
	99%	99%	73%	48%	48%	67%	64%	45%	41%	1%

2.2.7.9 Satisfaction with buyer (Q I 3.12, I 3.13)

Almost farmers are satisfied with current buyers (99.6%).



Figure 2-61 Satisfaction with Buyer

68.2% of farmers think the buyers can buy big amount, they can pay quickly (59.6%) and they can buy every year (57.9%). Only 42.5% of farmers think that the buyers keep promise (ex: keep condition regarding to price, amount, quality), and they don't mix Safe vegetable and Normal vegetable (30%).

Table 2-55 Reasons to satisfied with the buyers

Group	Higher price	Big amount	Long period	Keep promise	Don't mix	Pay quickly	Buy every year	Others
Duc Chinh Cooperative	11	15	14	14	13	14	12	5
Tan Minh Duc Cooperative	12	14	13	13	11	14	14	6
Thanh Ha Company	3	4	3	4	4	4	5	4
CP Green Farm Facility Unit	1	1	1	1	1	1	1	1
Lua Farmer Group	1	14	5	6	5	13	5	6
Ha Vy Cooperative	2	9	4	7	0	10	9	8
Cat Lai Cooperative	3	12	6	2	3	9	10	4
Thanh Tan Cooperative Group	0	11	0	11	0	11	11	0
Yen Phu Cooperative	11	15	12	12	10	14	17	5
Binh Minh Cooperative	8	11	7	4	3	11	12	2
Huong Non Cooperative	8	14	8	12	10	12	10	1
Truong Thinh Cooperative	11	13	9	3	1	6	5	6
Quynh Hai Cooperative	11	15	8	7	5	15	15	6
Thanh Tan Cooperative	9	15	4	6	3	6	7	5
Dai Loi Cooperative	14	8	14	14	14	8	14	0
Vinh Phuc Cooperative	11	12	2	3	1	15	9	3
Visa Cooperative	6	8	1	0	0	4	6	1
Total	122	191	111	119	84	167	162	63
	43.6%	68.2%	39.6%	42.5%	30.0%	59.6%	57.9%	22.5%

Note: Others are: sales based on the contract, volume is stable, and prices according to market prices

2.2.7.10 Compare vegetable with other area (Q I 3.15)

51.1% of interviewed farmer compared their vegetable with vegetable of other area. 105 of them (37.5%) compare with near provinces, 17.5% compared with Ha Noi vegetable. There are 137 farmers (48.9%) did not compare.

Table 2-56 Compare vegetable with other area

Group	Ha Noi	Da Lat	Moc Chau	Near provinces	Others	No comparison
Duc Chinh Cooperative	2	0	0	14	0	6
Tan Minh Duc Cooperative	3	0	0	11	1	8
Thanh Ha Company	3	1	1	3	0	5
CP Green Farm Facility Unit	0	0	0	1	0	1
Lua Farmer Group	2	2	0	13	0	7
Ha Vy Cooperative	2	1	0	5	0	15
Cat Lai Cooperative	5	0	0	4	1	10
Thanh Tan Cooperative Group	0	0	0	0	0	11
Yen Phu Cooperative	2	0	0	6	0	7
Binh Minh Cooperative	6	0	0	2	0	5
Huong Non Cooperative	0	0	0	10	0	11
Truong Thinh Cooperative	2	1	0	9	2	9
Quynh Hai Cooperative	13	0	0	6	5	4
Thanh Tan Cooperative	5	0	0	13	2	4
Dai Loi Cooperative	0	0	0	7	0	14
Vinh Phuc Cooperative	3	4	0	1	2	12
Visa Cooperative	1	1	0	0	0	8
Total	49	10	1	105	13	137
	17.5%	3.6%	0.4%	37.5%	4.6%	48.9%

Note: Others are: compared with other farms and other cooperatives in their province.

2.2.7.11 Problem on Joint sales (Q I 3.16)

243 (86.8%) of interviewed farmers think that they do not have problem on joint sale. Among remaining 37 farmers, 20 farmers think the most problem is the limited of demand (7.1%), followed by low price (4.6%) and the limited information of buyers (3.9%).

Table 2-57 Problem on Joint sales

Group	Price is low	Demand is limited	Information is limited	Coordination with buyer	Coordination with producers	No problem	Others
Duc Chinh Cooperative	0	0	0	0	0	20	0
Tan Minh Duc Cooperative	0	0	0	0	0	20	0
Thanh Ha Company	0	0	0	0	0	8	0
CP Green Farm Facility Unit	0	0	0	0	0	2	0
Lua Farmer Group	0	0	0	0	0	19	1
Ha Vy Cooperative	0	0	0	0	0	19	1
Cat Lai Cooperative	1	2	0	0	0	16	1
Thanh Tan Cooperative Group	11	11	11	0	0	0	0
Yen Phu Cooperative	0	0	0	0	0	19	0
Binh Minh Cooperative	0	0	0	0	0	13	0
Huong Non Cooperative	0	6	0	0	0	14	0

Group	Price is low	Demand is limited	Information is limited	Coordination with buyer	Coordination with producers	No problem	Others
Truong Thinh Cooperative	1	1	0	0	1	17	1
Quynh Hai Cooperative	0	0	0	0	0	20	1
Thanh Tan Cooperative	0	0	0	0	0	19	0
Dai Loi Cooperative	0	0	0	0	0	14	0
Vinh Phuc Cooperative	0	0	0	0	1	15	1
Visa Cooperative	0	0	0	2	0	8	0
Total	13	20	11	2	2	243	6
	4.6%	7.1%	3.9%	0.7%	0.7%	86.8%	2.1%

2.2.7.12 Benefits receive after applying GAP (Q I 3.17)

The farmers receive many benefits after applying GAP, they can sell higher price (64% of farmer selected), they also sell bigger amount (63%) and sell longer period (53%). When applying GAP, farmers easy to find buyers (53%) and approach to modern market (49%).

Through GAP, they also reduce unsold vegetables (51%), raise awareness of farmers about food safety and environment (40%), motivate farmers to produce safe vegetable (40%) and reduce production cost (32%)

Table 2-58 Benefits received after applying GAP

Group	Higher price	Bigger amount	Longer period	Find buyers	Modern market	Reduce unsold	Raise awareness	Motivate farmers	Reduce cost	Others
Duc Chinh Cooperative	15	14	14	6	7	11	10	10	6	8
Tan Minh Duc Cooperative	16	17	13	5	8	12	10	7	7	4
Thanh Ha Company	6	4	4	4	4	4	2	1	0	6
CP Green Farm Facility Unit	2	1	1	1	1	1	1	0	0	1
Lua Farmer Group	3	12	12	6	6	3	1	0	0	7
Ha Vy Cooperative	15	11	6	7	6	7	5	6	5	4
Cat Lai Cooperative	13	12	9	15	13	12	8	7	7	3
Thanh Tan Cooperative Group	0	0	0	11	0	0	11	11	11	0
Yen Phu Cooperative	12	14	12	13	13	13	8	7	7	8
Binh Minh Cooperative	10	11	10	12	12	11	6	8	6	3
Huong Non Cooperative	15	11	12	12	11	9	7	7	7	8
Truong Thinh Cooperative	14	11	11	14	15	12	7	8	7	6
Quynh Hai Cooperative	13	8	5	10	7	6	7	7	0	11
Thanh Tan Cooperative	12	14	12	6	7	13	7	7	7	9
Dai Loi Cooperative	14	14	14	8	8	14	14	14	14	0
Vinh Phuc Cooperative	11	14	11	13	14	11	5	7	5	4
Visa Cooperative	8	8	2	4	6	4	2	4	1	2
Total	179	176	148	147	138	143	111	111	90	84
	64%	63%	53%	53%	49%	51%	40%	40%	32%	30%

Note: Others: Safety for health and the environment; Vegetable products can be served for themselves and relatives; Engaged the joint sale, stable sale output and stable income; Get guidance on farming techniques

2.2.8 Health, Environment

2.2.8.1 Health feeling after using agrochemicals (Q I 4.1)

When the farmers use agrochemical, 85% do not feel bad, 40 farmers (15%) felt bad (Nausea, dizziness, headache etc.) or had Abnormality on skin, eye, nose.

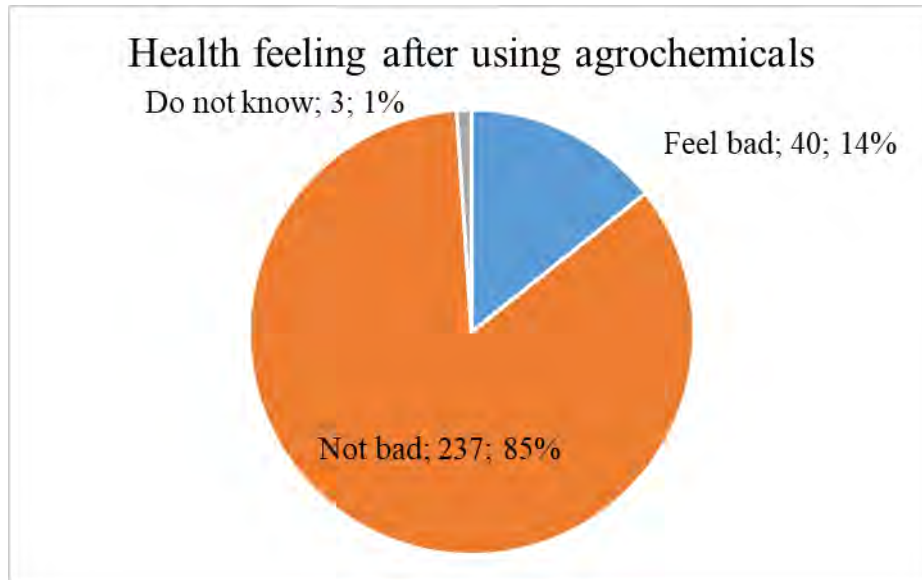


Figure 2-62 Health feeling after using agrochemicals

2.2.8.2 The decline of good insect, small animal, bird (Q I 4.2)

There are 222 farmers (79%) think number of insect (good insect), fish, small animal, bird are reduced by using agrochemical.

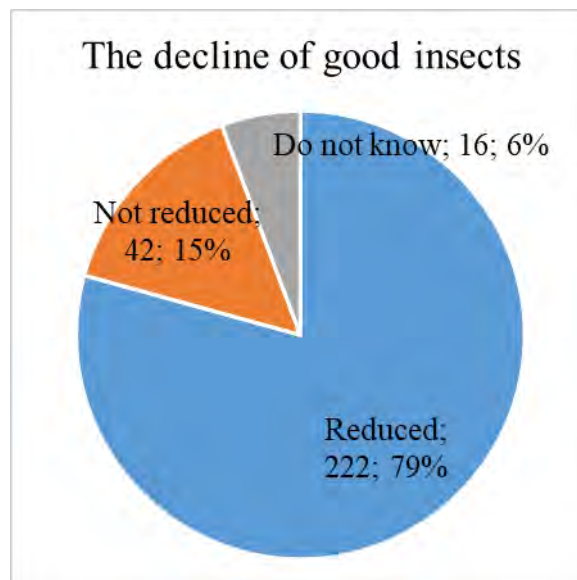


Figure 2-63 The Decline of Good Insects

2.2.8.3 Feel the pollution (Q I 4.3)

There are 75% of interviewed farmers have feeling that using fertilizer cause water/ soil pollution while 23% farmer do not think that.

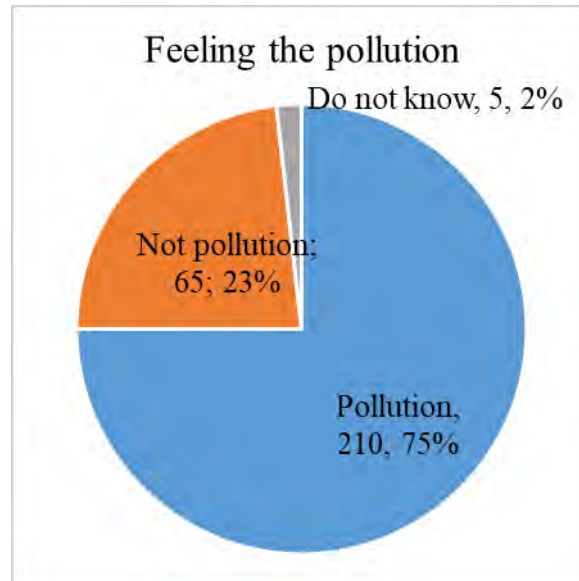


Figure 2-64 Feeling the Pollution

2.2.8.4 Trash into garbage box (Q I 4.4)

99.6% of interviewed farmers said that package/ bottle of agrochemicals was trashed into garbage box properly.

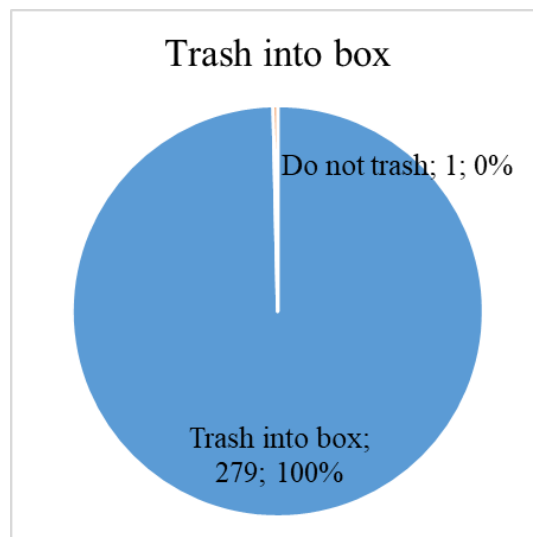


Figure 2-65 Trash into box

2.2.9 Training

2.2.9.1 Person to ask questions on cultivation (Q I 5.1)

When farmers have a farming problem, the first person they want to ask is Person in charge for cultivation in your organization (91.1%), followed by Government officers (30.7%).

Table 2-59 Person to ask a questions on cultivation

Group	Government officers	Member in the organization	Family/friend	Shop	Buyer	Farmers	Not ask
Duc Chinh Cooperative	5	16	2	1	0	5	0
Tan Minh Duc Cooperative	9	14	1	0	0	7	0
Thanh Ha Company	3	5	0	0	0	3	0
CP Green Farm Facility Unit	1	1	0	0	0	1	0
Lua Farmer Group	2	18	1	0	0	5	0
Ha Vy Cooperative	14	20	0	2	0	0	0
Cat Lai Cooperative	2	17	6	1	0	1	0
Thanh Tan Cooperative Group	11	11	0	0	0	11	0
Yen Phu Cooperative	0	18	3	2	0	2	2
Binh Minh Cooperative	5	13	0	2	0	0	0
Huong Non Cooperative	6	20	1	0	1	2	0
Truong Thinh Cooperative	0	21	5	2	1	3	0
Quynh Hai Cooperative	5	21	0	0	0	2	0
Thanh Tan Cooperative	5	20	2	0	0	1	0
Dai Loi Cooperative	14	14	0	0	14	0	0
Vinh Phuc Cooperative	4	18	0	1	1	2	0
Visa Cooperative	0	8	0	0	0	4	0
Total	86	255	21	11	17	49	2
	30.7	91.1	7.5	3.9	6.1	17.5	0.7

2.2.9.2 Received training (Q I 5.2)

98% of the farmers have participated in the training regarding cultivation method. There are 6 people who have not attended any training because they are busy and have no chance to receive training.

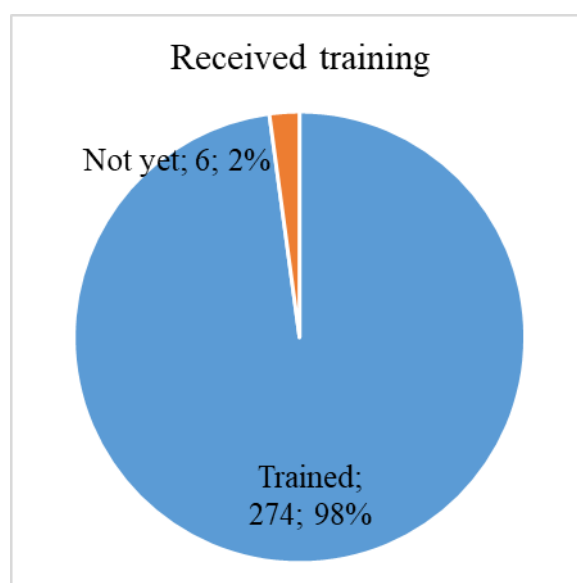


Figure 2-66 Received Training

2.2.9.3 Thematic of training (Q I 5.3)

Out of 274 farmers who received trainings, the training theme that the farmers participated are:

- Protection from disease, insect (96%)
- Cultivation method, except Protection from disease, insect (89.8%)
- GAP method (98.2%)
- Marketing (70.8%)
- Method to protect health of farmer (ex: correct method to use agrochemical) (71.2%)

Table 2-60 Thematic of training

Group	Protection	Cultivation method	GAP method	Marketing	Protect health	Management of capital	Management of organization	Others
Duc Chinh Cooperative	20	20	20	14	14	0	0	1
Tan Minh Duc Cooperative	20	20	20	14	14	0	0	0
Thanh Ha Company	8	8	8	4	4	0	0	0
CP Green Farm Facility Unit	2	2	2	1	1	0	0	0
Lua Farmer Group	20	20	20	14	14	0	0	1
Ha Vy Cooperative	20	20	19	14	16	4	1	3
Cat Lai Cooperative	14	16	17	9	8	0	0	5
Thanh Tan Cooperative Group	11	11	11	11	11	0	0	0
Yen Phu Cooperative	18	16	19	13	13	0	0	3
Binh Minh Cooperative	11	12	13	10	10	0	0	2
Huong Non Cooperative	19	12	19	11	11	0	0	0
Truong Thinh Cooperative	19	13	20	13	13	1	0	2
Quynh Hai Cooperative	21	21	21	15	15	0	0	2
Thanh Tan Cooperative	18	18	20	14	14	0	0	1
Dai Loi Cooperative	14	14	14	14	14	14	14	0
Vinh Phuc Cooperative	20	17	19	17	15	0	0	1
Visa Cooperative	8	6	7	6	8	1	0	2
Total	263	246	269	194	195	20	15	23
	96.0	89.8	98.2	70.8	71.2	7.3	5.5	8.4

2.2.9.4 Training organization (Q I 5.4)

The training courses are mainly organized by Government like DARD (98.9%), International cooperation agency is about 13.1%, the rest are not significant.

Table 2-61 Training organization

Group	Government	International	Agrochemical company	Fertilizer company	Seed company	Material supplier	Buyer	I don't know	Others
Duc Chinh Cooperative	20	0	0	0	0	0	0	0	3
Tan Minh Duc Cooperative	20	1	0	0	0	0	0	0	0
Thanh Ha Company	8	0	0	0	0	0	0	0	0
CP Green Farm Facility Unit	2	0	0	0	0	0	0	0	0
Lua Farmer Group	20	0	0	0	0	0	6	0	6
Ha Vy Cooperative	20	4	1	3	3	1	0	0	1
Cat Lai Cooperative	17	0	1	4	4	0	0	0	0
Thanh Tan Cooperative Group	11	11	11	11	11	0	0	0	0

Group	Government	International	Agrochemical company	Fertilizer company	Seed company	Material supplier	Buyer	I don't know	Others
Yen Phu Cooperative	19	5	0	0	0	0	0	0	4
Binh Minh Cooperative	13	0	0	0	0	0	0	0	0
Huong Non Cooperative	19	0	0	0	0	0	0	0	0
Truong Thinh Cooperative	20	0	0	0	0	0	0	0	0
Quynh Hai Cooperative	21	0	0	0	0	0	0	0	4
Thanh Tan Cooperative	19	0	0	0	0	0	0	0	5
Dai Loi Cooperative	14	14	0	0	0	0	0	0	0
Vinh Phuc Cooperative	20	1	0	0	0	0	0	0	0
Visa Cooperative	8	0	0	0	0	0	0	0	2
Total	271	36	13	18	18	1	6	0	25
	98.9	13.1	4.7	6.6	6.6	0.4	2.2	0.0	9.1

2.2.9.5 Needs to be trained (Q I 5.6)

98.9% of interviewed farmers want to receive training regarding to cultivation/ marketing of vegetable in the future.

Table 2-62 Needs to be trained

Group	Yes	Cannot say Yes or No	No
Duc Chinh Cooperative	20	0	0
Tan Minh Duc Cooperative	20	0	0
Thanh Ha Company	8	0	0
CP Green Farm Facility Unit	2	0	0
Lua Farmer Group	20	0	0
Ha Vy Cooperative	20	0	0
Cat Lai Cooperative	20	0	0
Thanh Tan Cooperative Group	11	0	0
Yen Phu Cooperative	17	1	2
Binh Minh Cooperative	13	0	0
Huong Non Cooperative	20	0	0
Truong Thinh Cooperative	21	0	0
Quynh Hai Cooperative	21	0	0
Thanh Tan Cooperative	20	0	0
Dai Loi Cooperative	14	0	0
Vinh Phuc Cooperative	20	0	0
Visa Cooperative	10	0	0
Total	277	1	2
	98.9	0.4	0.7

2.2.9.6 Knowledge and Practice of learned knowledge (Q I 5.7)

Before project, the proportions of farmer known appropriate pesticide application (both amount and method) and appropriate disposal of pesticide bags are 87.1% and 83.9 respectively. Less farmers known the new techniques (such as soil sterilization, new seedling method by using seedling tray, grafting, non-woven textile to prevent insect, etc.) from 22.5% to 41.1%. The

practice of learned knowledge is not popular (e.g. only 28.6% of farmer practice VietGAP while 51.1% of farmer who learned VietGAP).

Currently, almost interviewed farmers are learned (more than 90%) and practiced (more than 80%), except net house/vinyl house has not much farmers applied because the invest cost is high.

Table 2-63 Knowledge and Practice of learned knowledge

Activities	Knowledge level				Practice level					
	Know at the beginning of the project		Currently know		Practice at the beginning of the project		Currently practice		Intend to do in the future	
	No.	%	No.	%	No.	%	No.	%	No.	%
VietGAP	143	51.1	270	96.4	80	28.6	249	88.9	277	98.9
Basic GAP	124	44.3	277	98.9	90	32.1	277	98.9	277	98.9
Safe production	170	60.7	277	98.9	137	48.9	275	98.2	277	98.9
Record keeping	147	52.5	275	98.2	109	38.9	268	95.7	274	97.9
Quality check	171	61.1	275	98.2	121	43.2	273	97.5	275	98.2
Quick test kit	114	40.7	270	96.4	80	28.6	263	93.9	275	98.2
Pesticide application	244	87.1	275	98.2	217	77.5	274	97.9	275	98.2
Pesticide bags	235	83.9	277	98.9	215	76.8	277	98.9	277	98.9
Harvest	209	74.6	275	98.2	180	64.3	275	98.2	275	98.2
Post-harvest	145	51.8	277	98.9	129	46.1	270	96.4	277	98.9
Internal audit	121	43.2	276	98.6	100	35.7	256	91.4	277	98.9
Compost	156	55.7	269	96.1	151	53.9	269	96.1	277	98.9
Soil sterilization	115	41.1	275	98.2	93	33.2	232	82.9	277	98.9
New seedling	74	26.4	267	95.4	58	20.7	225	80.4	274	97.9
Grafting	63	22.5	261	93.2	44	15.7	178	63.6	274	97.9
Non-woven textile	102	36.4	273	97.5	95	33.9	243	86.8	277	98.9
Large tunnel	82	29.3	266	95	40	14.3	173	61.8	274	97.9
Net house	71	25.4	173	61.8	43	15.4	81	28.9	187	66.8
Production planning	106	37.9	277	98.9	100	35.7	266	95	277	98.9
Joint sale	121	43.2	276	98.6	123	43.9	273	97.5	277	98.9
Study tour	159	56.8	277	98.9	152	54.3	277	98.9	277	98.9

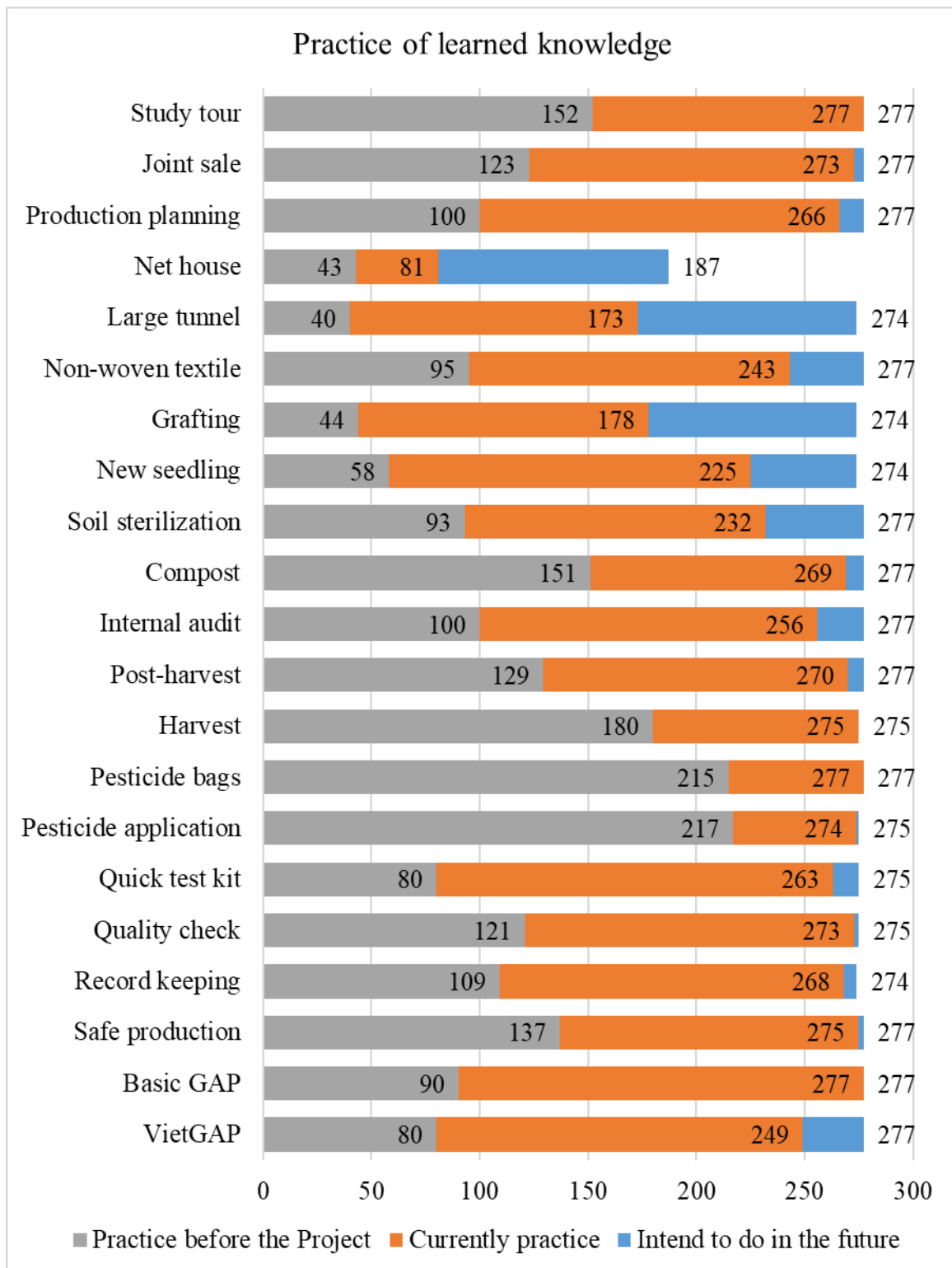


Figure 2-67 Practice of Learned Knowledge

2.2.10 Financing

2.2.10.1 Used loan service (Q I 6.1, I 6.2)

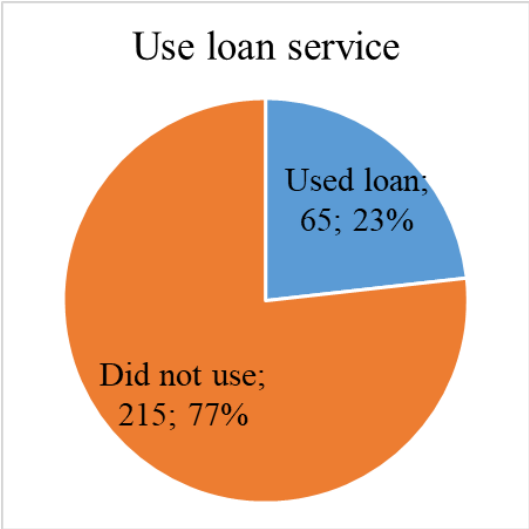


Figure 2-68 Used Loan Service

There are 23% of farmer used a loan service only. Binh Minh cooperative has the highest proportion of people using loans.

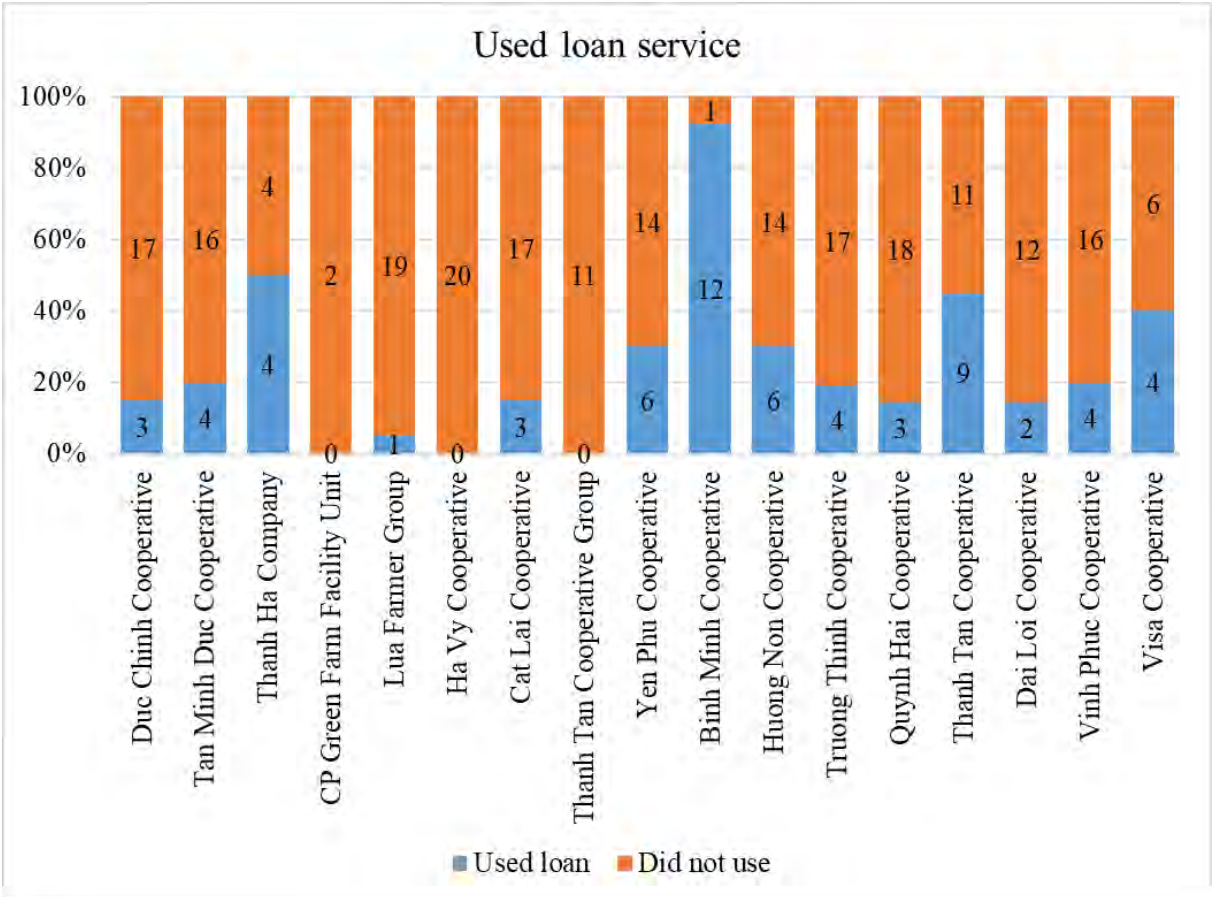


Figure 2-69 Used Loan Service by Group

The most popular loan provider is AgiBank, the average loan per farmer is VND 109 million

Table 2-64 Loan provider

Loan Provider	Loan	%	Loan Amount (VND)	Average Loan Amount (VND/Loan)	%
Agricultural Bank	28	43.8	2,950,000,000	105,357,143	42.2
Social Policy Bank	13	20.3	600,000,000	46,153,846	8.6
Agricultural Cooperative	6	9.4	1,200,000,000	200,000,000	17.2
Family/ Friend	5	7.8	400,000,000	80,000,000	5.7
Material supplier	0	0.0	0	0	0.0
Buyer	0	0.0	0	0	0.0
Others	12	18.8	1,836,000,000	153,000,000	26.3
Total	64		6,986,000,000	109,156,250	

2.2.10.2 The reason for not using the loan

People do not use loans mainly because they do not need (76.1% of respondents).

Table 2-65 The reason for not using the loan

Group	No need	Don't know where	Don't know how	Interest rate is high	Don't have guarantee	Others
Duc Chinh Cooperative	17	0	0	0	0	0
Tan Minh Duc Cooperative	16	0	0	0	0	0
Thanh Ha Company	4	0	0	0	0	0
CP Green Farm Facility Unit	2	0	0	0	0	0
Lua Farmer Group	19	0	0	0	0	0
Ha Vy Cooperative	19	1	0	0	0	1
Cat Lai Cooperative	16	0	0	0	0	2
Thanh Tan Cooperative Group	11	0	0	11	0	0
Yen Phu Cooperative	14	0	0	0	0	0
Binh Minh Cooperative	1	0	0	0	0	0
Huong Non Cooperative	14	0	0	0	0	0
Truong Thinh Cooperative	17	0	0	0	0	0
Quynh Hai Cooperative	18	0	0	0	0	0
Thanh Tan Cooperative	11	0	0	0	0	0
Dai Loi Cooperative	12	0	0	0	0	0
Vinh Phuc Cooperative	16	0	0	0	0	0
Visa Cooperative	6	0	0	0	0	0
Total	213	1	0	11	0	3
	76.1%	0.4%	0.0%	3.9%	0.0%	1.1%

2.2.11 ICT (Information and Communication Technology)

2.2.11.1 Smart phone (Q I 7.1, I 7.2)

Up to 57.9% of respondents do not have smart phones, mainly in the elderly, especially women. The number of people with an iPhone is 12.9% and an Android phone is 28.6%.

Average cost of paying for internet service of smart phone is VND 151,008/person/month

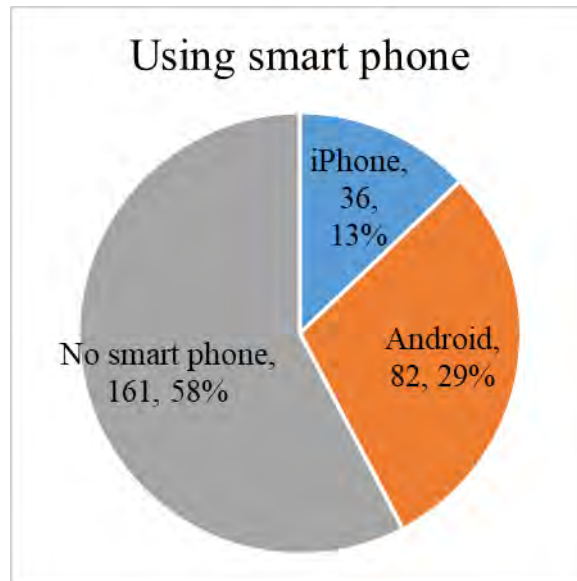


Figure 2-70 Using Smart Phone

2.2.11.2 Introduced ICT in agriculture (Q I 7.3, I 7.4)

There are 134 farmers are introduced the ICT (Information and Communication Technology). The thematic of introduced ICT are Digital recording, E-learning of extension services, Environment measurement (temperature, moisture, rainfall etc), Security camera, Digitized operation (irrigation/watering, spraying pesticide, drone, etc), Digital accounting/ payment, SNS promotion (facebook, Zalo), and QR code

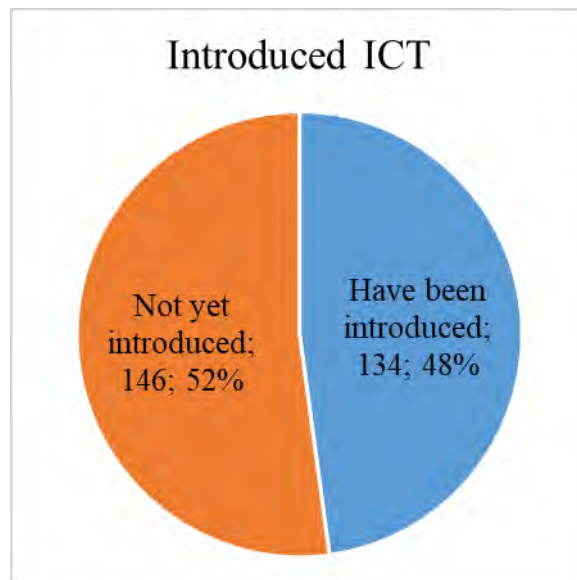


Figure 2-71 Introduced ICT in agriculture

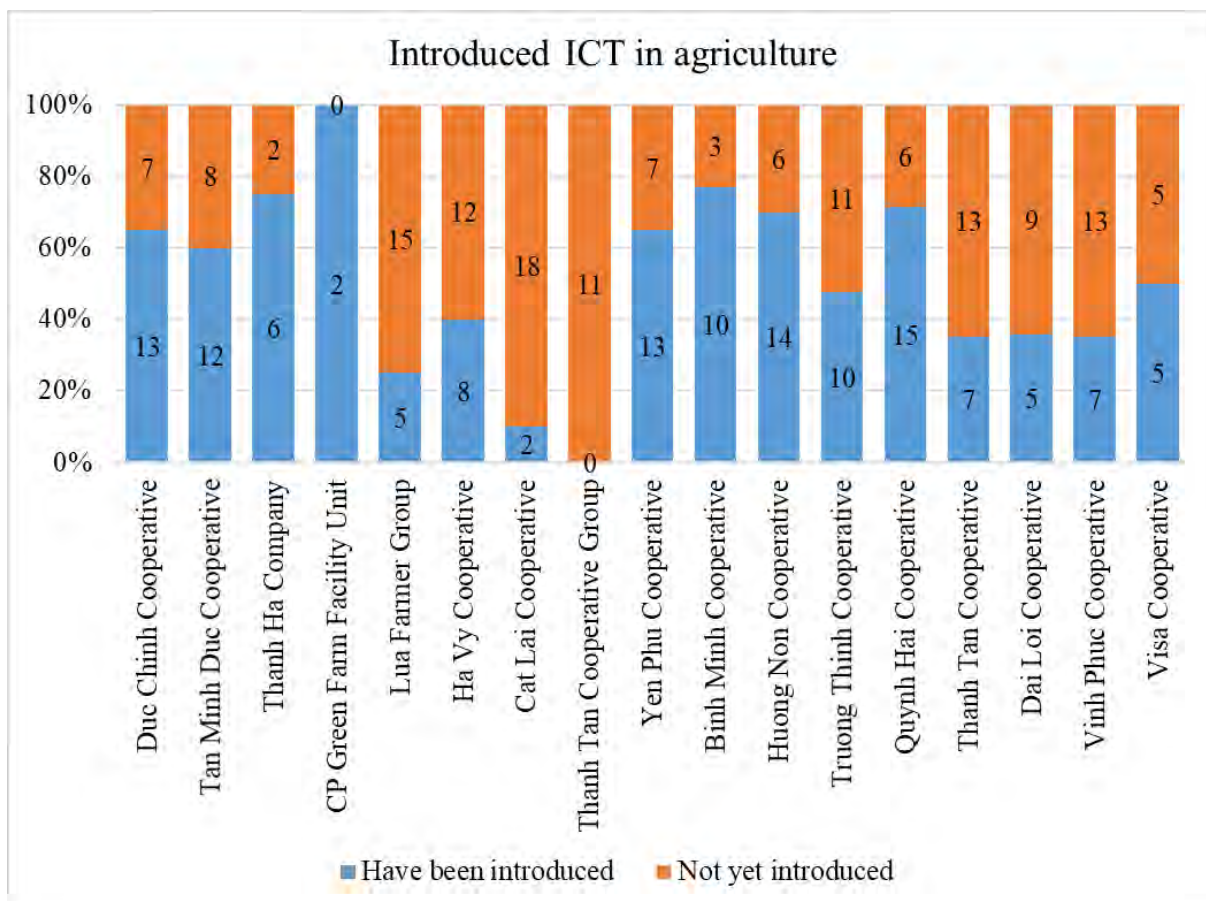


Figure 2-72 Introduced ICT in Agriculture by Groups

2.2.11.3 Interest to use ICT in agriculture (Q I 7.5)

The most interest of ICT in agricultural topic is Digitized operation (irrigation/watering, spraying pesticide, drone, etc), and SNS promotion (facebook, Zalo) with 41.8% and 36.8% respectively.

Table 2-66 Interest to use ICT in agriculture

Group	Digital recording	E-learning	Environment measurement	Security camera	Digitized operation	Digital accounting	SNS promotion	QR code	Others
Duc Chinh Cooperative	2	0	3	3	19	7	9	9	0
Tan Minh Duc Cooperative	6	4	7	5	9	8	8	3	6
Thanh Ha Company	1	0	2	1	5	5	4	1	0
CP Green Farm Facility Unit	0	0	1	1	2	1	1	0	0
Lua Farmer Group	4	3	4	4	6	5	5	5	10
Ha Vy Cooperative	4	0	0	5	10	0	7	0	5
Cat Lai Cooperative	3	0	1	4	0	0	1	1	13
Thanh Tan Cooperative Group	11	0	11	11	11	11	11	11	0
Yen Phu Cooperative	2	1	2	4	5	2	4	4	9
Binh Minh Cooperative	0	1	0	1	7	1	9	0	1
Huong Non Cooperative	1	0	0	1	6	0	6	0	7

Group	Digital recording	E-learning	Environment measurement	Security camera	Digitized operation	Digital accounting	SNS promotion	QR code	Others
Truong Thinh Cooperative	1	0	0	0	7	0	7	0	4
Quynh Hai Cooperative	2	1	2	4	13	5	12	5	3
Thanh Tan Cooperative	3	1	4	8	14	8	11	5	7
Dai Loi Cooperative	1	1	1	1	1	1	1	1	13
Vinh Phuc Cooperative	3	2	2	3	2	2	4	2	13
Visa Cooperative	0	0	1	0	0	0	3	0	2
Total	44	14	41	56	117	56	103	47	93
	15.7%	5.0%	14.6%	20.0%	41.8%	20.0%	36.8%	16.8%	33.2%

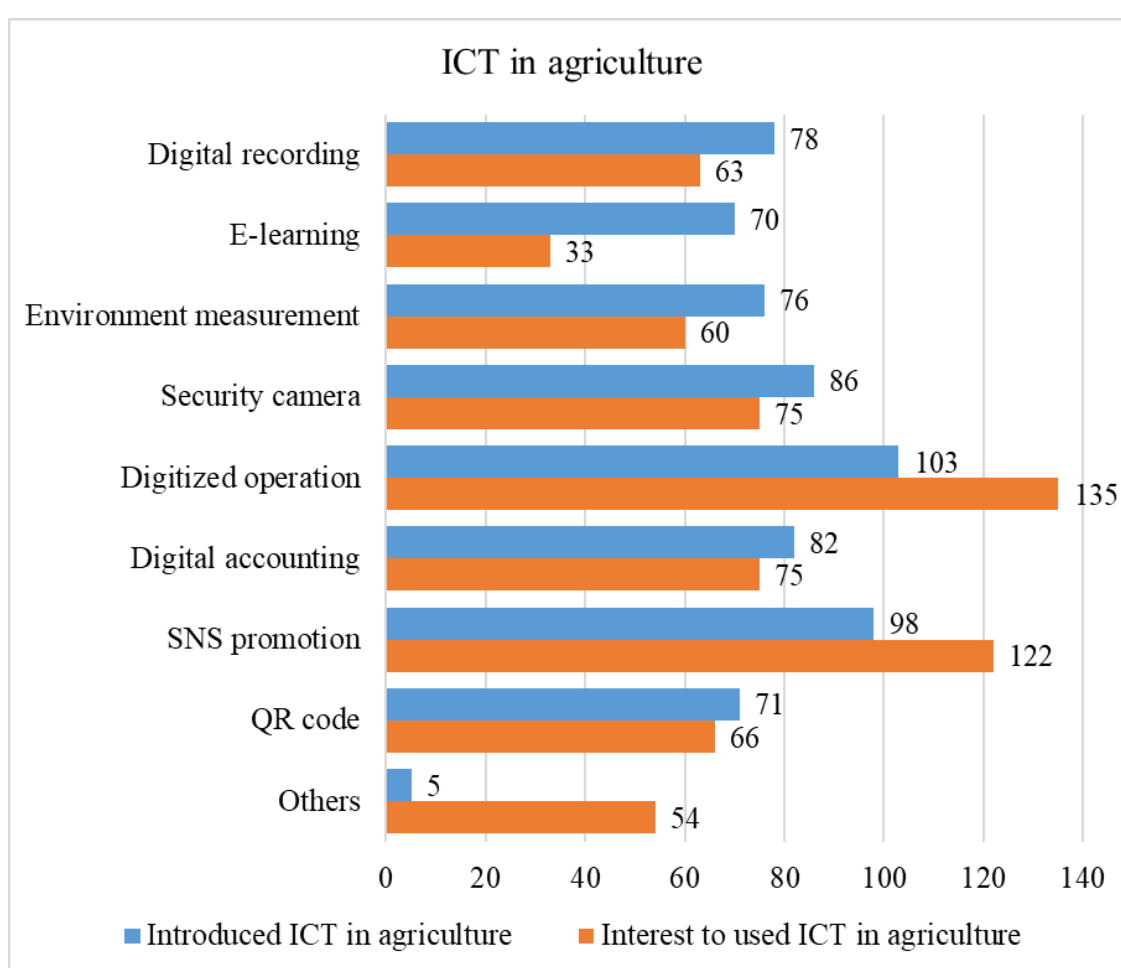


Figure 2-73 ICT in Agriculture

2.2.12 COVID-19

2.2.12.1 The Difficulties during COVID-19 (Q I 8.1)

During COVID-19, most of respondents faced a decrease in sale revenue due to reduction of sales volume. The difficulties are reduction of orders (83.2%) and reduction of price (84.6%). However, 9.3% of interviewed farmer said they do not have any difficulties during Covid-19.

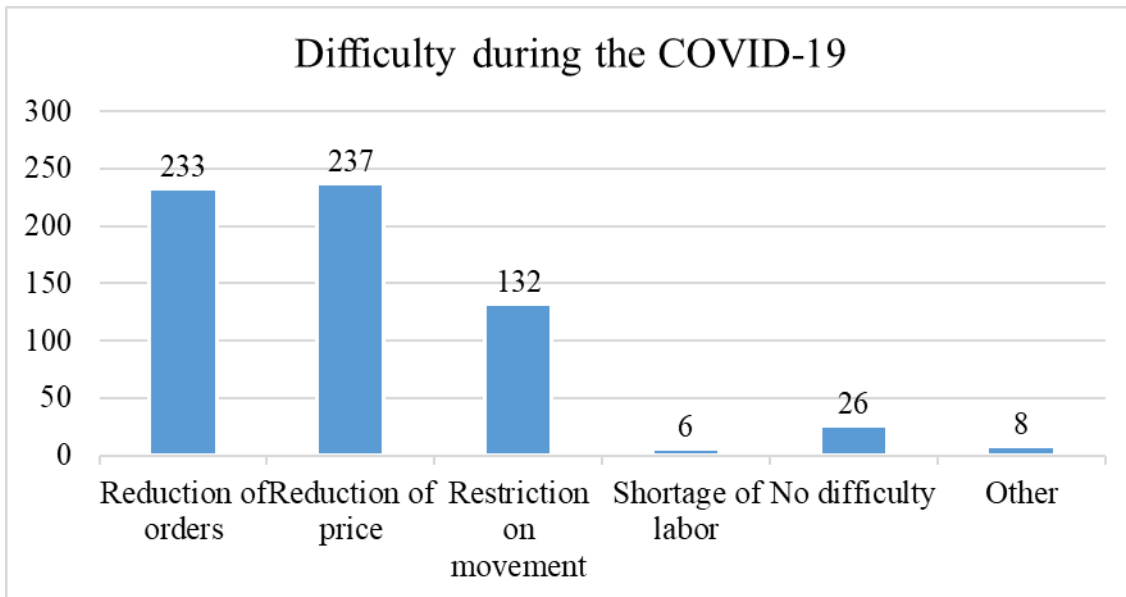


Figure 2-74 The Difficulties during COVID-19

2.2.12.2 Countermeasure to Cover the Loss (Q I 8.2)

78.9% of farmer responded that they use their own saving to cover the loss caused by natural disaster such as COVID-19 or flood.

15% of interviewed farmer would like to delaying payments to producers.

12.9% of farmer have other countermeasures to cover the loss of floods such as by the support of cooperative or family members.

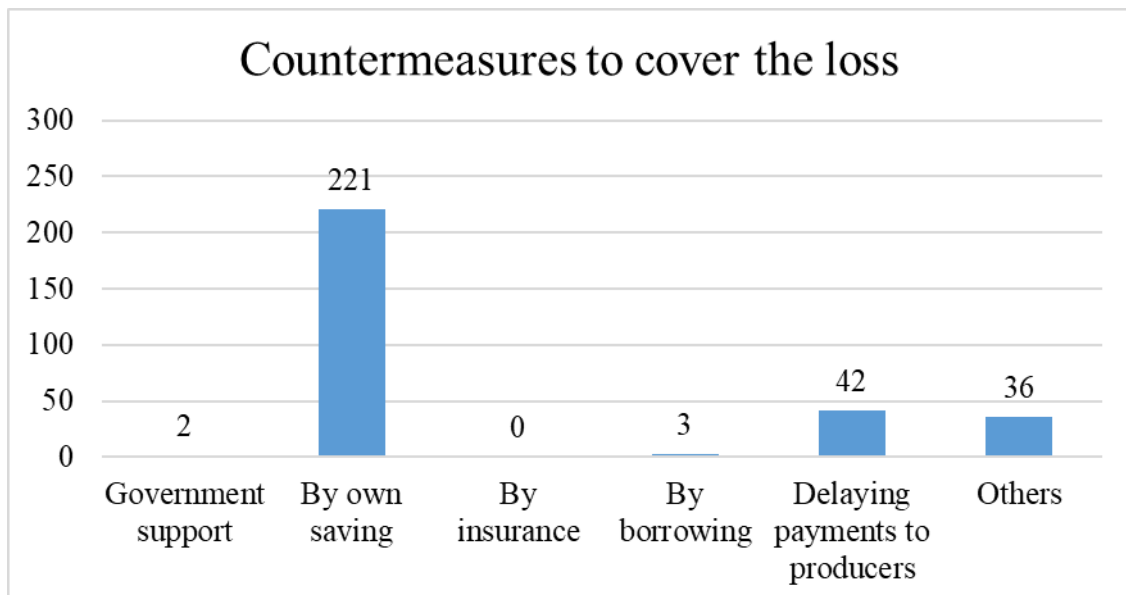


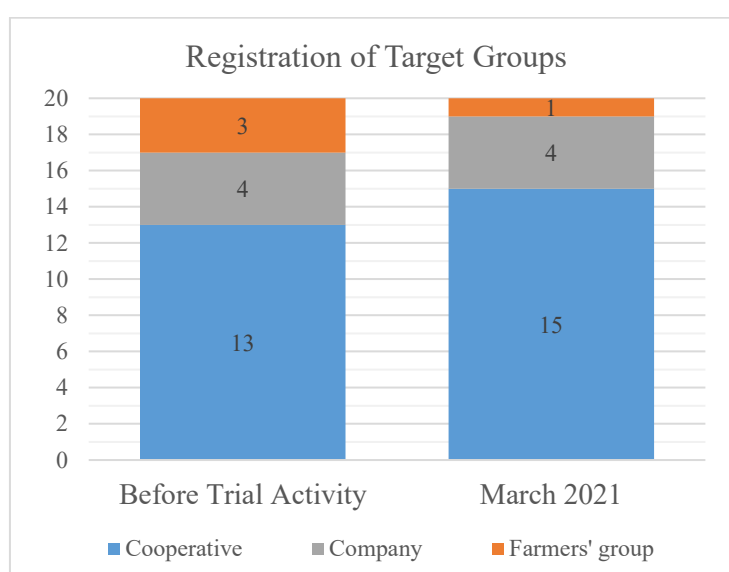
Figure 2-75 Countermeasure to Cover the Loss

CHAPTER 3 KEY FINDINGS COMPARING WITH BASELINE SURVEY

3.1 General Information of Target Groups

3.1.1 Registration of the group (2.1.1.2)

Registration as an agricultural cooperative or an agricultural company is one of benchmark to make a sales contract with modern market such as supermarket. Before trial activity, 17 target groups had already registered as cooperative or company. Out of remaining 3 groups, two target groups (Lien Hiep cooperative and Thanh Tan cooperative in Ha Nam province) newly registered as the cooperative after starting trial activity. Lua farmers' group is a sole farmers' group as of March 2021. Chien Thang cooperative was unregistered and re-registered as Binh Minh cooperative.

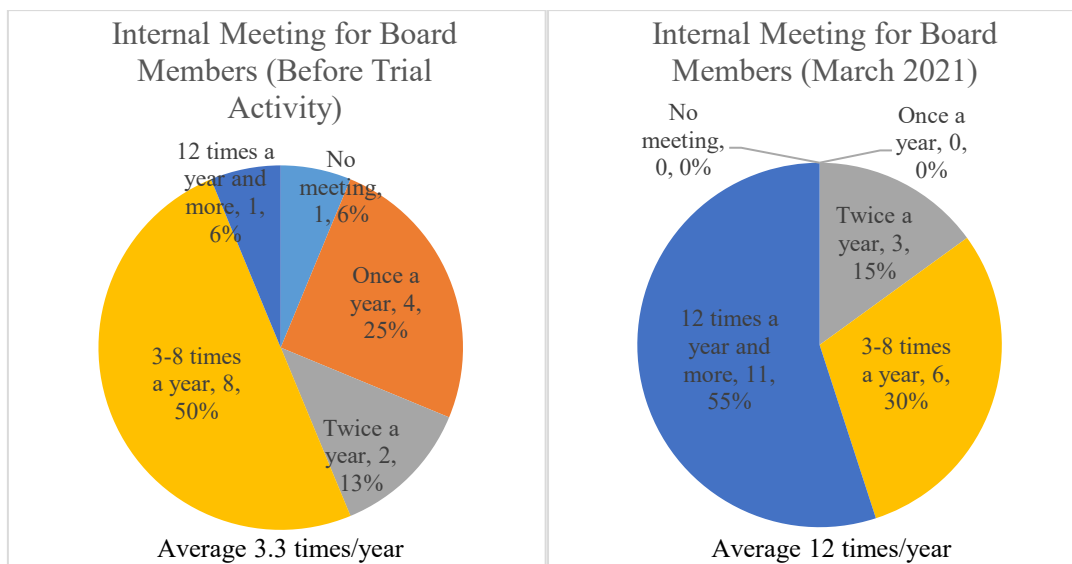


Note: Baseline survey was conducted for pilot provinces and semi-pilot provinces separately before selecting the target groups. Therefore, the initial status in the above figure and afterward are indicated as “Before trial activity”.

Figure 3-1 Registration of Targe Groups

3.1.2 Internal Meeting (2.1.1.6)

Average number of internal meetings for board members was increased from 3.3 times per year before the trial activity to 12 times per year in March 2021. 11 target groups (55%) conduct the internal meetings 12 times and more in a year, though it was only one group before trial activity.



Note: Before trial activity, the number of meeting was counted for 16 target groups, as number was not counted for 4 groups.

Figure 3-2 Frequency of Internal Meeting for Board Members

3.1.3 Logo mark and Red invoice (2.1.1.8 and 2.1.1.13)

Before the trial activity, only 9 target groups had their own logo marks (4 companies and 5 cooperatives). As the result of trial activity, all 20 target groups have own logo marks in March 2021.

Before the trial activity, 4 agricultural companies and 3 cooperatives (Dai Loi cooperative, Vinh Phuc cooperative, and Visa cooperative) had been able to issue a red invoice. In March 2021, additional 3 target groups (Tan Minh Duc cooperative, Lien Hiep cooperative, and Binh Minh cooperative) have been able to issue, though other cooperatives and farmers' group cannot.

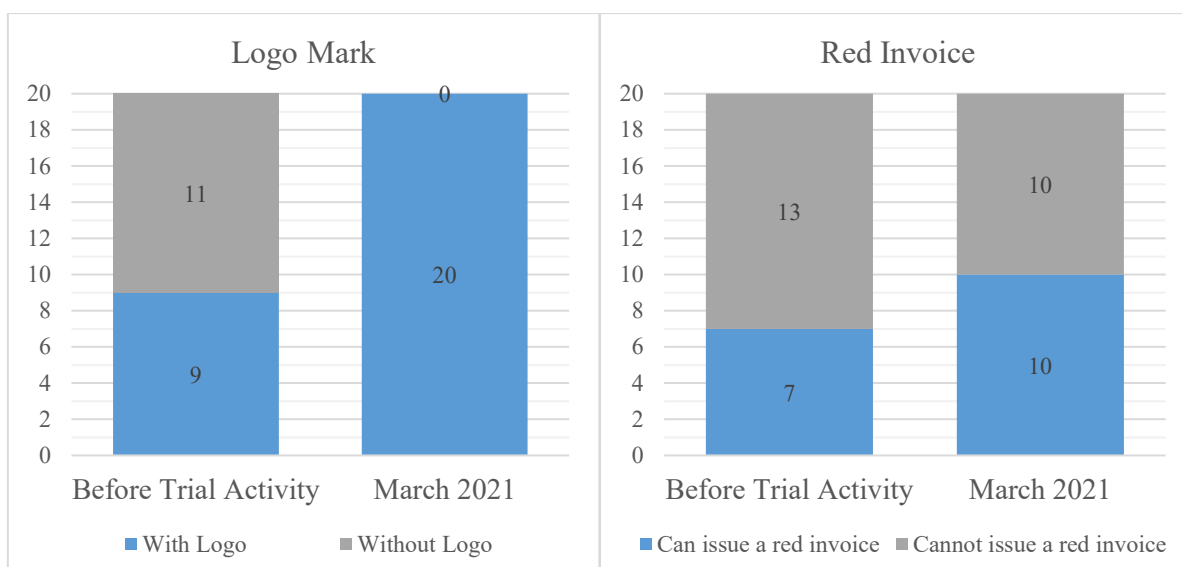


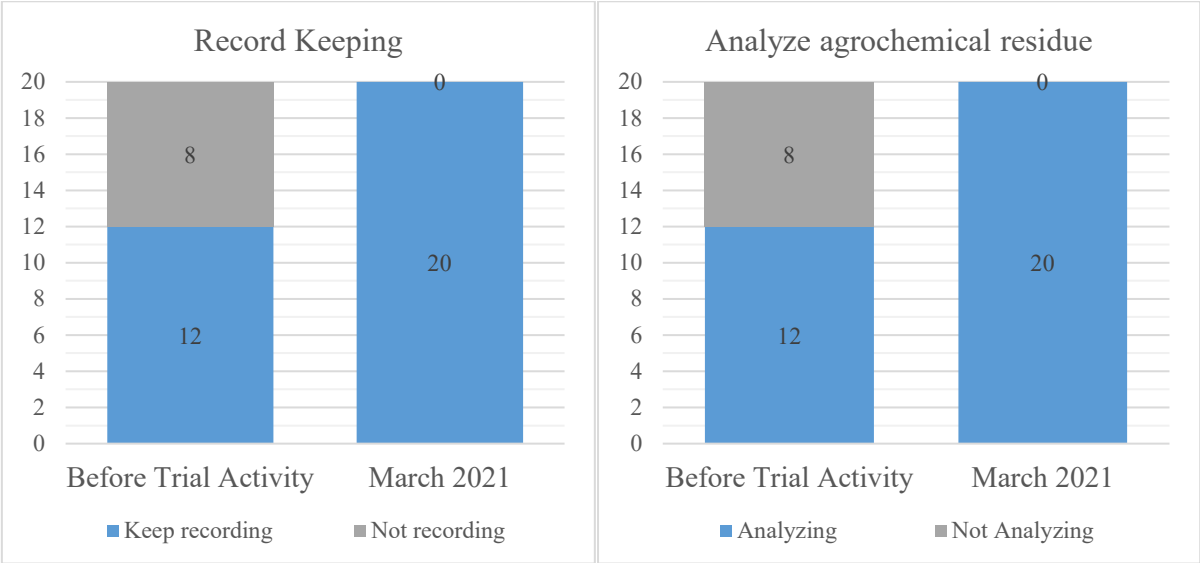
Figure 3-3 Holding of Logo Mark and Red Invoice

3.2 Production Management

3.2.1 Record keeping and Analyze agrochemical residue (2.1.1.12, 2.1.1.15, and 2.2.5.3)

Before starting the trial activity, 8 target groups answered not keeping record of field diary. Through the trial activity, all 20 target groups learned knowledge and practice of GAP from PPMU officer together with JICA project team and continue keeping records regularly as of March 2021.

Before starting the trial activity, 8 target groups answered not analyzing agrochemical residue. Through the trial activity, all 20 target groups confirmed the safety of production area and the products by sampling and testing of agrochemical residue.



Note: 12 target groups answered keeping record of field diary before trial activity, however, only 4 target groups had recorded regularly and other groups had not recorded regularly according to the field observation by JICA project team.

Figure 3-4 Record Keeping and Analyzing of Agrochemical Residue

The most advantage of recording was convenience for checking/reviewing of production activities (252, 90.0%), followed by easiness of recording (177, 63.2%), convenience for calculation of income (152, 54.6%), and convenience for setting up of production plans (48.6%).

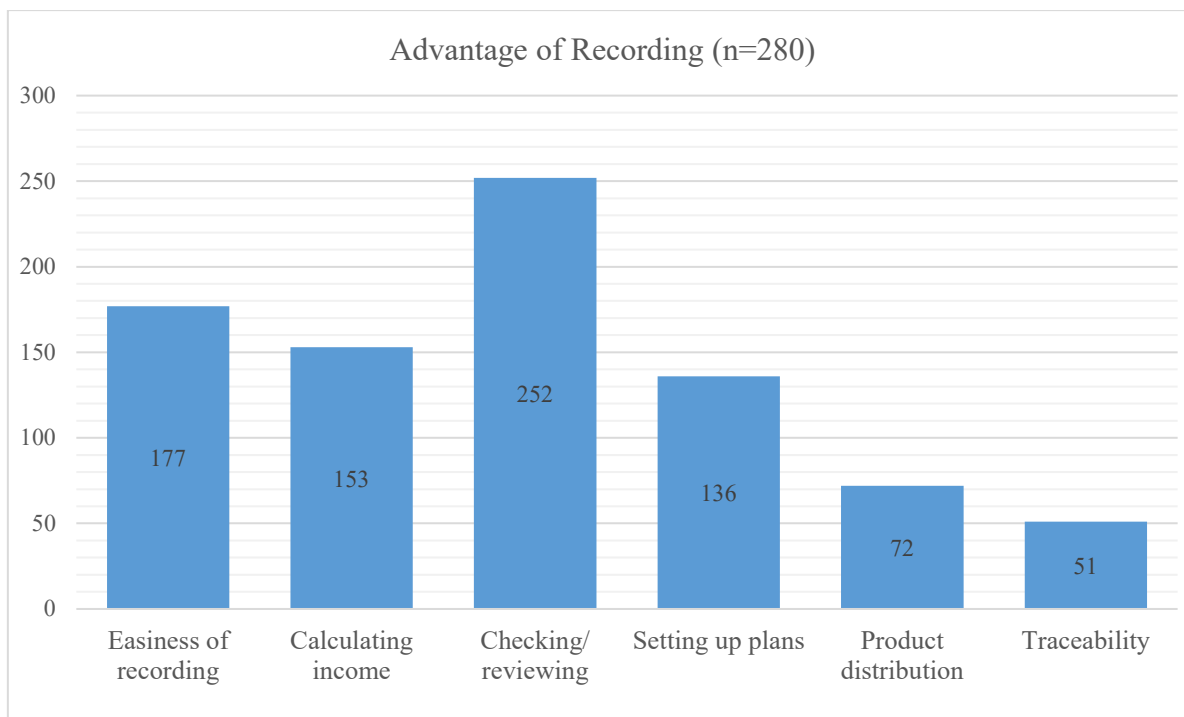


Figure 3-5 Advantage of Record Keeping

3.2.2 Benefits received by applying GAP (2.1.5.12, and 2.2.4.2)

All groups responded that the biggest benefit of applying GAP was approaching to modern market (supermarket, convenience store, etc). 18 groups answered that applying GAP also had raised awareness of farmers about food safety and environment, motivated farmers to produce safe vegetable, and contributed to sell bigger amount (See the Figure 2-18 Benefits received after Applying GAP, Section 2.1.5.12).

For individual farmers, the most important reasons for applying safe vegetable were “Good for producer” (79.6%), “Good for consumer” (77.1%) and “Received guidance” (65.7%). The farmers also found that the application of safe vegetable cultivation makes the demand for safe vegetables increasing (62.9%) and price high (56.1%) (See the Figure 2-32 Benefit of Safe Vegetable Cultivation, Section 2.2.4.2).

3.2.3 Internal Audit (2.1.1.17)

Before starting the trial activity, 12 target groups answered organizing internal audit more than 2 times per year though other 8 groups were only 1 time or none of audit organized. Through the trial activity, JICA project team together with PPMU facilitated to organize the internal audit at least twice a year. Then all 20 groups implemented more than 2 times a year as of March 2021, and 11 groups implemented 12 times or more numbers in a year.

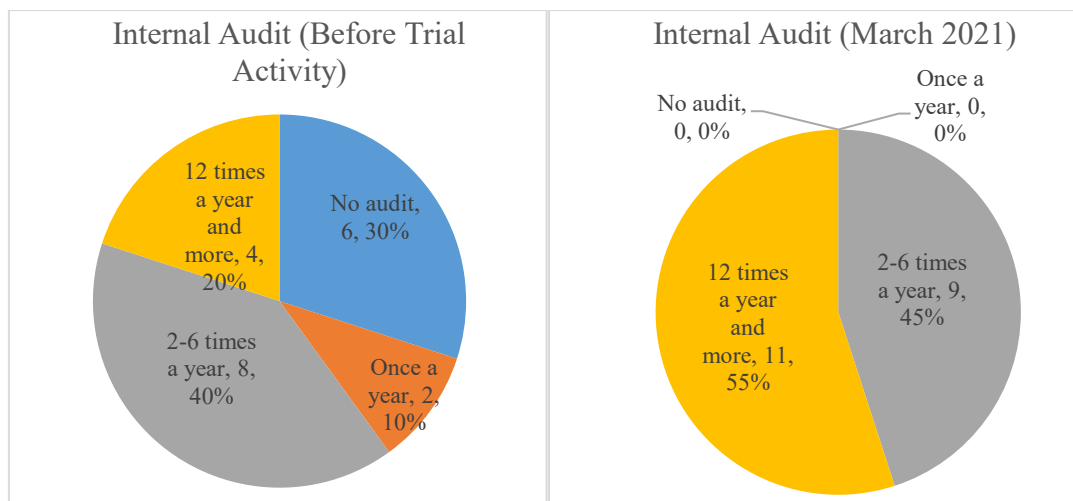


Figure 3-6 Frequency of Internal Audit

3.2.4 Production Plan (2.1.3)

All 20 target groups answered that they were satisfied with production plan, in which 50% of interview groups were very satisfied as of March 2021. 18 groups cultivate almost as production plan and 2 groups cultivate as planned to some extent and all groups are willing to continue the production plan. 17 groups answered they were willing to continue the production plan because the production plan is the good tool for trading with buyers and it easy to manage harvesting and collecting vegetable from farmers. 12 groups said they used production plan due to the buyers' requirements (See the Figure 2-4 Reasons to continue the Production Plan, Section 2.1.3.4).

3.2.5 Knowledge and Practice of learned knowledge (2.1.4, and 2.2.9.6)

Target groups answered that the cultivation methods and materials applied in the trial activity were useful and they were willing to continue applying in future as below.

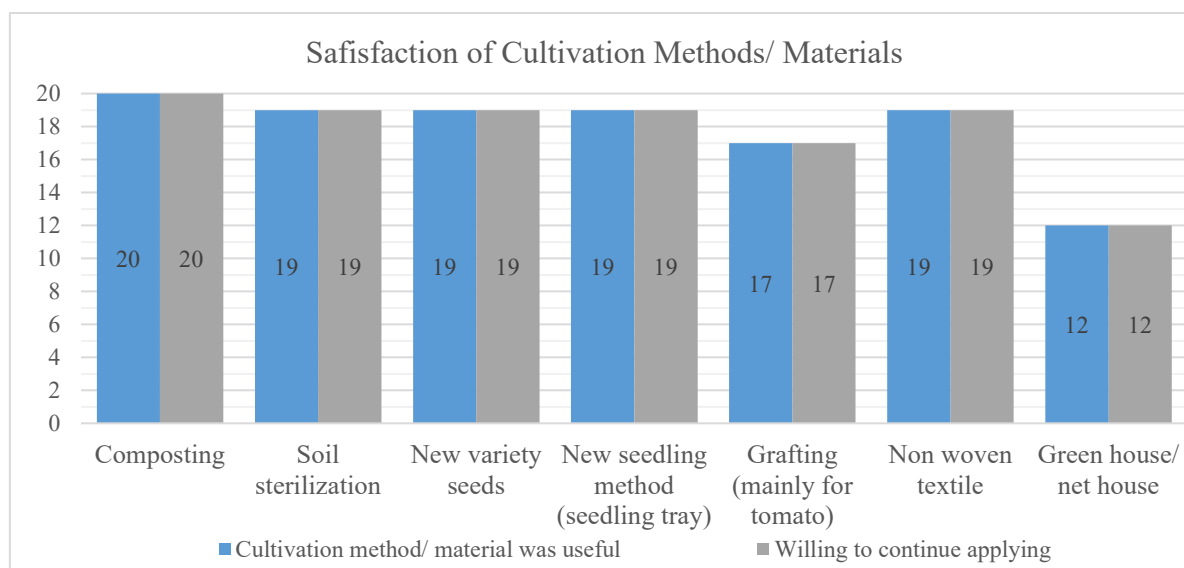


Figure 3-7 Satisfaction of Cultivation Methods/ Materials

Through the trial activity, all the knowledge levels of safety control, cultivation methods and sales were improved

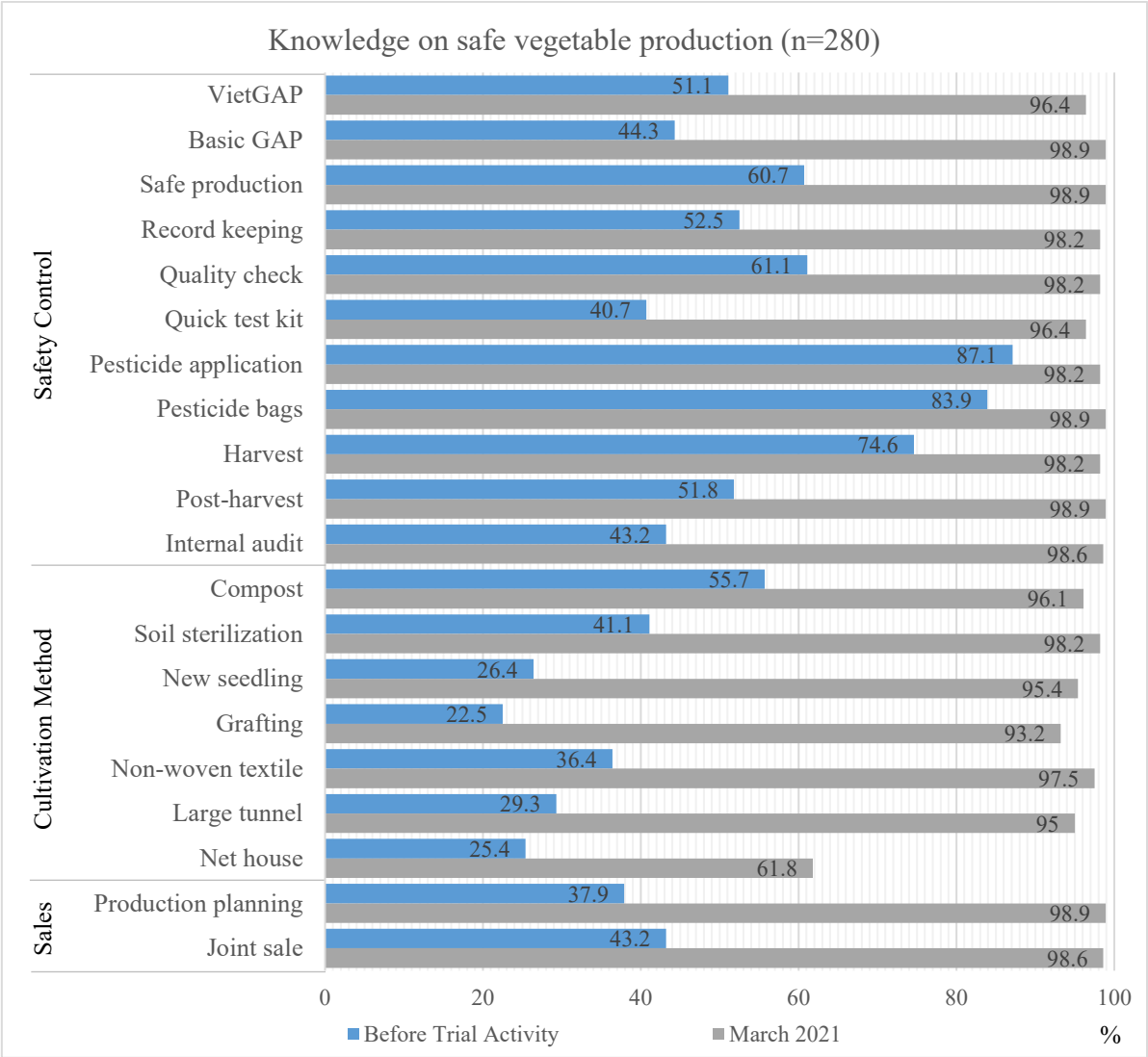


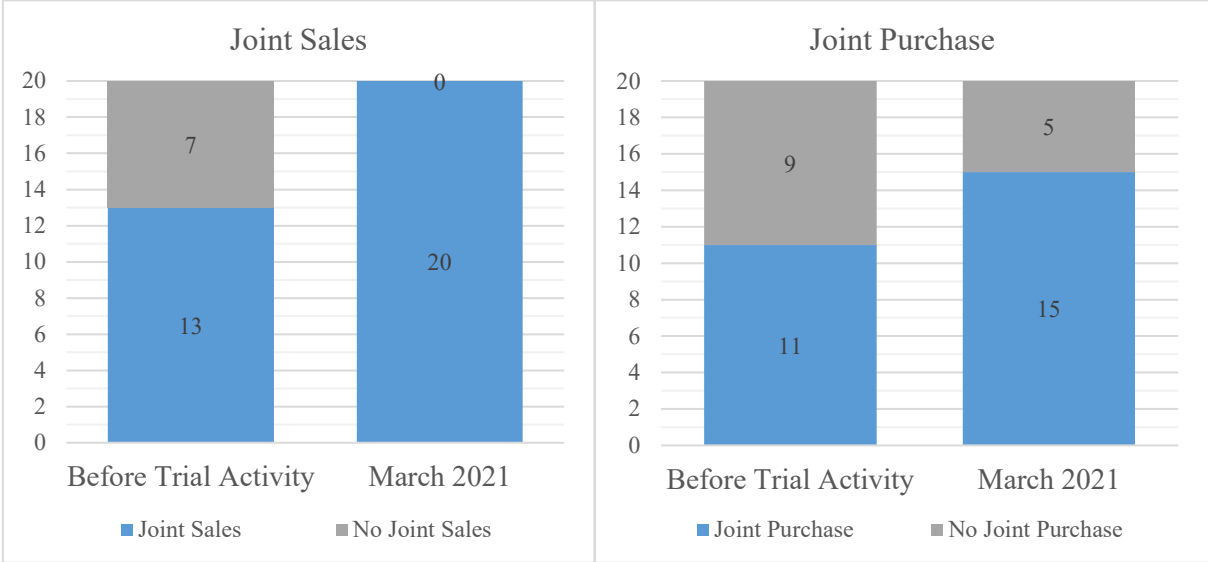
Figure 3-8 Knowledge on Safe Vegetable Production

Before the trial activity, only 28.6% of farmers practiced VietGAP while 51.1% of farmers learned. As such, only 32.1% of farmers practiced Basic GAP while 44.3% of farmers learned. But in March 2021, 88.9% of farmers answered practicing VietGAP and 98.9% of farmers practicing Basic GAP. Other safety controls such as record keeping, quick test, and internal audit were also low percentages of practice before trial activity, but those were largely improved. Cultivation methods and joint sales practices were also improved through the trial activity in every items (See the Figure 2-67 Practice of Learned Knowledge, Section 2.2.9.6).

3.2.6 Joint Sales and Joint Purchase (2.1.1.5)

Before starting the trial activity, 7 target groups had not practiced joint sales activity, those groups were cooperative model. But in March 2021, all 20 target groups practice the joint sales.

Before starting the trial activity, 11 target groups had practiced joint purchase activity. But in March 2021, 15 groups practice joint purchase for agrochemicals and fertilizers.



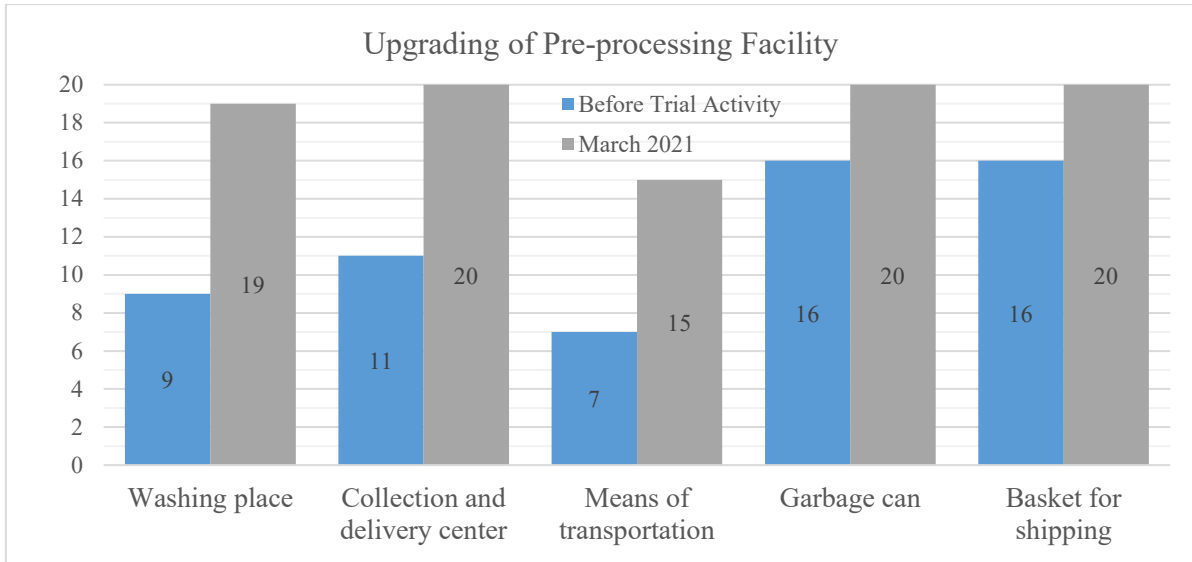
Note: 5 target groups (Ha Vy cooperative, Thanh Tan cooperative, Yen Phu cooperative, Truong Think cooperative, and Visa cooperative) answered practicing the joint purchase in March 2021 though they did not practice before trial activity, in the meantime Dai Loi cooperative answered not practicing though it had practiced before trial activity. Thus, the increased number of joint purchase was 4 (from 11 to 15).

Figure 3-9 Practice of Joint Sales and Joint Purchase

3.2.7 Upgrading of Pre-processing Facility (2.1.1.18)

Through the trial activity, JICA project team supported upgrading of pre-processing facilities of target groups. Then all 20 groups equipped garbage can and basket for shipping. JICA project team supported renovation or new construction of pre-processing house as a collection and delivery center except for 2 groups: Duc Chinh cooperative and Huong Non cooperative. Duc Chinh cooperative eventually received a support for new construction of pre-processing house funded by Korean Government. Huong Non cooperative utilize an individual house as a collecting center, but there was no washing place in.

Regarding the means of transportation, there was no support in the trial activity though there were several requests raised from target groups and PPMU. Actually transportation was one of bottlenecks on joint sales as the buyers often requested target groups to transport the products to the collecting centers operated by the buyers. Target groups invested or hired a truck for transportation, but the delivery of products of remaining 5 target groups (Ha Vy cooperative, Thanh Tan cooperative in Ha Nam, Huong Non cooperative, Quynh Hai cooperative, and Thanh Tan cooperative in Thai Binh province) depends on the buyer’s transportation.



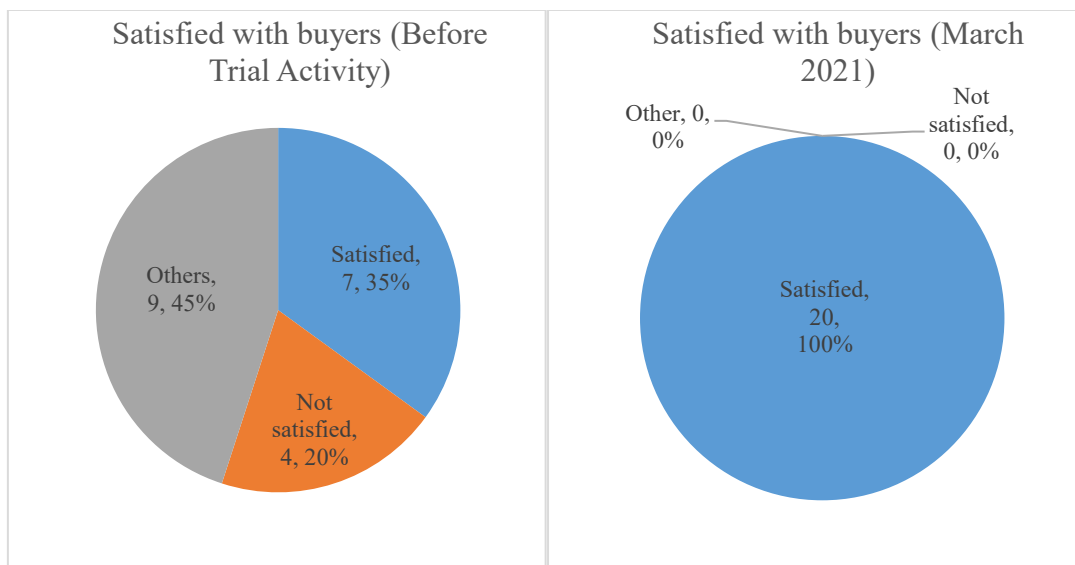
Note: Washing place was upgraded 19 groups except for Huong Non cooperative.

Figure 3-10 Upgrading of Pre-processing Facility

3.3 Marketing

3.3.1 Satisfied with Buyers and the reasons (2.1.5.5)

Before the trial activity, only 7 target groups answered satisfying with their buyers though 4 groups were not satisfied with. In March 2021, all 20 target groups answered their satisfaction with buyers.



Note: Others in before trial activity are no joint sales practice (n=7) and no answer (n=2).

Figure 3-11 Satisfaction with Buyers

Major reasons for satisfaction with buyers were “keep promise” (n=19), followed by “buy big amount” and “buy continuously” (n=18), those satisfied to more numbers of groups compared with “pay higher price” (n=14).

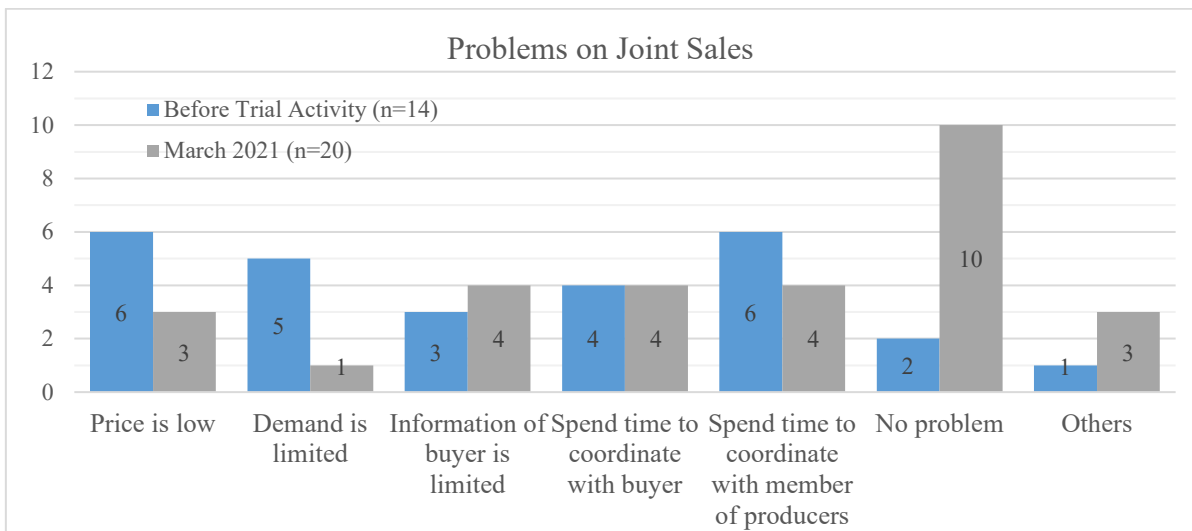


Figure 3-12 Reasons for Satisfaction with Buyers

3.3.2 Problems on Joint Sales (2.1.5.7)

Before the trial activity, price, coordination with members and limited demand were the major problems on joint sales and only two groups (Green farm company and Japan Vietnam company) answered there was no problem on joint sales.

Through the trial activity, all 20 target groups conducted joint sales and increased the number of buyers with trading amount. In March 2021, 10 groups answered there was no problem on joint sales, and the number of groups who answered problems on price, coordination with members and limited demand were reduced.



Note: Before trial activity, 6 target groups did not answer as they had no joint sales.

Figure 3-13 Problems on Joint Sales

3.3.3 Coordination Meeting with Buyers (2.1.5.9)

Before the trial activity, 8 target groups answered there was no experience of coordination meeting with buyers and number of meetings were limited. Through the trial activity, all groups answered that they had held coordination meetings with buyer at least once a year. Out of 20 groups, 9 groups had meetings with buyers at least 4 times a year.

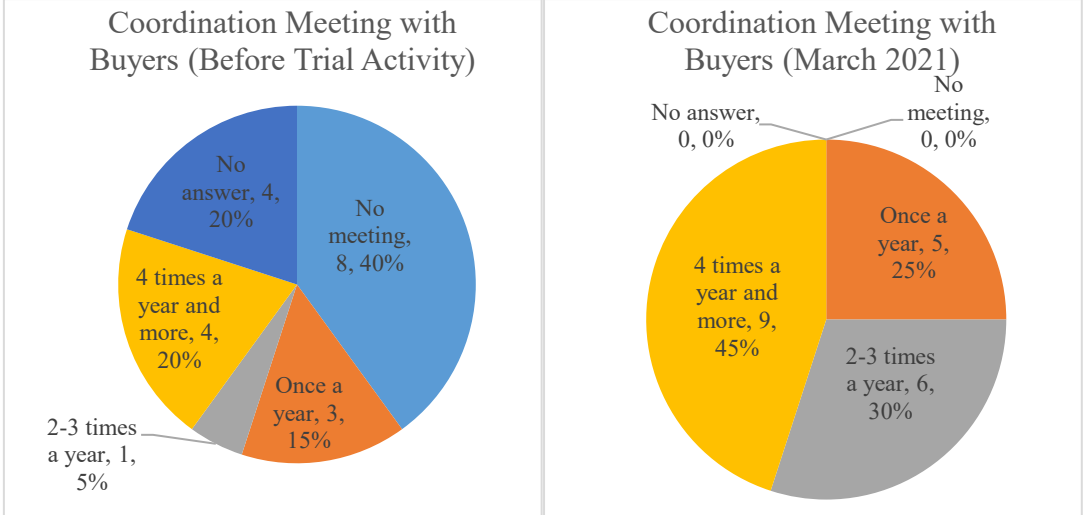


Figure 3-14 Coordination Meeting with Buyers

3.3.4 Difficulties to Coordinate with Buyers (2.1.5.10)

Before the trial activity, the most difficult issues coordinating with buyers were price negotiation, followed by the shipment period and the sales amount.

In March 2021, the most difficult issues were price and the shipment period, those were same items with before the trial activity. Price was not recognized as the major problem among target groups as shown in the Figure 3-13, but many target groups face difficulty to negotiate with buyers to increase the price. The transportation also became the third difficulty as the target groups expand the sales especially to modern market.

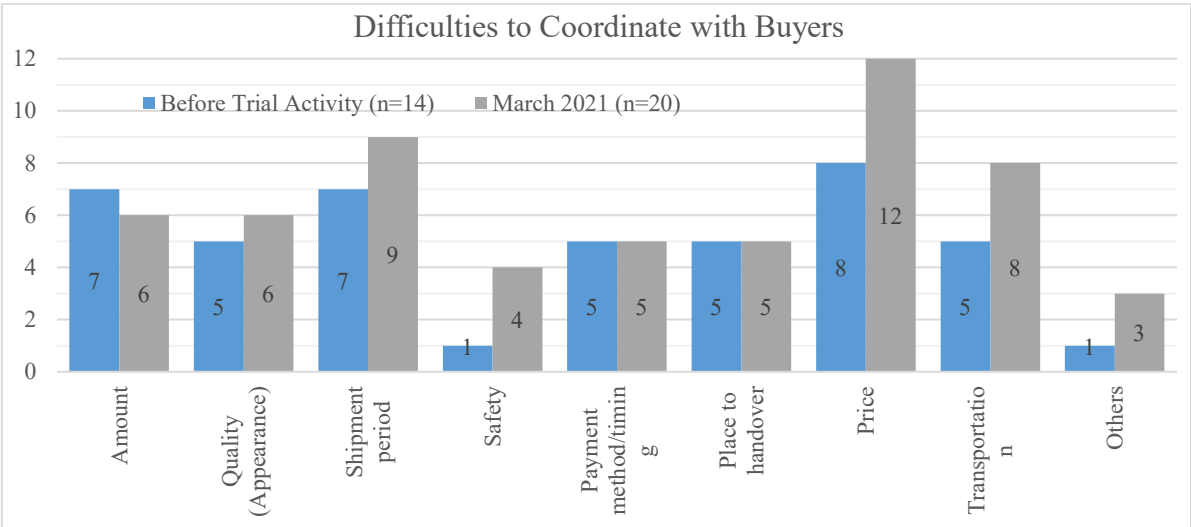


Figure 3-15 Difficulties to Coordinate with Buyers

3.3.5 Way to find buyers, Way buyers find the groups (2.1.7.1, and 2.1.7.2)

The most common way was that buyers directly contact to the group (18 groups). 17 groups were also introduced by other groups. Exhibition (14 groups) and matching event (15 groups) organized by JICA project team as well as PPMU were also recognized as useful ways to find buyers through participation (See the Figure 2-20 The Way to Find Buyers, Section 2.1.7.1).

Buyers knew the groups mainly from the project activities (18 groups). SNS or Website was also useful tool to introduce the target groups to the buyers (15 groups) comparing with TV or newspaper (11 groups). Hence, 19 groups had developed SNS (Zalo, Facebook, etc.) or website as a useful marketing tool (See the Figure 2-21 The Way the Buyers know, Section 2.1.7.2, and the Figure 2-23 Marketing Tools, Section 2.1.7.4).

3.4 Other Topics

3.4.1 Application of ICT Technologies in Agriculture (2.2.11)

Comparing with before the trial activity, the percentage of smart phone users was increased up to 41.5% in March 2021, while it was 6-10% in the Baseline Survey conducted in November 2016 (See the Figure 2-70 Using Smart Phone, Section 2.2.11.1).

The most interested ICT technologies in agricultural topic was “Digitized operation (irrigation/watering, spraying pesticide, drone, etc)” and “SNS promotion (facebook, Zalo)” with 41.8% and 36.8% respectively, followed by “Security camera” and “Digital accounting” (See the Figure 2-73 ICT in Agriculture, Section 2.2.11.3)

3.4.2 Countermeasures for Natural Disasters (COVID-19, flood, etc.) (2.1.7.7)

17 groups responded that they used their own saving to cover the loss caused by natural disaster such as COVID-19 or flood, and 7 groups delayed payments to farmers, input suppliers and others.

However, it was observed that the safety net for farmers was weak as there was limited support from Government and even no insurance scheme was applied to the target groups. It is a big challenge for stable supply of safe vegetables by improving the resilience of farmers against the loss (see the Figure 2-75 Countermeasures to Cover the Loss, Section 2.2.12.2).

ANNEXES

4.1 List of Interviewed Individuals

No.	Code	Name of Farmer
Hai Duong Province		
Duc Chinh Agricultural Service Cooperative		
1	HD-ĐC-01	Nguyễn Văn Nguyên
2	HD-ĐC-02	Nguyễn Văn Thao
3	HD-ĐC-03	Nguyễn Khắc Quán
4	HD-ĐC-04	Nguyễn Văn Thanh
5	HD-ĐC-05	Nguyễn Thị Triệu
6	HD-ĐC-06	Nguyễn Thị Thơm
7	HD-ĐC-07	Nguyễn Đức Thuật
8	HD-DC-08	Nguyễn Văn Điều
9	HD-DC-09	Trần Thị Ngân
10	HD-DC-10	Trần Thị Hoạt
11	HD-DC-11	Trần Văn Toàn
12	HD-DC-12	Nguyễn Văn Tặng
13	HD-DC-13	Nguyễn Văn Bắc
14	HD-DC-14	Đặng Thị Hiền
15	HD-ĐC-15	Nguyễn Văn Bằng
16	HD-ĐC-16	Nguyễn Thị Tài
17	HD-ĐC-17	Trần Mạnh Trắc
18	HD-ĐC-18	Phùng Văn Chương
19	HD-ĐC-19	Nguyễn Thị Mưa
20	HD-ĐC-20	Nguyễn Thị Vinh
Tan Minh Duc Cooperative		
21	HD-TMĐ-01	Nguyễn Văn Thành
22	HD-TMĐ-02	Hoàng Anh Thư
23	HD-TMĐ-03	Nguyễn Văn Khởi
24	HD-TMĐ-04	Trần Văn Bảo
25	HD-TMĐ-05	Hoàng Thị Nang
26	HD-TMĐ-06	Nguyễn Thị Vừng
27	HD-TMĐ-07	Phùng Danh Thấu
28	HD-TMD-08	Nguyễn Văn Liễu
29	HD-TMD-09	Phùng Danh Công
30	HD-TMD-10	Phùng Thị Điệp
31	HD-TMD-11	Đỗ Thị Nguyễn
32	HD-TMD-12	Phùng Thị Ngạn
33	HD-TMD-13	Phùng Danh Thang
34	HD-TMD-14	Phùng Thanh Mừng
35	HD-TMĐ-15	Hoàng Thị Luyến
36	HD-TMĐ-16	Nguyễn Thị Phương
37	HD-TMĐ-17	Phùng Thị Thảo
38	HD-TMĐ-18	Hoàng Thị Miện
39	HD-TMĐ-19	Nguyễn Thị Doãn
40	HD-TMĐ-20	Phùng Danh Đầu

No.	Code	Name of Farmer
Thanh Ha Safe Vegetables Company Ltd.		
41	HD-TH-01	Phạm Công Minh
42	HD-TH-02	Bùi Văn Can
43	HD-TH-03	Phạm Công Toàn
44	HD-TH-04	Phạm Thị Loan
45	HD-TH-05	Phạm Công Tú
46	HD-TH-06	Lê Thị Duyên
47	HD-TH-07	Phạm Công Tiến
48	HD-TH-08	Thích Diệu Thanh (Nhà chùa quản lý đất)
CP Green Farm Safe Vegetable, Fruit Production Facility Unit		
49	HD-GF-01	Đình Văn Cháng
50	HD-GF-02	Đình Thị Mừng
Lua Safe Vegetable Production Farmer Group		
51	HD-LUA-01	Lê Thảo Phường
52	HD-LUA-02	Nguyễn Đình Nhuận
53	HD-LUA-03	Nguyễn Thị Thúy
54	HD-LUA-04	Lê Thạc Tà
55	HD-LUA-05	Đặng Tiến Cửu
56	HD-LUA-06	Lê Thạc Oai
57	HD-LUA-07	Lê Thặng Như
58	HD-LUA-08	Nguyễn Thị Đượm
59	HD-LUA-09	Nguyễn Đình Nhuận
60	HD-LUA-10	Nguyễn Đình Rạng
61	HD-LUA-11	Lê Thạc Bình
62	HD-LUA-12	Lê Thạc Nhã
63	HD-LUA-13	Hoàng Thị Chiên
64	HD-LUA-14	Lê Thạc Thái
65	HD-LUA-15	Nguyễn Văn Thần
66	HD-LUA-16	Lê Thạc Uyên
67	HD-LUA-17	Lê Văn Thức
68	HD-LUA-18	Đặng Quang Hiền
69	HD-LUA-19	Hoàng Văn Thức
70	HD-LUA-20	Lê Văn Đong
Ha Nam Province		
Ha Vy Agricultural Service Cooperative		
71	HN-HV-01	Nguyễn Thị Tươi (Nguyễn Văn Cường)
72	HN-HV-02	Nguyễn Thị Sần (Nguyễn Văn Thủng)
73	HN-HV-03	Đoàn Xuân Kiên
74	HN-HV-04	Ngô Văn Huê
75	HN-HV-05	Nguyễn Thị Linh
76	HN-HV-06	Bùi Thị Đàn
77	HN-HV-07	Đoàn Văn Biễn
78	HN-HV-08	Ngô Văn Dư
79	HN-HV-09	Nguyễn Thị Nhung
80	HN-HV-10	Nguyễn Thị Khoa
81	HN-HV-11	Nguyễn Văn Hải
82	HN-HV-12	Nguyễn Văn Tân

No.	Code	Name of Farmer
83	HN-HV-13	Nguyễn Văn Thái
84	HN-HV-14	Nguyễn Thị Thoa
85	HN-HV-15	Nguyễn Thị Nhài
86	HN-HV-16	Nguyễn Thị Suốt
87	HN-HV-17	Đoàn Thị Bộ
88	HN-HV-18	Đoàn Văn Tươi
89	HN-HV-19	Nguyễn Việt Hùng
90	HN-HV-20	Nguyễn Thị Huy
Cat Lai Agricultural Production Cooperative		
91	HN-CL-01	Trần Văn Nguyên
92	HN-CL-02	Trần Thị Dung
93	HN-CL-03	Trần Thị Hằng
94	HN-CL-04	Nguyễn Thị Nhung
95	HN-CL-05	Đặng Thị Dâng
96	HN-CL-06	Lê Thị Hạnh
97	HN-CL-07	Đặng Văn Long
98	HN-CL-08	Nguyễn Thị Hoa
99	HN-CL-09	Nguyễn Tiến Toàn
100	HN-CL-10	Nguyễn Văn Ngộ
101	HN-CL-11	Nguyễn Thị Sợi
102	HN-CL-12	Đào Thị Anh
103	HN-CL-13	Phạm Văn Linh
104	HN-CL-14	Trần Thị Hằng
105	HN-CL-15	Trần Văn Lương
106	HN-CL-16	Trần Thị Tuyết (Phạm Văn Tăng)
107	HN-CL-17	Trần Văn Hùng
108	HN-CL-18	Trần Văn Dương
109	HN-CL-19	Nguyễn Văn Điều
110	HN-CL-20	Trần Ngọc Dũng
Thanh Tan Commune Safe Vegetable Production Cooperative Group		
111	HN-TT-01	Nguyễn Thị Oanh
112	HN-TT-02	Lưu Thị Tươi
113	HN-TT-03	Đào Thị Khuyên
114	HN-TT-04	Đào Thị Khánh
115	HN-TT-05	Dương Thị Nhưõng
116	HN-TT-06	Nguyễn Thị Thuyét
117	HN-TT-07	Lê Thị Dung
118	HN-TT-08	Lê Thị Vui
119	HN-TT-09	Lê Thị Trang
120	HN-TT-10	Nguyễn Văn Hién
121	HN-TT-11	Lê Văn Sơn
Hung Yen Province		
Yen Phu Agricultural Services Cooperative		
122	HY-YP-01	Nguyễn Văn Dũng
123	HY-YP-02	Nguyễn Thị Mén
124	HY-YP-03	Trần Thị Phụng
125	HY-YP-04	Lê Văn Cao

No.	Code	Name of Farmer
126	HY-YP-05	Lê Thị Hoa
127	HY-YP-06	Phạm Thị Mây
128	HY-YP-07	Lê Xuân Bình
129	HY-YP-08	Nguyễn Thị Tuyết
130	HY-YP-09	Nguyễn Thị Vân
131	HY-YP-10	Nguyễn Thị Thom
132	HY-YP-11	Lê Văn Là
133	HY-YP-12	Đào Thị Chiến
134	HY-YP-13	Nguyễn Thị Ngát
135	HY-YP-14	Lê Văn Xoài
136	HY-YP-15	Lê Văn Long
137	HY-YP-16	Lê Thị Hương
138	HY-YP-17	Lê Thị Hôi
139	HY-YP-18	Phùng Thị Phương Thanh
140	HY-YP-19	Nguyễn Thị Sứ
141	HY-YP-20	Lê Quang Đóa
	Bình Minh Safe Vegetable Cooperative	
142	HY-BM-01	Đào Văn Tú
143	HY-BM-02	Đào Văn Mừng
144	HY-BM-03	Phạm Quốc Vượng
145	HY-BM-04	Phạm Quang Điền
146	HY-BM-05	Trần Văn Ván
147	HY-BM-06	Nguyễn Đức Thuận
148	HY-BM-07	Lâm Đức Cảnh
149	HY-BM-08	Phạm Ngọc Sơn
150	HY-BM-09	Đào Xuân Kỳ (Cảnh)
151	HY-BM-10	Hoàng Thị Ngọc
152	HY-BM-11	Phạm Quốc Đoàn
153	HY-BM-12	Phạm Văn Phong
154	HY-BM-13	Đào Văn Thuận
	Phu Tho Province	
	Huong Non Agricultural Service Cooperative	
155	PT-HN-01	Lại Thị Sâm
156	PT-HN-02	Chu Thị Nhân
157	PT-HN-03	Nguyễn Thị Phúc
158	PT-HN-04	Nguyễn Văn Nhu
159	PT-HN-05	Nguyễn Thị Lý
160	PT-HN-06	Nguyễn Thị Can
161	PT-HN-07	Nguyễn Xuân Tinh
162	PT-HN-08	Đặng Văn Hùng
163	PT-HN-09	Hạ Thị Thu Hà
164	PT-HN-10	Nguyễn Tiến Lực
165	PT-HN-11	Đặng Xuân Dung
166	PT-HN-12	Nguyễn Thị Liên
167	PT-HN-13	Đào Thị Phượng (Nguyễn Văn Hợi)
168	PT-HN-14	Lại Thị Trường
169	PT-HN-15	Bùi Đức Dục

No.	Code	Name of Farmer
170	PT-HN-16	Nguyễn Văn Ký
171	PT-HN-17	Chu Thị Thọ
172	PT-HN-18	Phan Văn Phú
173	PT-HN-19	Đặng Văn Lý (Đặng Thị Thanh)
174	PT-HN-20	Đặng Thị Thọ
Truong Thinh Agricultural Service Cooperative		
175	PT-TT-01	Vũ Xuân Thịnh
176	PT-TT-02	Nguyễn Thị Sen
177	PT-TT-03	Đình Công Lân
178	PT-TT-04	Nguyễn Thị Bình
179	PT-TT-05	Nguyễn Thị Thu Hương
180	PT-TT-06	Phạm Hào Quang
181	PT-TT-07	Phạm Hồng Thân
182	PT-TT-08	Hoàng Ngọc Khiêm
183	PT-TT-09	Phạm Ngọc Dung
184	PT-TT-10	Trần Thị Bình
185	PT-TT-11	Phạm Văn Hào
186	PT-TT-12	Nguyễn Duy Yên
187	PT-TT-13	Vũ Xuân Phụng
188	PT-TT-14	Vũ Thị Tình
189	PT-TT-15	Phạm Đức Trường
190	PT-TT-16	Vũ Thị Huệ
191	PT-TT-17	Hoàng Thị Thom
192	PT-TT-18	Phạm Văn Thành
193	PT-TT-19	Đỗ Thị Huyền
194	PT-TT-20	Phạm Văn Hồng
195	PT-TT-21	Cao Thị Luật
Thai Binh Province		
Quyinh Hai Agricultural Production and Service Cooperative		
196	TB-QH-01	Nguyễn Thị Xuyên
197	TB-QH-02	Nguyễn Văn Vòng
198	TB-QH-03	Dương Thị Xuyên
199	TB-QH-04	Phạm Quang Nhượng
200	TB-QH-05	Nguyễn Văn Đại
201	TB-QH-06	Nguyễn Thị Muồng
202	TB-QH-07	Vũ Văn Xu
203	TB-QH-08	Đào Văn Đức
204	TB-QH-09	Đào Quang Đam
205	TB-QH-10	Phạm Văn Vũ
206	TB-QH-11	Nguyễn Văn Hóa
207	TB-QH-12	Nguyễn Văn Tân
208	TB-QH-13	Phạm Văn Linh
209	TB-QH-14	Đào Văn Đương
210	TB-QH-15	Phạm Văn Liễn
211	TB-QH-16	Đào Thị Ngải
212	TB-QH-17	Vũ Quang Thành
213	TB-QH-18	Nguyễn Văn Cương

No.	Code	Name of Farmer
214	TB-QH-19	Lê Thị Sơn
215	TB-QH-20	Vũ Xuân Xanh
216	TB-QH-21	Phạm Văn Tân
Thanh Tan Agricultural Production and Service Cooperative		
217	TB-TT-01	Nguyễn Thế An
218	TB-TT-02	Phạm Thị Đoan
219	TB-TT-03	Nguyễn Văn Phán
220	TB-TT-04	Tô Thị Tuyết
221	TB-TT-05	Trần Văn Tâm
222	TB-TT-06	Trần Văn Chúc
223	TB-TT-07	Vũ Thị Ngoan
224	TB-TT-08	Tạ Hữu Doan
225	TB-TT-09	Trần Thị Huệ
226	TB-TT-10	Phạm Thị Nhàn
227	TB-TT-11	Phạm Thị Hiệp
228	TB-TT-12	Trần Văn Dự
229	TB-TT-13	Phạm Văn Bán
230	TB-TT-14	Trần Thị Uyên
231	TB-TT-15	Trần Thị Quyên
232	TB-TT-16	Vũ Văn Hỷ
233	TB-TT-17	Nguyễn Thị Ngọc
234	TB-TT-18	Phạm Thị Huệ
235	TB-TT-19	Trần Văn Tân
236	TB-TT-20	Trần Quang Hịch
Vinh Phuc Province		
Dai Loi Safe Vegetable Cooperative		
237	VP-DL-01	Đặng Văn Kỳ
238	VP-DL-02	Nguyễn Thị Hằng
239	VP-DL-03	Nguyễn Thị Huệ
240	VP-DL-04	Nguyễn Thị Thành
241	VP-DL-05	Nguyễn Chính Toàn
242	VP-DL-06	Nguyễn Chính Thiên
243	VP-DL-07	Đặng Văn Dương
244	VP-DL-08	Đặng Thị Hằng
245	VP-DL-09	Nguyễn Thị Tuyền
246	VP-DL-10	Nguyễn Thị Kha
247	VP-DL-11	Nguyễn Thị Vụ
248	VP-DL-12	Nguyễn Thị Mai (Tư)
249	VP-DL-13	Nguyễn Văn Long
250	VP-DL-14	Nguyễn Văn Tông
Vinh Phuc Safe Vegetable Cooperative		
251	VP-VP-01	Lê Thị Chín
252	VP-VP-02	Lê Thị Mai
253	VP-VP-03	Trần Thị Hà
254	VP-VP-04	Kiều Thị Huệ
255	VP-VP-05	Đỗ Thị Kim Dung
256	VP-VP-06	Chu Thị Luân

No.	Code	Name of Farmer
257	VP-VP-07	Nguyễn Thị Bình
258	VP-VP-08	Nguyễn Khắc Ngoạn
259	VP-VP-09	Nguyễn Văn Hào
260	VP-VP-10	Nguyễn Thị Vi
261	VP-VP-11	Nguyễn Văn Nhung
262	VP-VP-12	Trương Thị Hương
263	VP-VP-13	Nguyễn Thị Bích
264	VP-VP-14	Phó Thị Sinh
265	VP-VP-15	Lưu Thị Thu
266	VP-VP-16	Nguyễn Thị Giang
267	VP-VP-17	Lê Thị Hường
268	VP-VP-18	Nguyễn Thị Ngạn
269	VP-VP-19	Trần Thị Năm
270	VP-VP-20	Trần Thị Bưởi
	Visa Safe Vegetable Cooperative	
271	VP-VS-01	Vũ Thị Huyền
272	VP-VS-02	Văn Thị Thành
273	VP-VS-03	Nguyễn Thị Viễn
274	VP-VS-04	Nguyễn Thị Huê
275	VP-VS-05	Đỗ Thị Tam
276	VP-VS-06	Văn Danh Giao
277	VP-VS-07	Hoàng Thị Bảy
278	VP-VS-08	Đặng Thị Xuân
279	VP-VS-09	Đào Gia Đạt
280	VP-VS-10	Văn Khắc Hàn

4.2 Questionnaire Forms

4.2.1. Group Questionnaire Form

No. of Questionnaire: _____
 Date: _____
 Name of Interviewer: _____

1 General Information

Condition of the Organization

Name of Interviewee:	
Province:	District: Commune:
Name of Organization	
Name of representative	
No. Telephone	
E-mail address	
Board member	• Position: Name:
	• Position: Name:
	• Position: Name:
	• Position: Name:
	• Position: Name:
	• Position: Name:
Total number , including of females	

1.1 Question for all.

Do you have any certification/ activity for safe vegetable cultivati (Select only 1 answers)

- a. Certificated as Organic Product
- b. Certificated as Viet GAP or Global GAP
- c. Applying of Basic GAP
- d. Certificated as Safe Production Condition
- e. Others []

1.2 Organizational form

(Select only 1 answers)

- a. Agricultural cooperative
- b. Agricultural company
- c. Farmers' group

1.3 Official Registration

(Select only 1 answers)

- a. Registered (Registration Number :)
- b. Under process of registration
- c. Not yet Registered

1.4 Tax number

(Select only 1 answers)

- a. Registered (Registration Number :)
- b. Under process of registration
- c. Not yet Registered

1.5 Number of Registered member

(Select only 1 answers)

- a. Male:
- b. Female:
- c. Total:

1.6 Main activities

(Multiple answers)

- a. Joint sales
- b. Joint purchase of agricultural materials
- c. Extension service
- d. Protection for disease/ insect (Plant Protection)
- e. Irrigation service
- f. Farmland Conservation
- g. Extermination of rat
- h. Others

1.7 How many times do you organize activities?

- a. Meeting of board member (frequency: times/year)
- b. Meeting of all members (frequency: times/year)

1.8 Does your organization pay remuneration for board member? (Select only 1 answers)
a. Yes
b. No

1.9 Does your organization have own logo mark? (Select only 1 answers)
a. Yes
b. No

1.10 Does your organization have own Vision/ Goal? (Select only 1 answers)
a. Yes → Go to 1.11
b. No → Go to 1.12

1.11 If you answered "a" on 1.10, please answer.
What is the Vision/ Goal?

1.12 What is the main capital sources of your organization? (Multiple answers)
a. Membership fee → How much is it per one member in a year? _____ VND/year
b. Subsidy from the government (_____ VND/ year)
c. Commission by Joint sales/ Joint purchase (_____ VND/ year)
d. Others

1.13 Can your organization issue Red Invoice? (Select only 1 answers)
a. Yes
b. No

1.14 Does your organization manage record book of members? (Select only 1 answers)
a. Yes
b. No

1.15 Does your organization maintain a cultivation calendar? (Cultivation calendar is a plan which includes information of fertilizer and agrichemical (ex. moment, amount, type to use))
a. Yes * Should take picture (Select only 1 answers)
b. No

1.16 How does your organization check that members apply agrichemical by keeping law ?

1.17 Does your organization analyze agrichemical residue? (Select only 1 answers)
a. Yes → Go to 1.18
b. No → Go to 1.19

1.18 If answered "a" on 1.17, please answer for detailed information

a. Name of vegetable _____
b. Frequency _____ times/year
c. Sample Number _____ samples/analysis
d. Cost _____ VND/time
e. Cost paid by
e-1. Cooperative/ company (Multiple answers)
e-2. Individual farmers
e-3. Both organization and farmer
e-4. Buyer
f. Name of institution who analyzes _____
f-1. Public institution (Multiple answers)
f-2. Private institution

1.19 Does your organization analyze soil? (Select only 1 answers)
a. Yes → Go to 1.20
b. No → Go to 1.21

1.20 If answered "a" on 1.20, please answer for detailed information

- a. Frequency _____ times/year
- b. Sample Number _____ samples/analysis
- c. Cost _____ VND/time
- d. Cost paid by
 - d-1. Cooperative/ company (Multiple answers)
 - d-2. Individual farmers
 - d-3. Both organization and farmer
 - d-4. Buyer
- e. Name of institution who analyses _____
 - e-1. Public institution (Multiple answers)
 - e-2. Private institution

1.21 Does your organization analyze water? (Select only 1 answers)

- a. Yes → Go to 1.22
- b. No → Go to 1.23

1.22 If answered "a" on 1.21, please answer for detailed information

- a. Frequency _____ times/year
- b. Sample Number _____ samples/analysis
- c. Cost _____ VND/time
- d. Cost paid by
 - d-1. Cooperative/ company (Multiple answers)
 - d-2. Individual farmers
 - d-3. Both organization and farmer
 - d-4. Buyer
- e. Name of institution who analyses _____
 - e-1. Public institution (Multiple answers)
 - e-2. Private institution

1.23 Does your organization implement Internal Audit? (Select only 1 answers)

- a. Yes → Go to 1.24
- b. No → Go to 1.25

1.24 If answered "a" on 1.23, please answer for detail information

- a. Number of person who are in charge of internal audit: _____ persons
- b. Frequency _____ times/year
- c. Number of farmer to be audited _____ farmers/time

1.25 Which facilities does your organization have? (Multiple answers)

- a. Washing place
- b. Collecting/ shipment center
- c. Means of transport (ex: truck)
- d. Garbage can
- e. Organization's own land
- f. Community house (for offices/ meeting)
- g. Warehouse (for storage, such as fertilizer)
- h. Scales
- i. Basket for shipping
- k. Others

1.26 If you answered "a" on 1.25, please answer. (Multiple answers)
How do you discard the garbage?

- a. Hand over to an agent as normal garbage
- b. Hand over to an agent as special garbage
- c. Leave on field
- d. Others

2.7 Does your organization realize Joint Sales?

a. Yes Total number of buyer: _____

b. No

Total number of farmer who participate: _____

2.8 If answered "a" on 2.7, please answer.

Please write detail of Joint Sales

Name of Buyer	Official contract	Type of Buyer *Select one from the options below	Sales amount in high season (kg/day)	Pricing policy	Vegetable delivery place *Select one from the options below	Product form *Select one from the options below
a			kg/day			
b			kg/day			
c			kg/day			
d			kg/day			
e			kg/day			
f			kg/day			
g			kg/day			
h			kg/day			

Type of Contract	Type of Buyer	Sales amount	Pricing policy	Vegetable delivery place (where to hand over)	Product form (multiple answer)
a. official contract document	a. Trader/ Collector		a. fixed price	a. on the farm	a. No treatment
b. informal agreement document	b. Food processing		b. price added to the market price (premium)	b. At pre-processing house	b. Cleaning
c. only oral promise (no document)	c. Canteen		c. same with market price	c. At the site of buyer	c. Sorting
	d. Catering service			d. Others (specify)	d. Washing
	e. Supermarket				e. Large packaging (e.g. 20kg vinyl bag)
	f. Safe vegetable shop				f. Packaging with label (small pack)
	g. Restaurant				g. Others (specify)
	h. Other (specify)				

2.9 Do you know the demand of buyer?

a. Yes →Go to 2.10

b. No →Go to 2.13

(Select only 1 answers)

2.10 If answered "a" on 2.9, please answer.

Which information do you know?

- a. Type of vegetable
- b. Quality requirement
- c. Amount
- d. Period/time to sell
- e. Safety requirement
- f. Others _____

(Multiple answers)

2.11 If answered "a" on 2.9, please answer.

To obtain buyer's demand, do you devise a way to produce/sell?

Ex) improvement of cultivation method, coordination for harvest date etc.

a. Yes →Go to 2.12

b. No →Go to 2.13

(Select only 1 answers)

2.12 If answered "a" on 2.11, please answer.

What kind of ideas do you practice?

- a. Use correct amount of Agrochemical
- b. Use agrochemicals with keeping pre-harvest interval (PHI)
- c. Maintain soil condition by using compost/soil sterilization
- d. Use new variety seeds
- e. Use agriculture materials to avoid insect/disease damage (seedling tray, non woven textile, etc.)
- f. Make a production plan to adjust the delivery date
- g. Sorting/Cleaning after harvesting
- h. Use plastic basket to avoid damage during harvesting/transportation
- i. Put label/logo on packaging
- k. Others

(Multiple answers)

2.13 Are you satisfied with buyer?

a. Yes →Go to 2.14

b. No →Go to 2.15

(Select only 1 answers)

2.14 If answered "a" on 2.13, please answer.

What is the reason?

(Multiple answers)

- a. They can pay higher price
- b. They can buy big amount
- c. They can receive products during long period (Shipping period is long)
- d. They keep promise (ex: Keep condition regarding to Price, Amount, Quality)
- e. They don't mix Safe vegetable and Normal vegetable
- f. They can pay quickly
- g. They can buy every year
- h. Others

2.15 If answered "b" on 2.13, please answer.

What is the reason?

(Multiple answers)

- a. They can NOT pay higher price
- b. They can NOT buy big amount
- c. They can NOT receive products during long period (Shipping period is long)
- d. They do NOT keep promise (ex: Keep condition regarding to Price, Amount, Quality)
- e. They mix Safe vegetable and Normal vegetable
- f. They can NOT pay quickly
- g. They can NOT buy every year
- h. Others

2.16 Have you compared your vegetable with vegetable of other area?

(Select only 1 answers)

- a. Yes
- b. No

In which province is vegetable cultivated in?

(Multiple answers)

=1 Ha Noi, =2 Dalat, =3 Moc Chau, =4 near provinces, =5 Others _____

2.17 What is the problem for Joint sales?

(Multiple answers)

- a. Price is low
- b. Demand is limited
- c. Information of buyer is limited
- d. Spend time to coordinate with buyer
- e. Spend time to coordinate with member of producers
- f. No problem
- g. Others

2.18 How many % of volume do you sell your products as Safe vegetable?

_____ %

2.19 If you sell your product as "Safe vegetable",

How many % is the unit price of Safe vegetable higher than the one of Normal vegetable?

_____ %

2.20 If you do not sell your products as "Safe vegetable",

How many % is the unit price of Safe vegetable higher/lower than the one of Normal vegetable?

_____ % (higher / lower)

2.21 How many times does your organization have any coordination meeting with one buyer in a year?

_____ times/ year

2.22 Which is difficult for you to coordinate with buyer?

(Multiple answers)

- a. Amount
- b. Quality (Appearance)
- c. Shipment period
- d. Safety
- e. Payment method/timing
- f. Place to handover
- g. Price
- h. Transportation
- i. Others

2.23 Does your organization have the trust of buyer?

(Select only 1 answers)

- a. Yes
- b. Can not say Yes or No
- c. No

2.24 In the case that unit price on the local market increases higher than contract which already done, what kind of countermeasure does your organization have in order to avoid the situation that farmers sell products to other buyer?

2.25 In the case that unit price on local market decrease lower than contract which already done, what kind of countermeasure does your organization have in order to avoid the situation that organization can not sell to buyer?

2.26 What kind of benefits did you receive after applying GAP? (Multiple answers)

- a. Sell higher price
- b. Sell bigger amount
- c. Sell longer period (Shipping period is longer)
- d. Easy to find buyers
- e. Approach to modern market (supermarket, convenience store, etc)
- f. Reduce unsold vegetables (reduce sales to wholesale market as normal vegetable)
- g. Raise awareness of farmers about food safety and environment
- h. Motivate farmers to produce safe vegetable.
- i. Reduce production cost (by recording chemical and fertilizer application)
- j. Others

4. Marketing

4.1 How do you find buyers? (multiple answers)

- a. Buyers directly contact you --> go to 4.2
- b. Introduction from others --> go to 4.3
- c. At exhibition
- d. At matching event
- e. Others

4.2 (those who answered "a" for 4.1) How did buyers know you? (multiple answers)

- a. TV or newspaper
- b. SNS or website
- c. From DARD
- d. From Project
- e. From other producers
- f. Others (specify _____)

4.3 (those who answered "a" for 4.1) Who introduced buyers to you? (multiple answers)

- a. From DARD
- b. From Project
- c. From other producers
- d. From local government
- e. Others (specify _____)

4.4 What kind of marketing tools do you use? (multiple answers)

- a. SNS (Zalo, Facebook etc.) or website
- b. Leaflet
- c. Video
- d. Business card
- e. Others (specify _____)

4.5 Are you interested in online sales using SNS or e-commerce platform? Why?

- a. Yes (Reason _____)
- b. No (Reason: _____)

4.6 What are the difficulties you faced during COVID-19 pandemic? (multiple answers)

- a. Reduction of orders (volume)
- b. Reduction of price
- c. Restriction on movement
- d. Shortage of labor
- e. No difficulty
- f. Others (specify _____)

4.7 How did you cover the loss caused by natural disaster such as COVID-19 or flood?

- a. Government support
- b. By own saving
- c. By insurance
- d. By borrowing from bank or others.
- e. By delaying payments to producers, input suppliers and others.

4.2.2. Individual Questionnaire Form

Name of Interviewer: _____

Date: _____

1 General Information of Farmer

Province:	District:	Comune:
Name:		
Gender:	Age:	

What is your final education level? (Select only 1 answer)

- a. Primary school
- b. Secondary school
- c. High school
- d. College/University
- e. Post Graduate

1.1 HOUSEHOLD (HH) PROFILE:

Number of Family Member		Number of Adult and Children		Number of Family Member at Agricultural Working age	
a.	Total	d.	Total	g.	Total
b.	Male	e.	Adult	h.	Male
c.	Female	f.	Children	l.	Female

1.2 Cultivation

1.2.1 Which organization are you belonging to ? (Select only 1 answer)

- a. HTX (Name : _____)
- b. Agricultural company (Name : _____)
- c. Farmers' group (Name : _____)

1.2.2 Occupation of household head (Select only 1 answer)

- a. Full-time farmer
- b. Part-time farmer
- c. Not farmer (Specify: _____)

1.2.3 Size of farm land area

	Own land	Rental land	Total
Farm land area	a (m ²)	b (m ²)	c (m ²)

1.3 Income

1.3.1 Agricultural Income from vegetable production

	Main vegetable	Cultivation area (m ²)	Annual production (kg/year)	Unit price for sale (VND/kg)	Total income (VND/year)
1	a	b	c	d	e
2	f	g	h	i	j
3	k	l	m	n	o
4	p	q	r	s	t
5	u	v	w	x	y
	* Select 5 vegetables which have the largest cultivation area. Cultivation area is total area of safe vegetable and normal	* If cultivate several times during one cultivation season, write sum of all cultivation area.	* If cultivate several times during one cultivation season, write sum of all production.	* Average selling price of farmer	* Annual production x unit price

1.3.2 Agricultural Income (Except for vegetable) (Multiple answers)

- a. Fruit _____ VND/year
 - b. Flower _____ VND/year
 - c. Livestock _____ VND/year
 - d. Fishery _____ VND/year
- *If farmer doesn't have activity, write "No".

1.3.3 Income source except for Agriculture (Multiple answers)

- a. Work in local area (Specify: _____) _____ VND/year
*Including work as vegetable trader/collector
- b. Work in city (Specify: _____) _____ VND/year
- c. Rent of real estate (land and buildings) _____ VND/year
- d. Rent of equipment _____ VND/year
- e. Receive the allowance from the family _____ VND/year
- f. Others (Specify: _____) _____ VND/year

2. Awareness of safety

2.0 Application of safety control of your organization (Multiple answers)

- a. Global GAP →Go to 2.2
- b. Viet GAP →Go to 2.2
- c. Basic GAP →Go to 2.2
- d. Certificate of Safe production condition →Go to 2.2
- e. Not applying safe vegetable production → Go to 2.1

2.1 If you answered "e" on 2.0, please answer this question.

Why do you NOT cultivate Safe vegetable? (Multiple answers)

- a. Unit selling price is low
- b. Cultivation cost is high
- c. Certification fee is high
- d. Analyzing cost for Pesticide residue, soil, water quality are high
- e. Office procedures is the complicated
- f. Cultivation is difficult (ex. Occurrence of disease, insect)
- g. Can not sell safe vegetable
- h. I don't know how to cultivate safe vegetable
- i. I don't have interest
- j. Others

→Go to 2.4

2.2 If you answered "a - d" on 2.0, please answer this question. (Multiple answers)

Why do you cultivate Safe vegetable?

- a. Unit selling price is high
- b. Demand for safe vegetable is big
- c. Received guidance to cultivate safe vegetables from government
- d. Safety vegetables is good for the health of the consumer
- e. Safety vegetables is good for the health of producers
- f. Material costs is low
- g. Labor costs is low
- h. Others

2.3 If you answered "a - d" on 2.0, please answer this question.

What is the demerit to cultivate safe vegetable? (Multiple answers)

- a. Unit selling price is low
- b. Cultivation cost is high
- c. Certification fee is high
- d. Analyzing cost for Pesticide residue, soil, water quality are high
- e. Office procedures is the complicated
- f. Cultivation is difficult
- g. Can not sell safe vegetable
- h. Cultivation is difficult (ex. Occurrence of disease, insect)
- h. Others

2.4 Question for all.

Which vegetable do you eat at home? (Multiple answers)

- a. Cultivated by using Safe vegetable cultivation method, such as Viet GAP / Certificate of safe production condition
- b. Cultivated by normal cultivation method
- c. Cultivated by special cultivation method for home consumption

2.5 Do you have confidence for safety of your vegetable?

(Select only 1 answers)

- a. Yes →Go to 2.6
- b. If I had to choose one, yes →Go to 2.6
- c. Neither yes or no →Go to 2.7
- d. If I had to choose one, no →Go to 2.7
- e. No →Go to 2.7

- 2.6 If you answered "a or b" on 2.5, please answer this question. (Multiple answers)
 What is the reason?
 a. I'm applying the method of Viet GAP, Basic GAP, or cultivating at Certificate of safe production condition
 b. I received training for safe vegetable production
 c. I follow cultivation method of other farmers
 d. I cultivate by my experience
 e. Others
- 2.7 If you answered "c, d, e" on 2.5, please answer this question. (Multiple answers)
 What is the reason?
 a. I'm NOT applying the method of Viet GAP, Basic GAP, or cultivating at Certificate of safe production condition
 b. I have NOT received training for safe vegetable production
 c. I haven't checked/analyzed safety of vegetable
 d. There is a possibility that agrichemical scattering from other field
 e. Others
- 2.8 Do you record your field activity regularly (agrochemical, fertilizer application)
 a. Yes (Take picture of Record) →Go to 2.9
 b. No →Go to 2.13
- 2.9 If you answered "a" on 2.8, please answer. Who mainly record? (Select only 1 answers)
 a. Myself
 b. Any family member
 c. Not family member (e.g. production manager of farmers' group)
- 2.10 If you answered "a" on 2.8, please answer. What is the Advantages of recording? (Multiple answers)
 a. Forms that record easily
 b. Convenient for calculating income
 c. Convenient for checking/reviewing of production activities
 d. Convenient for setting up production plans
 e. Convenient for product distribution and finding buyers
 f. Convenient for traceability
- 2.11 If you answered "a" on 2.8, please answer. What is the Disadvantages of recording? (Multiple answers)
 a. Forms are complicated to record.
 b. Need to fill in the form at home (not bring the record book to the field)
 c. Time consuming
 d. Difficult to record the names of materials (pesticides, fertilizers, ...)
 e. Others (Specify: _____)
- 2.12 If you answered "a" on 2.8, please answer. Do you check/refer the record before next action (pesticide application, harvesting)? (Select only 1 answers)
 a. Yes
 b. No
- 2.13 If you answered "b" on 2.8, please answer. Why do you NOT record?
 a. There is no penalty even if not recorded
 b. No one confirm even if not recorded
 c. I don't know how to record
 d. There is no benefit for price or amount to sell even if not recorded
 e. It's spend time to record
- 2.14 Do you have "Cultivation calendar"? (Select only 1 answers)
 Cultivation calendar is a plan which includes information of fertilizer and agrichemical (ex. moment, amount, type to use)
 a. Yes (*Take picture of the Cultivation Calendar)
 b. No

- 2.15 Which is correct to use agrichemical? (Select only 1 answers)
- a. There is a negative effect for human even if use just a little. So it's better to reduce amount as little as possible
 - b. There is no negative effect for human if use appropriate amount/ correct amount
 - c. There is no negative effect for human even if use a lot.
- 2.16 (skip)
- 2.17 Do you know that there are 2 types of agrochemicals; (1) registered to use, (2) not registered? (Select only 1 answers)
- a. Yes
 - b. No
- 2.18 The pesticides that can be used depend on the type of vegetables, even if it is registered. Do you know that?
ex) Agrochemical "A" is applicable for cabbage, but not for tomato. (Select only 1 answers)
- a. Yes
 - b. No
- 2.19 What is the basis for choosing pesticides? (Multiple answers)
- a. Own experiences
 - b. Guidance from organization you belong (HTX, agriculture company,)
 - c. Shop's guidance
 - d. Guidance of Government technical staff
 - e. Others
-
- 2.20 What is the moment using pesticides? (Multiple answers)
- a. When discovering pests and diseases
 - b. Following guidance of organization you belong
 - c. Following shop's guidance
 - d. Following guidance of Government technical staff
 - e. Others
-
- 2.21 How is the concentration/dosage of pesticides? (Select only 1 answers)
- a. Following the instructions on the packaging
 - b. Higher concentration than instruction to improve the effect
 - c. Following people around you (not checking concentration)
 - d. Following guidance of Government technical staff
 - e. Others
-
- 2.22 To compare use of agrichemical between Safe vegetable cultivation and Normal vegetable cultivation, for which do you use more amount? (Select only 1 answers)
- a. for Safe vegetable
 - b. Same
 - c. for normal vegetable
- 2.23 How do you decide the harvesting day? (Select only 1 answers)
- a. Guidance on package of agrochemical
 - b. Own experience
 - c. Following guidance of organization you belong
 - d. Following people around you
 - e. Following guidance of Government technical staff
- 2.24 When spraying pesticides for vegetables, what do you wear at present? (Multiple answers)
- a. Wear raincoats over the clothes
 - b. Wear mask
 - c. Wear gloves
 - d. Not typical (Wear casual clothes)
 - e. Others (specify: _____)

3. Marketing

3.0 Please answer the % of volume for Safe Vegetable and Normal Vegetable.

- a. Safe vegetable: _____ %
b. Normal vegetable: _____ %

**3.1 If you sell your product as "Safe vegetable",
How many % is Unit price of your product higher than Normal vegetable?**
_____ %

**3.2 If you can not sell your product as "Safe vegetable",
How many % is Unit price of your product higher than Normal vegetable?**
_____ %

3.3 Please answer the % of Joint Sale and Individual Sale of your vegetable

- a. Joint sale _____ %
b. Individual sale _____ %

3.4 Who is the main buyer?

(Multiple answers)

- a. Trader/ Collector
b. Food processing
c. Canteen
d. Catering service
e. Supermarket
f. Safe vegetable shop
g. Restaurant
h. Other (specify)

3.5 What is the main post-harvesting activity? (individual sale ONLY)

(Multiple answers)

- a. Washing → Go to 3.6
b. Sorting → Go to 3.8
c. Packing → Go to 3.8
d. No post-harvesting activity → Go to 3.8
e. Others → Go to 3.8

**3.6 If answered "a" on 3.5, please answer.
where do you wash products?**

(Select only 1 answers)

- a. At post harvest handling zones
b. Wash at home
c. Wash in the field

**3.7 If answered "a" on 3.5, please answer.
After washing the products, where do you put the product in/on?**

(Select only 1 answers)

- a. On the floor/ground directly
b. On the sheet/ in the basket
c. Other

3.8 Do you know the demand of buyer?

(Select only 1 answers)

- a. Yes →Go to 3.9
b. No →Go to 3.12

**3.9 If answered "a" on 3.8, please answer.
Which type of demand information do you know?**

(Multiple answers)

- a. Type of vegetable
b. Quality
c. Amount
d. Period or time to sell
e. Safety

**3.10 If answered "a" on 3.8, please answer.
To obtain buyer's demand, do you devise a way to produce/sell?**

(Select only 1 answers)

- Ex) improvement of cultivation method, coordination for harvest date etc.**
a. Yes →Go to 3.11
b. No →Go to 3.12

- 3.11 If answered "a" on 3.10, please answer.
What kind of action do you practice? (Multiple answers)
- a. Use correct amount of Agrochemical
 - b. Use agrochemicals with keeping pre-harvest interval (PHI)
 - c. Maintain soil condition by using compost/soil sterilization
 - d. Use new variety seeds
 - e. Use agriculture materials to avoid insect/disease damage (seedling tray, non woven textile, etc.)
 - f. Make a production plan to adjust the delivery date
 - g. Sorting/Cleaning after harvesting
 - h. Use plastic basket to avoid damage during harvesting/transportation
 - i. Put label/logo on packaging
 - k. Others
-
- 3.12 Are you satisfied with buyer? (Select only 1 answers)
- a. Yes →Go to 3.13
 - b. No →Go to 3.14
- 3.13 If answered "a" on 3.12, please answer.
What is the reason? (Multiple answers)
- a. They can pay higher price
 - b. They can buy big amount
 - c. They can receive products during long period (Shipping period is long)
 - d. They keep promise (ex: Keep condition regarding to Price, Amount, Quality)
 - e. They don't mix Safe vegetable and Normal vegetable
 - f. They can pay quickly
 - g. They can buy every year
 - h. Others
-
- 3.14 If answered "b" on 3.12, please answer.
What is the reason? (Multiple answers)
- a. They can NOT pay higher price
 - b. They can NOT buy big amount
 - c. They can NOT receive products during long period (Shipping period is long)
 - d. They do NOT keep promise (ex: Keep condition regarding to Price, Amount, Quality)
 - e. They mix Safe vegetable and Normal vegetable
 - f. They can NOT pay quickly
 - g. They can NOT buy every year
 - h. Others
-
- 3.15 Do you compare your vegetable with vegetable of other area? (Select only 1 answers)
- a. Yes In which province is vegetable cultivated in? (Multiple answers)
 - 1. Ha Noi, 2. Dalat, 3. Moc Chau, 4. near provinces, 5. Others _____
 - b. No
- 3.16 What is the problem for Joint sale? (Multiple answers)
- a. Price is low
 - b. Demand is limited
 - c. Information of buyer is limited
 - d. Spend time to coordination with buyer
 - e. Spend time to coordination with member of producers
 - f. No problem
 - g. Others
-

3.17 What kind of benefits did you receive after applying GAP?

- a. Sell higher price
- b. Sell bigger amount
- c. Sell longer period (Shipping period is longer)
- d. Easy to find buyers
- e. Approach to modern market (supermarket, convenience store, etc)
- f. Reduce unsold vegetables (reduce sales to wholesale market as normal vegetable)
- g. Raise awareness of farmers about food safety and environment
- h. Motivate farmers to produce safe vegetable.
- i. Reduce production cost (by recording chemical and fertilizer application)
- j. Others

4. Health, Environment

- 4.1 Have you felt bad (Nausea, dizziness, headache etc) or have you had Abnormality on skin, eye, nose, when you use agricultural? (Select only 1 answers)
- a. Yes
 - b. No
 - c. I don't know
- 4.2 Do you think number of insect (good insect), fish, small animal, bird are reduced by using agricultural? (Select only 1 answers)
- a. Yes
 - b. No
 - c. I don't know
- 4.3 Do you have feeling that using fertilizer cause water/ soil pollution? (Select only 1 answers)
- a. Yes
 - b. No
 - c. I don't know
- 4.4 Do you trash package/ bottle of agricultural into garbage box in public space or in your home? (Select only 1 answers)
- a. Yes
 - b. No

5. Training

5.1 When you have question to cultivation, to whom do you ask? (Multiple answers)

- a. Government officers
- b. Person in charge for cultivation in your organization
- c. Family/ friend
- d. Shop which bought agrichemical, fertilizer, seed etc
- e. Buyer
- f. Study meeting of farmers
- g. Not ask

5.2 Have you received training regarding cultivation method? (Select only 1 answers)

- a. Yes →Go to 5.3
- b. No →Go to 5.5

5.3 If you select "a" on 5.2, please answer. What was the thema? (Multiple answers)

- a. Protection from disease, insect
- b. Cultivation method, except Protection from disease, insect
- c. GAP method
- d. Marketing
- e. Method to protect health of farmer (ex: correct mehod to use agrichemical)
- f. Manegement of capital organization/ group/ company
- g. Manegement of organization/ group/ company
- h. Others

5.4 If you select "a" on 5.2, please answer. Who organized the training? (Multiple answers)

- a. Government like DARD, Province
- b. International cooperation agency
- c. Agrichemical company
- d. Fertilizer company
- e. Seed company →Go to 5.6
- f. Material supplyer
- g. Buyer
- h. I don't know/ remember
- i. Others

5.5 If you select "b" on 5.2, please answer. What is the reason? (Multiple answers)

- a. Training have not held.
- b. Training have held, but I have not interested in
- c. Training have held, but I have been busy
- d. I already have enough acnknowledge
- e. Others

5.6 Do you want to receive trining regarding to cultivatin/ marketing of vegetable, in future? (Select only 1 answers)

- a. Yes
- b. Can not say Yes or No
- c. No

5.7 Practice of learned knowledge

- 5.7.1 Did you know the following at the beginning of the project (4 years ago)?
- 5.7.2 Did you practice the following at the beginning of the project (4 years ago)?
- 5.7.3 Do you currently know the following?
- 5.7.4 Do you currently practice the following?
- 5.7.5 Do you intend to do the following in the future?

Activity list	Beginning of the project		Current		In future
	5.7.1 knowledge	5.7.2 practice	5.7.3 knowledge	5.7.4 practice	5.7.5 willingness
a. VietGAP					
b. Basic GAP					
c. Certificate of safe production condition					
d. Record keeping					
e. Soil / water quality check of production area					
f. Pesticide residual check by quick test kit					
g. Appropriate pesticide application (both amount and method)					
h. Appropriate disposal of pesticide bags					
i. Appropriate harvest (manage hygiene condition)					
j. Post-harvest / Pre-processing					
k. Internal audit					
l. Compost					
m. Soil sterilization					
n. New seedling method by using seedling tray					
o. Grafting					
p. Non-woven textile to prevent insect					
q. Large tunnel for seedling					
r. Net house / vinyl house					
s. Production planning					
t. Joint sale					
u. Study tour / Exposure visit (learning from other farmers' groups)					

6. Financing

6.1 Have you used agricultural financing/loan service?

(Select only 1 answers)

- a. Yes →Go to 6.2
- b. No →Go to 6.3

6.2 If you answered "a" on 6.1, please answer. Where do you receive get loan service?

(Multiple answers)

- a. Agricultural Bank Total amount of loan: VND
- b. Social Policy Bank Total amount of loan: VND
- c. Agricultural Cooperative Total amount of loan: VND
- d. Family/ Friend Total amount of loan: VND
- e. Material supplier Total amount of loan: VND
- f. Buyer Total amount of loan: VND
- g. Others Total amount of loan: VND

6.3 If you answered "b" on 6.1, please answer. What is the reason?

(Multiple answers)

- a. No need to receive service
- b. Don't know where can I receive the service
- c. Don't know how can I receive the service
- d. Interest rate is high
- e. I don't have guarantee/ guarantor
- f. Others

- 7 ICT(Information and Communication Technology)**
- 7.1 Do you have smart phone?** (Select only 1 answers)
- a. Yes (iPhone) →Go to 7.2
b. Yes (Android) →Go to 7.2
c. No →Go to 7.3
- 7.2 If you answered "a or b" on 7.1, please answer question. How much do you pay for internet service of smart phone?**
(VND/month)
- 7.3 Have you had training regarding ICT?** (Select only 1 answers)
- a. Yes, I have received the training.
b. No, I have not.
- 7.4 Have you introduced ICT in agriculture?** (Multiple answers)
- a. Digital recording
b. E-learning of extension services
c. Environment measurement (tempeature, moisture, rainfall etc)
d. Security camera
e. Digitized operation (irrigation/watering, spraying pesticide, drone, etc)
f. Digital accounting/ payment
g. SNS promotion (facebook, Zalo)
h. QR code
i. Others (Specify : _____)
- 7.5 Are you interested in using ICT in agriculture?** (Multiple answers)
- a. Digital recording
b. E-learning of extension services
c. Environment measurement (tempeature, moisture, rainfall etc)
d. Security camera
e. Digitized operation (irrigation/watering, spraying pesticide, drone, etc)
f. Digital accounting/ payment
g. SNS promotion (facebook, Zalo)
h. QR code
i. Others (Specify : _____)
- 8 COVID-19**
- 8.1 What are the difficulties you faced during COVID-19 pandemic? (multiple answers)**
- a. Reduction of orders (volume)
b. Reduction of price
c. Restriction on movement
d. Shortage of labor
e. No difficulty
f. Others (specify _____)
- 8.2 How did you cover the loss caused by natural disaster such as COVID-19 or flood?**
- a. Government support
b. By own saving
c. By insurance
d. By borrowing from bank or others.
e. By delaying payments to producers, input suppliers and others.
f. Others (specify _____)

**JOINT TERMINAL EVALUATION REPORT
ON
THE PROJECT
FOR
IMPROVEMENT OF RELIABILITY
OF
SAFE CROP PRODUCTION IN THE NORTHERN REGION**

Hanoi, February 3, 2021



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Abbreviations

Abbreviation	English
ADB	Asian Development Bank
Basic GAP	Basic Good Agricultural Practice
CP	Vietnamese Counterpart
CPMU	Central Project Management Unit
DARD	Department of Agriculture and Rural Development
DCP	Department of Crop Production, Ministry of Agriculture and Rural Development, Viet Nam
DOET	Department of Education and Training
HPA	Hanoi Promotion Agency
JCC	Joint Coordinating Committee
JICA	Japan International Cooperation Agency
M/M	Minutes of Meeting
MARD	Ministry of Agriculture and Rural Development, Viet Nam
NAFIQAD	National Agro-forestry and Fisheries Quality Assurance Department
ODA	Official Development Assistance
PDM	Project Design Matrix
PO	Plan of Operation
PPMU	Provincial Project Management Unit
R/D	Record of Discussion
TOF	Training of Farmers
TOT	Training of Trainers
Viet GAP	Vietnamese Good Agricultural Practice

1. Outline of the Terminal Evaluation

1.1. Objectives

The objectives of the Terminal Evaluation are as follows:

- To identify, review and verify the Project achievements and outcomes produced, input/activities as planned, along with PDM (Project Design Matrix: version 2.0) and PO (Plan of Operation: version 6).
- To evaluate comprehensively the Project in accordance with five evaluation criteria (Relevance, Effectiveness, Efficiency, Impact and Sustainability) by both the Vietnamese and the Japanese sides.
- To identify the issues to be addressed for the successful implementation of the Project for the remaining term, to discuss the future direction of the Project with relevant actors and stakeholders, and to make adjustment by revising PDM as necessary.
- To prepare Minutes of Meeting (M/M), including the Joint Terminal Evaluation Report, based on the results of the Evaluation as agreed by both the Vietnamese and the Japanese sides.

1.2. Schedule

The Evaluation was undertaken from January 8 to February 3, 2021. The schedule is as attached as ANNEX 1.

1.3. Members

The Evaluation was conducted by the Joint Terminal Evaluation Team (hereinafter referred to as the "Evaluation Team") comprising of the following Vietnamese and Japanese members.

The Vietnamese Side

Name	Title/Position
Mr. Nguyen Anh Minh	Deputy Director General, International Cooperation Department (ICD), Ministry of Agriculture and Rural Development (MARD)

The Japanese Side¹

Name	Title/Position
Mr. Naomichi MUROOKA	Senior Representative, JICA Vietnam Office
Mr. Naoki KAYANO	Project Formulation Advisor, JICA Vietnam Office
Dr. Hideaki HIGASHNO	Senior Consultant, RECS International Inc.

1.4. Evaluation Method

1.4.1. Evaluation Design

The Evaluation was designed based on the latest PDM (version 2.0 (ANNEX 2)), PO (ANNEX 3) and presented as the Evaluation Grid (ANNEX 4).

1.4.2. Data Collection Method

The Evaluation Team collected information through the literature survey, questionnaire survey and interview to the Project stakeholders, as well as site visits through field workers employed by the Project.

¹ Participated in the Terminal Evaluation on a remote basis through on-line meetings, questionnaire survey with relevant stakeholders, and exchange of views with Japanese Experts and Consultant Team via e-mail.

1.4.3. Evaluation Analysis

(1) Accomplishments of the Project

Accomplishments of the Project were verified in terms of the Output, Project Purpose and Overall Goal in comparison with the objectively verifiable indicators of the PDM and PO.

(2) Implementation Process

Implementation process of the Project was examined based on PDM and PO to see if the Input and Activities had been implemented without delay, to see if the Project had been managed properly, and to identify obstacles and/or facilitating factors that had affected the implementation process.

(3) Evaluation based on five evaluation criteria

Based on the results of data analysis, the Project was evaluated according to the five evaluation criteria (Relevance, Effectiveness, Efficiency, Impact and Sustainability). The definition of the criteria is as follows:

Relevance

A criterion for considering the validity and necessity of a project regarding whether the expected effects of a project (or project purpose and overall goal) meet with the needs of target beneficiaries; whether a project intervention is appropriate as a solution for problems concerned; whether the contents of a project is consistent with policies; whether project strategies and approaches are relevant, and whether a project is justified to be implemented with public funds of ODA (Official Development Assistance)

Effectiveness

A criterion for considering whether the implementation of a project has benefited (or will benefit) the intended beneficiaries or the target society

Efficiency

A criterion for considering how economic resource/inputs are converted to results. The main focus is on the relationship between project cost and effects

Impact

A criterion for considering the effects of the project with an eye on the longer-term effects including direct or indirect, positive or negative, intended or unintended

Sustainability

A criterion for considering whether produced effects continue after the termination of the assistance

1.5. Limitations in Conducting the Evaluation

In this Evaluation, the Team tried to obtain objective, quantitative and comprehensive information and data as much as possible. However, the Evaluation was conducted under the following constraints:

- (1) Due to the new coronavirus (COVID-19) that has spread worldwide since the beginning of 2020², the member in charge of evaluation analysis could not visit Vietnam to observe the progress/accomplishments of the Project. The evaluator utilized information collected by the Project (Long-term Experts), who had field workers conduct interview to the target producer group

² The first case was reported to the World Health Organization on December 31, 2019, and on January 31, 2020, the Organization declared an "international public health emergency".

leaders, buyers and consumers. A questionnaire survey to CPMU/PPMU staff was also conducted to collect information. In addition, Short-term Experts (Consultant Team) provided useful information for the Evaluation. However, there is still limitation to fully grasping and analyzing the status of the Project through these measures without watching the status of the sites where the Project activities were implemented.

- (2) The members tried to carry out quantitative and objective analysis as much as possible. Still when the necessary data or information was not available, the evaluator consulted related materials, questionnaires, interviewees' comments, etc., and included them in the evaluation results as qualitative information.

2. Outline of the Project

2.1. Background

Agricultural production in Vietnam has increased since the Doi Moi policy in 1986. As a result, food self-sufficiency has been almost achieved in recent years, and exports of vegetables and fruits are expected to multiply in addition to major agricultural products such as rice, soybean, corn, etc.

On the other hand, with the expansion of agricultural production, ensuring the safety of agricultural products, for instance, addressing contamination by residual pesticides and microorganisms, has increasingly become an issue to address to Vietnam.

The Vietnamese Government recognizes the importance of improving the reliability of agricultural product safety. However, satisfactory results have not been achieved as a wide range of measures is required in order to improve it: namely, enhancing production technology, improvement of processing and distribution processes, establishment of an inspection system on soil, water, air, and agricultural products, etc.

The Ministry of Agriculture and Rural Development (MARD) of Vietnam formulated "Viet GAP (Good Agriculture Practice)" in 2008 to disseminate technical standards to ensure the safety of agricultural products. Nevertheless, it is difficult for ordinary individual farmers to deal with 65 check items and high certification fee payments to the third parties.

In response to this issue, JICA implemented "Strengthening the Capacities for the Field of Management of Vietnam's Crop Production Sector for Improving the Productivity and Quality of Crop's Products" for three and a half years from July 2010 to December 2013 with the aim of raising awareness and transferring technology regarding safe crop production.

The project has set up pilot sites in Ha Nam, Hung Yen, Quang Ninh, and other provinces to provide technical guidance and technology on safe vegetable cultivation for local agricultural cooperatives and farmers as well as to advocate "Basic GAP (extraction of 26 major items directly related to cultivation technology out of 65 items under Viet GAP, the introduction of self-reporting system by bookkeeping, etc.)" in consideration of economic status of individual farmers who cannot pay the expensive certification fee.

At the pilot sites where the guidance on the Basic GAP was conducted, it became possible for farmers to quantitatively grasp the quantity of fertilizers and pesticides applied, which was previously implemented depending on farmers' experience and intuition, and this led to savings in input and farmers' farming status improved.

In response to the achievements, MARD officially approved Basic GAP as a national technical standard in July 2014, and to aim to expand the cultivation of safe crops through further dissemination of Basic GAP, the Vietnamese Government requested the Government of Japan the next phase of the project, "Project for Improvement of Reliability of Safe Crop Production in the Northern Region (the Project)". The request was approved and the Project has been implemented since July 2016 with cooperation period of five years.

2.2. Outline of the Project

The grand design of the Project is drawn in the PDM (version 2.0). Its summary is as follows:

(1) Title of the Project

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

(2) Cooperation Period

Five years (from July 2016 to July 2021)

(3) Implementing Agency

- Department of Crop Production, Ministry of Agriculture and Rural Development (MARD)
- District Agriculture and Rural Development (DARD) (in the Project site)

(4) Target Area

The Northern Region of Viet Nam: 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).

(5) Target Groups³

CPMU (MARD) and PPMU (DARD) members and the selected agricultural producers (agriculture production entities; agriculture cooperatives, agriculture production companies/enterprises, and farmer groups in the pilot and semi-pilot provinces)

(6) Narrative Summary of the Project (PDM (version 2) approved on June 21, 2019)

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.
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.
Output:	<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>2. The good patterns as model on safe production (safety vegetable) following GAP (Basic GAP/Viet GAP/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>
Activities	<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 * 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>

³ Target group is not clearly indicated in the PDM (version 2). The Evaluation Team defines CPMU/PPMU as the primary target groups and the target producer groups as the secondary target groups (i.e., agriculture production entities; agriculture cooperative, agriculture production company/enterprises, and farmer groups).

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 trial 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. 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 summarize the results of trial 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.
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, distribution entity and sales entity) 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 activities of collection, pre processing and delivery in Pilot provinces.
2-5. To introduce the trial 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 the results of trial 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 toward customers (buyers/consumers) through mass media in nationwide * 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 activities on communication and information given by Vietnamese government

3. Achievements and Implementation Processes

3.1. Achievements

3.1.1. Input

The Japanese Side

(1) Japanese Experts

Up to the end of December 2020 a total of 3 Long-term Experts (106 person-months) and 10 Short-term Experts (Consultant Team:79.0 person-months) have been dispatched. Details are as shown in ANNEX 5.

(2) Overseas Trainings of Vietnamese CPs

Overseas counterpart trainings in Japan were conducted five times so far for smooth operation of the Project. A total of 34 Vietnamese CPs were sent to Japan for training.

No.	Title of Training	Period of Training	Nos. of Trainee	Venue
1	Safe Crop Supply Chain Building Training	June 13–June 21, 2017	7 officers (MARD (3), DARD (4) (Pilot city and provinces))	* Sawara Agricultural Products Supply Center * Union Farm, Ibaraki Pref. * JA Mito * Agriculture and Livestock Industries Corporation (ALIC)
2	Safe Crop Supply Chain Building Training	February 18 – February 23, 2019	7 officers (DARD of Pilot City (Hanoi) and , Pilot Provinces (Hai Duong, Ha Nam, Hung Yen) and Semi-Pilot Provinces (Thai Binh, Phu Tho, Vin Phuc)	* Agriculture, Forestry and Fisheries Department, Kumamoto Pref. * Producers of safe crop (GAP certified) * Consumer of safe crop (food processing companies, retail shops, etc.)
3	Safe Crop Supply Chain Building Training (Supplement training organized by JICA expert with JICA oversea activities cost)	February 18 – February 24, 2019	7 (CPMU(1), PPMU (6) (Vinh Phuc (2), Thai Binh (2), Phu Tho (2))	* Agriculture, Forestry and Fisheries Department Agricultural Policy Division, JA Central Association, Ibaraki prefecture *Tokyo Senju Seika *TAKII SEED *Genki Farm, etc.
4	3 rd Training in Japan	November 18 – November 24, 2019	6 (CPMU (1), PPMU (3) (Hai Duong Province (1), Hung Yen Province (1), Ha Nam Province (1)), Leader of Agricultural Cooperative/Farmer Group (2))	* AEON AGRI CREATE CO.,LTD * Green Plaza System, Palsystem Consumers' Co-operative Union
5	Safe Crop Supply Chain Building Training (Supplement training organized by JICA expert with JICA oversea activities cost)	February 17-February 23, 2020	7 (ICD (1), PPMU (4) (Bac Ninh (2), Hai Phong (2), DARD (2) (Nam Dinh (2))	*Takojima Farm *Kuroki Farm *JA Kurume *JA Mii *JA Niji *Hirata Farm, *Saganvege Co., ltd, etc.

Source: Project Team/JICA Vietnam

(3) Procured Equipment

Until the end of December 2020, no equipment was provided by the Japanese side.

(4) Local Cost Assistance (ANNEX6 and ANNEX 7)

Up to the end of December 2020, the Japanese side assisted local cost expenditure: VND 8.42 billion approximately equal to JPY 37.88 million (exchange rate: VND1.0 = JPY 0.0045 as of January 2021).

Main items of expenditure are miscellaneous (general administrative expenses, transportation, agricultural material expenses for target producers, upgrading materials for pre-processing facilities⁴, training, etc.), business trip, agent service, and so on.

Japanese Fiscal Year	VND	JPY
2016	828,724,000	3,729,258
2017	1,164,165,000	5,238,743
2018	1,946,866,324	8,760,898
2019	2,596,839,105	11,685,776
2020	1,880,555,422	8,462,499
Total	8,417,149,851	37,877,174

Source: Project Team (Long-term Expert)

In addition to the above, cost for the communication activities in Hanoi city and trial activities in Pilot and Semi-Pilot provinces (production and marketing) amounted to VND 6.47 billion (approximately equal to JPY 29.12 million, with exchange rate of VND1.0 = JPY 0.0045 as of January 2021)

Japanese Fiscal Year	VND	JPY
2016	70,240,000	316,080
2017	617,233,062	2,777,549
2018	1,724,836,424	7,761,764
2019	1,908,468,878	8,588,110
2020	2,150,092,874	9,675,418
Total	6,470,861,238	29,118,876

Source: Project Team (Consultant Team)

The total of local cost assistance and expenditure for trial activities amounted to VND 14.89 billion (approximately equivalent to JPY 67.00 million).

The Vietnamese Side

(1) Counterpart Personnel (CP)

Up to the end of January 2021, a total of 124 Vietnamese CPs (CPMU and PPMU) has been assigned. Currently, 79 CPs are assigned. Details are as shown in ANNEX 8.

(2) Local Cost Sharing from the Vietnamese Side

The Vietnamese side bore local cost for the Project activities with the approximate total amount of VND 9.74 billion (approximately equivalent to JPY43.82 million)⁵

⁴ Expenses for agricultural material and upgrading materials for pre-processing facilities were made for the 2 target producers in Knowledge-sharing city/province (Hai Phong city and Bac Ninh province)

⁵ Items for expenditure are: GAP training, market dialogue, on-site guidance, TOF training, taking soil and water samples and laboratory testing, etc.

No.	Year	2016	2017	2018	2019	2020	Total
	Province						
1	Hanoi			610,000,000	408,000,000	230,000,000	408,000,000
2	Hai Duong		240,000,000	420,000,000	360,000,000	360,000,000	
3	Hung Yen			270,000,000	300,000,000	300,000,000	
4	Ha Nam		50,000,000	500,000,000	510,000,000	610,000,000	
5	Vinh Phuc			69,370,000	200,000,000	180,000,000	70,630,000
6	Phu Tho				190,000,000	330,000,000	350,000,000
7	Thai Binh			300,000,000	300,000,000	400,000,000	800,000,000
8	CPMU			550,000,000	1,050,000,000	1,000,000,000	1,000,000,000
Total			290,000,000	2,719,370,000	3,318,000,000	3,410,000,000	9,737,370,000

Source: CPMU/PPMU

(3) Facilities

The Vietnamese side arranged the followings facility for the Project activities:

- Office space for Japanese Experts in MARD with necessary equipment and facilities

3.1.2. Progress of Main Activities

Summary of achievements of the main activities are described as ANNEX 9.

3.1.3. Achievements of Output

Summary of achievements of Output according to indicators are described as below:

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.

- All 11 indicators related to Output 1, except for 1-9 and 1-10, have been achieved. Indicator 1-9 and 1-10 will be achieved before the end of the Project cooperation period (July 2021).
- These indicators are considered not relevant to directly verify the improvement of the capacity of monitoring and management on safe crop production for relevant organizations. However, according to Japanese Experts, CPMU and PPMU's capacity of monitoring and management on safe crop production has been improved as they have participated in various activities in collaboration with the Japanese Experts.

Indicator 1-1: The number of target groups applying and utilizing Basic GAP/ Viet GAP is increased to at least 16.	Achieved		
	• A total of 20 target producers are applying GAP so far.		
	Pilot/Semi Pilot Province	Province	Selected agricultural producers Groups
	Pilot Province	Hai Duong	6
		Ha Nam	4
		Hung Yen	3
	Semi-Pilot Province	Phu Tho	2
		Thai Binh	2
	Vinh Phuc	3	
	Total	20	
Indicator 1-2: 320 number of producers in target sites attend Basic GAP trainings.	Achieved (ANNEX 10)		
	<ul style="list-style-type: none"> • 432 out of 1,027 producers in target sites (approximately 42%) attended Basic GAP training so far. • For the remaining producers, the Project is planning to train them by farmer to farmer training by core farmers who already attended the training, and on-site guidance (bookkeeping and pesticide management monitoring/guidance) by PPMU and the Consultant Team. 		
Indicator 1-3: 80% of producers in target sites record on field diary properly according to Basic GAP.	Achieved		
	<ul style="list-style-type: none"> • PPMU and the Japanese Experts confirmed that 88.2% of the target producers (917/1,040 producers) kept field diary properly in winter cropping 2019-20. 		

Indicator 1-4: 100% of target groups in target sites conduct internal audit to evaluate group members' activity.	<p><u>Achieved</u></p> <ul style="list-style-type: none"> • According to PPMU and the Japanese Experts, 100% (20/20) of the target producers conducted internal audit.
Indicator 1-5: 48 number of field officers are trained as trainer of Basic GAP.	<p><u>Achieved</u></p> <ul style="list-style-type: none"> • 186 number of field officers were trained as trainer of Basic GAP so far. • Trainings were conducted not only to PPMU members of the Pilot provinces and Semi-Pilot provinces, but also to officers of DARD, extension workers at provincial and district levels, and district People's Committee members, in response to requests from those who were not directly involved in the Project.
Indicator 1-6: 35 samples of soil and water analysis are conducted.	<p><u>Achieved (ANNEX 11)</u></p> <ul style="list-style-type: none"> • The number of soil and water qualities samples amounted to of 59 (soil:31, water quality:28) so far. • The Consultant Team has developed sampling guidelines and all sampling is done by PPMU staff. The inspection itself is carried out by specialized inspection agencies.
Indicator 1-7: 60 samples of pesticide residue are checked by authorized laboratory.	<p><u>Achieved (ANNEX 12)</u></p> <ul style="list-style-type: none"> • Pesticide residues of 103 samples (78 samples from the Pilot provinces; 25 samples from the Semi-Pilot Provinces) were tested by specialized inspection agencies..
Indicator 1-8: 500 samples of pesticide residue are checked as quick test by PPMU.	<p><u>Achieved (ANNEX 13)</u></p> <ul style="list-style-type: none"> • Pesticide residues of 530 samples (430 samples from the Pilot Provinces; 100 samples from the Semi-Pilot Provinces) were tested by Quick Test by PPMUs. • The Consultant Team has developed sampling guidelines and all sampling and the test were done by PPMU staff. • The Quick Test, which has never been conducted in Northern Region before, is low in cost and the inspection result can be obtained in a short time (about 1 hour), many sample inspections can be performed and it is being recognized as a simple and effective method. • It is to be noted that not all types of pesticides can be detected, and low accuracy due to visual inspection.
Indicator 1-9: 70 times of internal audits are attended by field officers.	<p><u>Almost Achieved</u></p> <ul style="list-style-type: none"> • Internal audits were attended 67 times by PPMU members. • Internal audit witnesses are expected to be held 20 times in April 2021, and the indicator will be satisfied. • Since few groups were conducting internal audits at the start of the Project, the Japanese Experts requested PPMU to attend the internal audit. • The 26 items required for Basic GAP should be audited, but since the viewpoint of audit was not clearly described in the existing Basic GAP guidelines, the Consultant Team summarized the internal audit implementation procedure so that PPMU staff can easily check the status of internal audit.
Indicator 1-10: Monitoring report is prepared by PPMU every 3 months.	<p><u>Almost Achieved (ANNEX 14)</u></p> <ul style="list-style-type: none"> • Monitoring Reports were submitted 13 times by PPMUs so far. • The Production Monitoring reports for March 2020 and June 2020 from Hai Duong Province were delayed and have not been submitted until the end of December 2020. • September 2020 Monitoring Reports have been already submitted by all the provinces, except for Hung Yen Province (Production) and Phu Tho Province (Marketing).
Indicator 1-11: Action plan is prepared by PPMU	<p><u>Achieved</u></p> <ul style="list-style-type: none"> • Indicator 1-11 was set to confirm whether the Pilot provinces have made their plans to carry out pilot activities on their own. With this, it is verified whether PPMU has acquired the ability to disseminate the activities that were carried out in the Project. • The Pilot provinces formulated the action plan in August 2020 based on drafted "Production Management System Development Manual" and "Supply Chain Development Manual". • Based on the Action Plans, PPMUs in Ha Nam and Hai Duong have already selected the agricultural producers independently, and started their own support to

	<p>them. Hung Yen Province plans to select its own agricultural producers from 2021 and start supporting it.</p> <ul style="list-style-type: none"> • In formulating and implementing the Action Plan, the Pilot Provinces were required to select the activities that are feasible and necessary for the selected agricultural producers within the existing government program and its budget, and to secure the necessary input (budget and human resources) to put the plan into practice while referring to the said two Manuals. • In November 2020, discussions were held with the Semi-Pilot Provinces to formulate Action Plans for 2021, and the provinces are also proceeding their planning.
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Output 2: The good patterns as model on safe production (safety vegetable) following GAP (Basic GAP/Viet GAP/Global GAP) with supply chain is proposed.

- As for indicators of Output 2, out of five indicators, three indicators were satisfied while the remaining two were almost satisfied.
- These indicators do not directly verify whether the model was proposed on safe production (safety vegetable) following GAP (Basic GAP/Viet GAP/Global GAP) with supply chain, which was explained in the next section (3.1.4 Achievement of Project Purpose).
- According to Japanese Experts, through various activities conducted under the Project, PPMU members improved their understanding of the marketing of safe crops.

Indicator 2-1: 300 number of matching events are conducted	<p><u>Achieved (ANNEX 15)</u></p> <ul style="list-style-type: none"> • A total of 368 events were conducted so far. • In the first half of the Project (until September 2018), the Consultant Team led the search for buyers and arrange matching with the target producers. • After September 2018, around when Semi Pilot provinces participated in the Project activities, number of cases increased where PPMU introduced buyers and selected agricultural producers found buyers on their own effort. • In addition, as a place to efficiently search for buyers, the Project held business forum six times so far, which also contributed to selected agricultural producers as a place to meet multiple buyers at once and negotiate them, and improve their bargaining power. <table border="1"> <thead> <tr> <th>Province</th> <th>Ha Nam</th> <th>Hai Duong</th> <th>Hung Yen</th> <th>Thai Binh</th> <th>Vinh Phuc</th> <th>Phu Tho</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Successfully concluded. Trading will start soon.</td> <td>30</td> <td>25</td> <td>50</td> <td>30</td> <td>9</td> <td>4</td> <td>148</td> </tr> <tr> <td>Successful. Negotiation will continue.</td> <td>23</td> <td>51</td> <td>37</td> <td>6</td> <td>7</td> <td>3</td> <td>127</td> </tr> <tr> <td>No conclusion.</td> <td>3</td> <td>14</td> <td>8</td> <td>11</td> <td>4</td> <td>8</td> <td>48</td> </tr> <tr> <td>Matching was not successful. No more meeting will happen.</td> <td>2</td> <td>28</td> <td>11</td> <td>0</td> <td>4</td> <td>0</td> <td>45</td> </tr> <tr> <td>Total</td> <td>58</td> <td>118</td> <td>106</td> <td>47</td> <td>24</td> <td>15</td> <td>368</td> </tr> </tbody> </table>	Province	Ha Nam	Hai Duong	Hung Yen	Thai Binh	Vinh Phuc	Phu Tho	Total	Successfully concluded. Trading will start soon.	30	25	50	30	9	4	148	Successful. Negotiation will continue.	23	51	37	6	7	3	127	No conclusion.	3	14	8	11	4	8	48	Matching was not successful. No more meeting will happen.	2	28	11	0	4	0	45	Total	58	118	106	47	24	15	368
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Indicator 2-2: 110 number of linkages between producers and buyers are made in target sites.	<p><u>Achieved</u></p> <ul style="list-style-type: none"> • A total of 132 linkages were made with 20 target producers. • Indicator 2-2 was set up to verify the capability of selected agricultural producers in terms of negotiation and contract fulfillment with buyers as more the number of linkage, the more the producers' capabilities were strengthened.
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Indicator 2-3: The coordination meetings for each target group with buyers are held at least once a year to receive feedback or discuss future trading.	<p><u>Achieved</u></p> <ul style="list-style-type: none"> • Stakeholders meetings were conducted 74 times, so far. <table border="1"> <thead> <tr> <th>Meeting</th> <th>2017-18</th> <th>2018-19</th> <th>2019-20</th> <th>2020-21</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Discussion on quality requirements</td> <td>4</td> <td>11</td> <td>0</td> <td>0</td> <td>15</td> </tr> <tr> <td>Review meeting (Customer visit)</td> <td>5</td> <td>8</td> <td>29</td> <td>17</td> <td>59</td> </tr> <tr> <td>Total</td> <td>9</td> <td>19</td> <td>29</td> <td>17</td> <td>74</td> </tr> </tbody> </table>	Meeting	2017-18	2018-19	2019-20	2020-21	Total	Discussion on quality requirements	4	11	0	0	15	Review meeting (Customer visit)	5	8	29	17	59	Total	9	19	29	17	74
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	<ul style="list-style-type: none"> • This indicator was set up for verification of improvement of producer's communication skills with buyers. • In the early stage of the Project, two types of meetings were held; meetings where producers confirm the shipping standards of harvested products with buyers before shipping, and review meetings to receive feedback from buyers at the end of the season and discuss next season's deals. • However, it was difficult for both the producers and buyers to hold the two meetings due to lack of experiences and time. • Then, currently, shipping standards are discussed at the time of matching or contract, and focus is put on receiving feedback from customers and reflecting it in the producer's activities. Producers come to understand that it is effective to receive feedback from buyers. However, there remains room for improvement in terms of initiative of producers, and assist by the Japanese Experts are still needed.
Indicator 2-4: Monitoring report is prepared by PPMU every 3 months.	<p><u>Almost Achieved.</u></p> <ul style="list-style-type: none"> • Monitoring Reports were submitted 13 times by PPMUs so far. • The Production Monitoring reports for March 2020 and June 2020 from Hai Duong Province were delayed and have not been submitted until the end of December 2020. • September 2020 Monitoring Reports have been already submitted by all the provinces, except for Hung Yen province (Production) and Phu Tho province (Marketing). • Until the start of the Project, DARD had few farmer marketing support features. • Therefore, in the Project, in order for PPMU staff to understand what farmer's marketing activities are like and what challenges they face, and to think about what kind of support the government can provide, PPMU staff was requested to participate as much as possible in the trial activities conducted by the target producers and report the contents and issues of the activities. • From 2018 cropping season, as target producers were instructed to prepare a marketing plan once a year in May, PPMU started monitoring focusing on confirming whether the producers are working according to the marketing plan and what the issues are. • Through the monitoring activities, understanding of PPMU on the marketing and the monitoring capacity have been improved significantly.
Indicator 2-5: Action plans is prepared by PPMU	<p><u>Almost Achieved.</u></p> <ul style="list-style-type: none"> • Formulation of the action plan was started. • This indicator measures whether PPMU has acquired the ability to disseminate the activities carried out in the Project. • In Ha Nam and Hai Duong provinces, PPMU has already selected target producers and started its own support. Hung Yen Province plans to select its own target producers farmers from 2021 and start supporting it. • It is considered from these facts that PPMU has understood how to support the producers and are capable of implementing Basic GAP dissemination. • In November 2020, discussions were held with the Semi-Pilot provinces to formulate Action Plans for 2021, and the provinces are also proceeding their planning.

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.

- All three indicators related to Output 3 were satisfied.
- It is difficult to precisely evaluate to which extent "awareness of relevant organization/people, mainly producer and buyers (consumer and traders; such as wholesalers and retailers) on safe crop production and food safety" has been raised by the Project awareness program and/or promotional materials as Output 3 is supposed to be set up to target the entire Vietnamese population.
- However, it is considered that awareness of Vietnamese people on safe vegetable has been raised through the Project activities based on the following reasons:
 - ✓ Awareness program was conducted to 177,152 students in Hanoi. In collected 9,408 homework results from the students, many answers suggested "learned how safe vegetables are produced" and "want to buy safe vegetables at a reliable store" and behavioral changes were confirmed. This method, which uses school children as an intermediary, is also evaluated by Hanoi City DARD as an effective method for raising awareness and behavior change related to safe vegetables for parents who purchase vegetables.
 - ✓ About 1,021,552 accesses to the website of Safe Agricultural Product operated by HPA (<https://nongsanantoanhanoi.gov.vn>) were recorded as of 25 January 2021 since they launched it with

technical assistance of the Project in August 2018.

- ✓ The Project awareness activities were covered by mass media a total of 55 times.
- ✓ The statistical data shows the speedy increase in the number of the safe vegetable selling points in Hanoi increased by 502 times compared to the year 1996 and increased by 12.6 times compared to 2007. (Nguyễn Thị Tân Lộc et al. (2020). TRADING SAFE VEGETABLES BY SHOPS AND SUPERMARKETS LOCATED IN HANOI CITY, Vietnam Journal of Agricultural Science, No.6 (115))

<p>Indicator 3-1: The awareness program for consumers, producers and buyers are conducted 15 times by CPMU and PPMU.</p>	<p>Achieved</p> <ul style="list-style-type: none"> • A total of 54 events for awareness raising were conducted so far. • The program was conducted at schools selected by the Department of Education and Training, Hanoi City. At two junior high schools in Hanoi which were not nominated for the poster contest voluntary organized school program in 2019. <table border="1"> <thead> <tr> <th>Event</th> <th>2017</th> <th>2018</th> <th>2019</th> <th>2020</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Numbers of schools conducted In-Class Program</td> <td>30</td> <td>6</td> <td>3</td> <td>2</td> <td>41</td> </tr> <tr> <td>Visual contest</td> <td>1</td> <td>1</td> <td>1</td> <td>1</td> <td>4</td> </tr> <tr> <td>Exhibition</td> <td>1</td> <td>1</td> <td>1</td> <td>2</td> <td>5</td> </tr> <tr> <td>In-Store Promotion</td> <td></td> <td></td> <td>1</td> <td>--</td> <td>1</td> </tr> <tr> <td>Numbers of School program voluntarily organized</td> <td>1</td> <td></td> <td>2</td> <td>--</td> <td>3</td> </tr> <tr> <td>Total</td> <td>33</td> <td>8</td> <td>8</td> <td>5</td> <td>54</td> </tr> </tbody> </table>	Event	2017	2018	2019	2020	Total	Numbers of schools conducted In-Class Program	30	6	3	2	41	Visual contest	1	1	1	1	4	Exhibition	1	1	1	2	5	In-Store Promotion			1	--	1	Numbers of School program voluntarily organized	1		2	--	3	Total	33	8	8	5	54																		
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<p>Indicator 3-2: 5 promotional materials for awareness activities are developed.</p>	<p>Achieved</p> <ul style="list-style-type: none"> • A total of 16 materials were developed as follows:. <table border="1"> <thead> <tr> <th>Material</th> <th>2017</th> <th>2018</th> <th>2019</th> <th>2020</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>School leaflet</td> <td>1</td> <td>1</td> <td>1</td> <td>--</td> <td>3</td> </tr> <tr> <td>Elderly leaflet</td> <td>1</td> <td>1</td> <td>--</td> <td>--</td> <td>2</td> </tr> <tr> <td>Producer & trade leaflet</td> <td>1</td> <td>1</td> <td>--</td> <td>--</td> <td>2</td> </tr> <tr> <td>Digitized poster to distribute</td> <td>1</td> <td>--</td> <td>1</td> <td>1</td> <td>3</td> </tr> <tr> <td>Edited video to distribute</td> <td>--</td> <td>1</td> <td>--</td> <td>--</td> <td>1</td> </tr> <tr> <td>HPA Website leaflet</td> <td>--</td> <td>1</td> <td>1</td> <td>--</td> <td>2</td> </tr> <tr> <td>Event promotion leaflet</td> <td>--</td> <td>--</td> <td>1</td> <td>1</td> <td>2</td> </tr> <tr> <td>In-store promotion display</td> <td>--</td> <td>--</td> <td>1</td> <td>--</td> <td>1</td> </tr> <tr> <td>Total</td> <td>4</td> <td>5</td> <td>5</td> <td>2</td> <td>16</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • Whole procedures of all communication activities conducted under the Project is to be compiled as a reference book by March 2021 for Hanoi DARD and other provinces and to continue the activities in the future. • The Project has signed MOU with Women Union to promote 1) utilizing of the educational leaflets at Women Union's meetings nationwide and 2) distribution of the leaflets nationwide by inserting into a mother's magazine called Me & Be. 	Material	2017	2018	2019	2020	Total	School leaflet	1	1	1	--	3	Elderly leaflet	1	1	--	--	2	Producer & trade leaflet	1	1	--	--	2	Digitized poster to distribute	1	--	1	1	3	Edited video to distribute	--	1	--	--	1	HPA Website leaflet	--	1	1	--	2	Event promotion leaflet	--	--	1	1	2	In-store promotion display	--	--	1	--	1	Total	4	5	5	2	16
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<p>Indicator 3-3: The number of participants of general school students in Hanoi exceed 64,000.</p>	<p>Achieved</p> <ul style="list-style-type: none"> • More than 177,152 students were involved in awareness activities. (In addition, more than 16,361 parents were involved through students.) <table border="1"> <thead> <tr> <th>Awareness Activities</th> <th>2017</th> <th>2018</th> <th>2019</th> <th>2020</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>In-class program</td> <td>10,350</td> <td>3,891</td> <td>1,085</td> <td>1,035</td> <td>16,361</td> </tr> <tr> <td>Leaflet only</td> <td>42,164</td> <td>21,095</td> <td>48,567</td> <td>48,965</td> <td>160,791</td> </tr> <tr> <td>Total</td> <td>52,514</td> <td>24,986</td> <td>49,652</td> <td>50,000</td> <td>177,152</td> </tr> </tbody> </table>	Awareness Activities	2017	2018	2019	2020	Total	In-class program	10,350	3,891	1,085	1,035	16,361	Leaflet only	42,164	21,095	48,567	48,965	160,791	Total	52,514	24,986	49,652	50,000	177,152																																				
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Source: Project Team (Consultant Team)

3.1.4. Achievements of Project Purpose

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.

The indicators of the Project Purpose have been reasonably achieved based on the following reasons:

Indicator 1: At least three kinds of supply chain models for safe crops are developed in the target sites.

Indicator 1 has been achieved to some extent.

The Project surveyed and analyzed various supply chains for safe crops in its market surveys and provided support for marketing based on the analysis. Although the supply chains based on different marketing channels were identified, there were no meaningful difference in terms of process, facility and capacities required for target producers to handle these supply chains. In fact, target groups are not selling their crops to a single buyer but to multiple buyers. There are big differences in management capacity between those groups who manage multiple buyers and those who do not. Developing capacity of producer groups to handle multiple buyers will contribute more to promoting channel of value chains for safe crops. Therefore, it was decided to develop three supply chain models based on the management capacity of producer groups (Nursing, Expansion, and Stabilization Stages) and the necessary support for each of the three models are presented in the Supply Chain Development Manual. Target buyers for each stage were also identified. Analysis is considered useful for assisting producers (upstream of the supply chain) in the future.

As of January 2021, based on the assessment by Japanese Experts, there are seven target producers in Nursing, six in the Expansion and seven in Stabilization Stages.

Stage	Characteristic	Target Producer Group	Necessary support
Stabilization Stage	Advanced form of joint production and sales	Japan Vietnam (Hung Yen), Yen Phu (Hung Yen), Visa (Vinh Phuc), Thanh Ha (Hai Duong), Tan Minh Duc (Hai Duong), Vinh Phuc (Vinh Phuc), Green Farm (Hai Duong)	<ul style="list-style-type: none"> Limited support, some advanced support
Expansion Stage	Joint-production and joint sales with some weakness	Duc Chinh (Hai Duong), Binh Minh (Chen Tang) (Hung Yen), Hiep (Ha Nam), Ha Vy (Ha Nam), Quynh Hai (Thai Binh), Lua (Hai Duong)	<ul style="list-style-type: none"> Introduce buyers
Nursing Stage	No or limited experience of joint-sales	Gia Gia (Hai Duong), Dai Loi (Vinh Phuc), Thanh Tan (Thai Binh), Cat Lai (Ha Nam), Truong Thinh (Phu Tho), Thanh Tan (Ha Nam)	<ul style="list-style-type: none"> Introduce buyers, support for joint-sales
		Huong Non (Phu Tho)	<ul style="list-style-type: none"> Need comprehensive support Support for selection of product, organize joint-sales, finding buyers etc.

Source: Project Team (Consultant Team)

Indicator 2: Percentage of farmers who join joint sales of safe crop is increased to 50% in the target sites.

Indicator 2 has been satisfied.

The percentage of producers who join joint sales increased to 60% in winter 2018-2019, and reached 77% in winter 2019-2020.

In the early stage of the Project, it was a major issue to build a joint sales system within the target producer groups.

To address the issue, the Japanese Experts made a production plan corresponding to the needs of the sales destination obtained through marketing activities, and supported the agricultural cooperatives in production, collection, shipping, and sales.

Cropping Season	Number of Farmers	Number of the Target Producer Groups	Number of Farmers in the target sites	Number of Farmers who Join the Joint Sales	Percentage of Farmers who join joint sales
Winter 2017-18		7	378	134	35%
Winter 2018-19		20	709	424	60%
Winter 2019-20		20	921	712	77%

Source: Project Team (Consultant Team)

However, in the first year (2017-18 winter), a certain target producers could not secure the sales channel assumed in the production plan, as the bargaining power of the agricultural service cooperative⁶ was poor, the selling price was low, and agricultural products could not be procured from the farmers. Consequently, joint sales could not be made. As situation was similar with other cooperatives⁷, it was not easy to build a system within target producers.

To improve the situation, on the assumption that communication skills and leadership are the key issues required for the joint sales, countermeasures were taken: appointment of a female cooperative member as a sales manager who positively participated in the Project activities, and involvement of the chairman of the District People's Committee, the regional representative, in the Project activities and request for cooperation in promoting the participation of farmers in joint sales and developing sales destinations.

These countermeasures worked well and as a result, the number of participants in the joint sales increased every year, so far, and the indicator 2 was satisfied.

Indicator 3: The area for reliable safe crop production in the target sites is increased to 180ha.

Indicator 3 has been almost satisfied.

According to the cultivation plan of the target producers, the area for reliable safe crop production in the target sites is supposed to increase to 190.1 ha for the winter cropping season 2020-2021. Detailed data by provinces are as shown in ANNEX 16.

Meanwhile, the field workers who were sent to the target producer leaders for interview could confirm field log book for 168.5 ha only collected in field as of January 2021. Hence, the Evaluation Team could not conclude whether Indicator 3 has been fully satisfied or not.

Cropping Season	Area for Reliable Safe Crop Production	No. of farmers
Winter 2017-18	50.85 ha	400
Winter 2018-19	106.61ha	696
Winter 2019-20	162.58ha	911
Winter 2020-21	190.1ha ⁸	1,027

Source: Project Team (Consultant Team)

3.2. Implementation Process

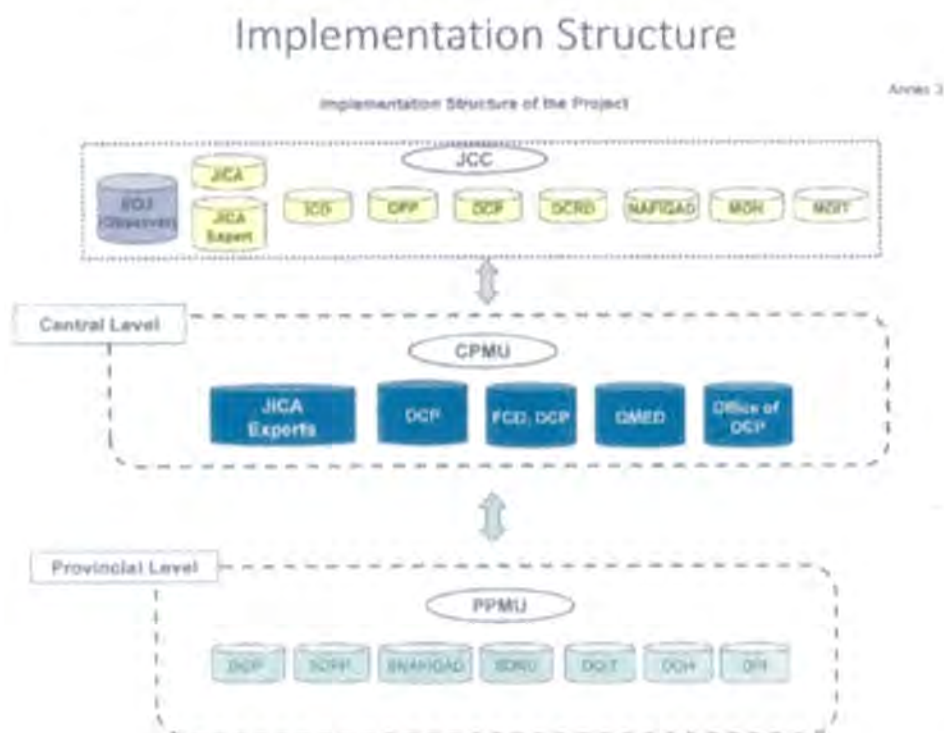
⁶ Agricultural service cooperatives, which were established before 2012 and reformed into the new type of cooperative in accordance with Cooperative Law 2012.

⁷ Other cooperatives which were established after 2012 according to Cooperative Law 2012, some cooperatives are specialized in safe vegetable production.

⁸ Figure shows planned value.

3.2.1. Implementation Set-up

Implementation set-up of the Project is as shown below:



3.2.2. Monitoring System

(1) Joint Coordinating Committee Meeting (JCC)

JCC Meeting has been conducted four times so far.

JCC Meeting	Date of Implementation	Main Topics Discussed	Number of Participants
1 st JCC Meeting	April 17, 2017	Background of the Project Formation, Overview of the Project progress, summary of Baseline Survey/Consumer Survey, selection of target groups (agricultural producers), Revision of PDM (version 1), and Pilot Project Implementation plan.	38
2 nd JCC Meeting	April 16, 2018	Evaluation result of pilot activities after one year implementation and related issues among all stakeholders to improve the activities	43
3 rd JCC Meeting	June 21, 2019	Progress of the Project, Revision of PDM (version 2), preparation of Action Plan in the pilot provinces and Activities in Knowledge Sharing Provinces.	46
4 th JCC Meeting	July 17, 2020	Discussion on Project Implementation Plan, etc.	44
5 th JCC Meeting	(Scheduled on February 3, 2021)	(Discussion on the Results of Terminal Evaluation)	n.a.

Source: Project Team

(2) Other Meetings (ANNEX17)

- CPMU Meeting has been held 11 times so far. CPMU and the Japanese Experts discussed the progress and management issues of the Project in the Meeting.

3.2.3. Public Relation Activities

(3)-1 Website

Hanoi Promotion Agency (HPA) launched a website (Safe Agricultural Products Web site (nongsanantoanhanoi.gov.vn) in August 2018, in response to the proposal by the Project. The site helps the viewer search useful information on safe products from three different perspectives; namely, store search, producer search, and certificate related information.

JICA also administers a website on the Project (<https://www.jica.go.jp/project/vietnam/041/index.html>).

(3)-2 Newsletter

Project Newsletter in Japanese was issued 32 times on a bi-monthly basis (No.1 in November 2016 to No.32 in November 2020) and Project Newsletter in Vietnamese was issued 26 times

(3)-3 Leaflet and others

Project leaflet, brochures, and notes were produced and distributed to the stakeholders.

(3)-4 Coverage by Mass Media (ANNEX 18)

The awareness raising activities of the Project were covered by mass media a total of 55 times.

3.2.4. Produced Materials (Manuals, Guidelines, etc.)

So far, following materials, including 2 manuals, have been produced by the Project.

No.	Name of Reports	Submission	Number of Reports			
			English	Vietnamese	Japanese	CD-R
1	Communication Materials					
	(1) School leaflet 2017	Sep 2017	1,250	63,460	-	-
	(2) Elderly leaflet 2017	Sep 2017	-	24,860		
	(3) Producer and Trader leaflet 2017	Nov 2017	-	32,000		
	(4) Digitized poster 2017	Dec 2017	-	1,000		
	(5) School leaflet 2018	Sep 2018	1,930	35,860		
	(6) Producer and Trader leaflet 2018	Nov 2018	-	28,100		
	(7) Elderly leaflet 2018	Nov 2018	-	19,150		
	(8) Edited video slideshow 2018	Dec 2018	-	12		
	(9) School leaflet 2019	Sep 2019	1,030	53,672		
	(10) Digitized poster 2019	Dec 2019	-	1,039		
	(11) HPA website leaflet 2019	Sep 2019	-	50,000		
	(12) In-Store Promotion leaflet 2019	Nov 2019	-	2,000		
	(13) In-Store Promotion display 2019	Nov 2019	-	5 panels		
2	(14) Supply Chain Development Manual	Nov 2020	150	300	-	-
3	(15) Operation Manual for Production Management System for GAP Promotion	Oct 2020	150	300	-	-
4	(16) Work Plan (Phase 1)	November, 2016	5	10	5	-
5	(17) Work Plan (Phase 2)	August, 2019	5	10	5	-
6	(18) Baseline Report	March, 2019	5	10	-	-
7	(19) Project Progress Report (Phase 1)	March, 2019	5	10	5	1
8	(20) Monitoring Sheet Ver.1	November, 2016	5	10	5	-
9	(21) Monitoring Sheet Ver.2	May, 2017	5	10	5	-

10	(22) Monitoring Sheet Ver.3	December, 2017	5	10	5	-
11	(23) Monitoring Sheet Ver.4	December, 2018	5	10	5	-
12	(24) Monitoring Sheet Ver.5	March, 2020	5	10	5	-
13	(25) Monitoring Sheet Ver.6	March, 2020	5	10	5	-
14	(26) Monitoring Sheet Ver.7	December, 2020	5	10	5	-
15	Training Materials of Cultivation Method for Safe Vegetable Production (5 series) (27) Compost making (28) Soil sterilization (29) Introduction of new variety seeds (30) Introduction of new Seedling method (31) Introduction of new agricultural materials)	(to be completed May, 2021)	150	300	-	-

Source: Project Team (Consultant Team)

3.2.5. Trainings Conducted by the Project

(1) Training (Production)

Training \ Location	Pilot province	Semi-pilot province	Other	Total
TOT Basic GAP	3	3	1	7
TOF Basic GAP	19	7	0	26
TOT Post harvest	3	0	0	3
TOT Follow up	6	3	0	9
TOF Follow up	15	2	0	17
Total	46	15	1	62

Source: Project Team (Consultant Team)

(2) Training (Marketing)

Training \ Location	Pilot province	Semi-pilot province	Other	Total
TOT Marketing	0	0	2	2
TOF Marketing	23	10	0	33
Total	23	10	2	35

Source: Project Team (Consultant Team)

3.2.6. Contributing and Inhibiting Factors

Contributing Factors

- The climate of Northern Vietnam is suitable for vegetable cultivation, and many of the target producers have been involved in vegetable cultivation for a long time, and there was a basis for learning cultivation techniques, so the transfer of cultivation techniques was relatively smooth.
- By utilizing the framework of private sector cooperation, it was possible to introduce practical cultivation technologies possessed by Japanese companies.
- The core Vietnamese CPs continued working on the Project, including the previous Project Director for three years, the Vice Project Director and CPMU secretary for more than four years, and had a good understanding of the framework of the technical cooperation scheme, and had good communication with the Japanese side.
- The Vietnamese side allocated budget for the smooth operation of the Project activities.
- The Vietnamese government conducted awareness raising programs to promote safe agricultural products, and Vietnamese people are paying more attention to the food safety. The number of selling

points that handle with safe crops are rapidly increasing.

Inhibiting Factors

- The production of safe crops requires a certain amount of infrastructure such as capital investment and pre-processing facilities, etc., but at present, capital investment cannot be reflected in the price of safe crops as competition intensifies among safe crop producers.
- Spread of COVID 19 wielded negative influence on the Project. According to Project Newsletter No.28 (Japanese), No. 23 (Vietnamese) (May 2020), the target producers that supplies to schools and employee cafeterias, the sales volume decrease was remarkable. In addition, due to the impact of price declines, 10 out of 20 target producers experienced decline in the sales.⁹

⁹ They took countermeasures such as sales of vegetable through alternative distribution channel, reduction and review of cultivated items, etc. to minimize the impact from the COVID-19.

4. Results of the Terminal Evaluation

4.1. Results of the Evaluation based on the Five Evaluation Criteria¹⁰

4.1.1. Relevance

The Relevance of the Project is High, due to the following reasons:

(1) Consistency with the Vietnamese Government Policy

In Chapter III of the Viet Nam's Socio-Economic Development Strategy for the Period of 2011-2020¹¹, the Government of Vietnam states that it will ensure macroeconomic stability and build up a modern and effective industrial, agricultural, and service economic structure. The Government set up a goal that agriculture will develop towards modern, effective and sustainable directions; many products will have high added value.

In Chapter IV¹², the Government also emphasizes the reallocation of the structure of crop plants, harvests and varieties that meet the market demand and reduce damages from natural disasters and epidemic diseases and indicated that the importance of speeding up the application of advanced science and modern technology in production, processing, maintenance; giving priority to the application of biological technology to create many crop plant varieties that achieve high productivity, quality and effectiveness; quickly increase added value per unit of cultivated land.

MARD issued an instruction to formulate the "Five-Year Plan of Agricultural and Rural Development (2021-2025)" on May 8, 2020 (No. 3110 / CT) -BNN-KH). In the instruction, "harmony with international standards, production that contributes to the development of a high-quality and safe agricultural value chain for individuals and companies, and creation of a beneficial environment for investing in business" was referred to. The direction of policies related to safe vegetables and GAP needs to wait for the official announcement of the Five-Year plan, but the overall direction is that the promotion of safe agricultural products and value chain development will be maintained even after the Project is completed.

The Project is relevant with the needs of Vietnamese society as it aims to transfer safe crop production technology based on Basic GAP to producers, assist farmers' groups and cooperatives to practice joint sales to buyers to stabilize sales of safe crops, and raise awareness of entire value chain (producers, buyers, and consumers) of crops.

(2) Needs of Vietnamese Society

A World Bank's survey in 2018 residents in multiple Vietnamese cities found 89% of respondents characterizing local food as unsafe, echoing a 2016 survey which found middle-and upper-income consumers in Hanoi to either be worried (30%) or extremely worried (67%) about food safety¹³.

Meanwhile, most Vietnamese farmers either lack the needed knowledge or, more commonly, lack any effective incentives to practice good hygiene and more judicious use of inputs. It is also to be noted that bulk of Viet Nam's expanded volume of marketed agricultural output is attributable to many millions of small-scale household farms, the vast majority of which are not affiliated with formal organizations or distribution channels.

(3) Japanese Aid Policy/Strategy

¹⁰ The grading system of five levels was applied for the evaluation: High, Relatively High, Moderate, Relatively Low and Low.

¹¹ 3.2. Main Objectives in Economic, Cultural, Society and Environmental Development a) In Economic Development

¹² 4.3. Comprehensively develop agriculture towards the direction of modernity, effectiveness and sustainability

¹³ Vietnam: Agri-Food Safety Project, Project Information Document, World Bank, 2019.

In the country-wise assistance policy to Viet Nam, the Government of Japan states as a major goal that Japan will provide Vietnam with comprehensive support for sustainable growth through strengthening Viet Nam's international competitiveness, overcoming vulnerable aspects of Vietnam, and building a fair society and nation, based on Vietnam's socio-economic development strategy and plan.

In the assistance policy, three priority areas of assistance (medium goal) are enumerated as follows:

- (1) Growth and strengthening of competitiveness
- (2) Responding to vulnerabilities
- (3) Strengthening governance

In “(1) Growth and strengthening of competitiveness”, the Government of Japan states that “to achieve sustainable growth through strengthening international competitiveness, Japan will assist improving the market economy system, including the promotion of improving market system reform, fiscal/financial reform, state-owned enterprise reform, as well as strengthening industrial competitiveness (improvement of investment environment, industrialization strategy, promotion of SME/supporting industries promotion, high value-added (value chain) agriculture, forestry and fisheries, ICT utilization) and industrial human resource development.”

The Project is considered relevant with the Japanese aid policy as it is dealing with promotion of safety crop production, which is prerequisite for establishment of high-value added agriculture, and in the long run, it is expected that safe crop production will expand in Vietnam.

4.1.2. Effectiveness

Effectiveness of the Project is Moderate at the moment of the Terminal Evaluation due to the following reasons:

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.

Project Purpose Indicator 1: At least three kinds of supply chain models for safe crops are developed in the target sites.

Project Purpose Indicator 2: Percentage of farmers who join joint sales of safe crop is increased to 50% in the target sites.

Project Purpose Indicator 3: The area for reliable safe crop production in the target sites is increased to 180ha.

From the results of the interviews to Japanese Experts and interviews conducted by the field workers to target producers, it is considered that farmers' interest in the production of safe crops in and around the sites is increasing as far as the target sites are concerned. Accordingly, it is concluded that “the promotion of safe crops” has been made to a certain extent as described in “3.1.4. Achievements of Project Purpose”.

As regards Indicator 1, the Project developed three supply chain models based on the management capacity of producer groups. Developing capacity of producer groups to handle multiple buyers based on these model is considered effective to promote channel of value chains for safe crops. As the classification of each target producer group and the necessary support were presented based on the analysis of management

capabilities in terms of joint sales, any DARDs can initiate supporting producer groups for safe crop production and marketing.

The number of trading between the target producers and buyers that were signed and started as a result of matching events but suspended for multiple reasons¹⁴ in Pilot provinces reached 36.3% (45/124) in Pilot and 26.6% (12/45) in Semi Pilot provinces, although it is highly appreciated that there is significant increase of trading by the Project.

Most of target groups had no experiences of joint sales before they joined the Project. There is a huge gap between individual sales and joint sales. It is not easy for producer groups with little experience of joint sales to start and continue trading. The data show that target groups repeated many tries and errors in order to establish stable linkages with buyers for safe crops.

Status of Trading in Pilot provinces (as of September 2020)		Status of Trading in Semi Pilot provinces (as of September 2020)	
In negotiation	0	In negotiation	1
Signed but no trading	2	Signed but no trading	0
Started but stop trading	45	Started but stop trading	12
Trading continues	77	Trading continues	32
Total	124	Total	45
(Trading before the Project started)	11	(Trading before the Project started)	23
Increase after the Project started	111	Increase after the Project started (excluding "in negotiation")	21

Source: Project Team (Consultant Team)

In Action Plans submitted by PPMUs in Pilot provinces, it is reported that there are some constraints against establishing value chain of safe crops: limitation of organizing and managing producers, increase of competition among safe vegetable suppliers that leads to price pressure to producers, high transportation cost, shortage of facilities and infrastructure, difficulty to find producers who are positive to invest and supply safe vegetables, etc.

The current Manual does not cover all issues. In this sense, its effectiveness is not satisfactory. It is expected that the concerned department of Vietnamese government will regularly improve and update the Manual during the remaining cooperation period and after the Project completion.

4.1.3. Efficiency

Efficiency of the Project is considered Relatively High at the time of Terminal Evaluation.

Input

Both the Japanese and Vietnamese side have made possible effort in making input to the Project.

- Input by the Japanese side for trial activities is considered to be appropriate as compared to other projects in the agriculture sector taking into consideration the diverse activities the Project implemented.

¹⁴ According to the Consultant Team, there are various reasons for the stop of trading: 1) issues in the supply side (poor quality of products, shortage of amount of products, safety standards not reached, 2) issues in the demand side (bankruptcy, change in management form, change of business policy, etc.), and 3) issues in both sides (not clearly known). The Project in principle respect the intentions of target groups and provide support them if the trading is suspended due to lack of capacity or understanding of target groups to satisfy the requirements of buyers. In addition, the Project assisted stakeholder meetings where target groups can obtain feedback from buyers to improve their operation and organizes occasions such as TOF on marketing to share good practices and lessons among PPMUs and target groups.

- According to the interviews and questionnaires, pre-processing facilities upgraded by the Japanese side have been well maintained and effectively used.
- Project document approval by the Vietnamese government was delayed until August 2018 and allocation of budget by the Vietnamese side from the counterpart fund was delayed, too. During the period, DARD in Pilot and Semi Pilot provinces allocated necessary budget from the provincial regular budget.

Output

- Some indicators related to Output are not suitable to evaluate Output achievements, however, it was confirmed that extensive activities under the Project were implemented appropriately, by which it was concluded that Output was reasonably achieved.

4.1.4. Impact

(1) Prospect of Achievement of Overall Goal (Expected Positive Impact)

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.)

The indicators are considered satisfied to some extent at the time of Terminal Evaluation. However, it is still necessary to analyze in depth whether the positive change (increase of areas, numbers of producers and selling points of safe crop production) were made only by the implementation of the Project, which is not possible at the time of Terminal Evaluation due to limitation of time and available data.

Although there seems to be some contribution of the Project to the achievements of Indicator 1 and 2, the Evaluation Team considers that there is no direct causal relationship in the achievements of Indicator 3 by the Project as the production from the target sites is quite limited as compared to the amount of safe vegetables handled by the selling points that increased to more than 1,000 in 2020.

In addition, it is necessary to set up quantitative indicators to precisely evaluate whether Overall Goal will have been achieved three years after the Project completion for post evaluation.

Overall Goal Indicator1: Areas and productions of reliable safe crop production in the Northern Region of Viet Nam is increased.

Indicator 1 is considered to be satisfied as the areas of reliable safe crop production (where cultivation of crop is practiced in accordance with Basic GAP/Viet GAP/Global GAP) have increased, although the increment is quite limited as compared to entire cultivated area in the Northern Region.

No data is available for increase of production. However, since the areas have increased, the production is considered to have increased accordingly.

**The area applied Basic GAP and certified for Viet GAP/Global GAP
in the Northern Region of Vietnam**

Province \ Year	2016	2017	2018	2019	2020
Pilot Provinces					
Hung Yen	27.3	34.5	60.1	73.2	104.4
Ha Nam	13.5	36.5	70.0	116.0	92.0
Semi Pilot Provinces					
Thai Binh	0	6.1	14.1	35.1	59.1
Phu Tho	33.2	31.7	27.5	30.5	32.0
Knowledge Sharing Province					
Bac Ninh	66.3	66.3	23.1	31.2	25.5
Total	140.3	175.1	194.7	286.1	313.0

Source: PPMU

Overall Goal Indicator2: Numbers of farmer groups, agriculture cooperatives and enterprises who acquired Basic GAP/ VietGAP/ GlobalGAP in the Northern Region of Viet Nam is increased.

The number of producers (farmer groups, agriculture cooperatives and enterprise) who apply Basic GAP has increased from 3 in 2016 to 22 in 2020 in five target provinces. At the time of Terminal Evaluation, data from all target provinces are not available but five provinces (two Pilot, two Semi Pilot and one Knowledge Sharing provinces). However, it is assumed that the situation is considered more or less similar in the remaining six provinces as selling of safe vegetable is a trend in Vietnam and farmers are required to adjust to it.

The Number of Producers who Applied Basic GAP

Province \ Year	2016	2017	2018	2019	2020
Pilot Provinces					
Hung Yen	2	0<*	0	0	0
Ha Nam	1	2	4	4	6
Semi Pilot Provinces					
Thai Binh	0	2	3	4	13
Phu Tho	0	0	2	2	2
Knowledge Sharing Province					
Bac Ninh	0	0	0	1	1
Total	3	4	9	11	22

Note: Four Target producers of Hung Yen already obtained Viet GAP/Viet GAP standard certificate

Source: PPMU

The Number of Producers who Acquired Viet GAP/Viet GAP Standard Certificate

Province \ Year	2016	2017	2018	2019	2020
Pilot Provinces					
Hung Yen	2	4	8	9	16
Ha Nam	2	3	4	5	2
Semi Pilot Provinces					
Thai Binh	0	0	0	0	0
Phu Tho	n.a.	n.a.	9	7	13
Knowledge Sharing Province					
Bac Ninh	10	10	7	7	6
Total	14	17	28	28	37

Source: PPMU

The Number of Producers who Acquired Global GAP Certificate

Province \ Year	2016	2017	2018	2019	2020
Pilot Provinces					
Hung Yen	0	0	0	0	0

Ha Nam	0	0	1	3	3
Semi Pilot Provinces					
Thai Binh	0	0	0	0	0
Phu Tho	0	0	0	0	0
Knowledge Sharing Province					
Bac Ninh	0	0	0	0	0
Total	0	0	1	3	3

Source: PPMU

Overall Goal Indicator3: Numbers of buyers/shops of safe crops in the Northern Region of Viet Nam is increased.

Indicator 3 has been satisfied at the time of Terminal Evaluation, although whether this has been achieved due to implementation of the Project is difficult to justify.

The number of buyers/shops of safe crops in the Northern Region of Vietnam that are doing business with the target producers has been increased as shown in the table below:

Name of buyer	Number of selling points in Northern Vietnam doing business with the Project Target Producers		
	as of October 2016	as of January 2021	Future plan
AEON	1	3	20 nationwide by 2025
Big C	15	17	In 2021, Big C will open one in Thai Nguyen
Coop Mart (supermarket)	6	13	According to the contacted person of Coop Mart, Coop Mart has plan to open new selling points
Coop Food (small supermarket specialized in groceries)	0	58	In 2021, 40 selling points will be opened. In 2025, Coop Food will have about 300 selling points in the Northern VN
Total	22	91	

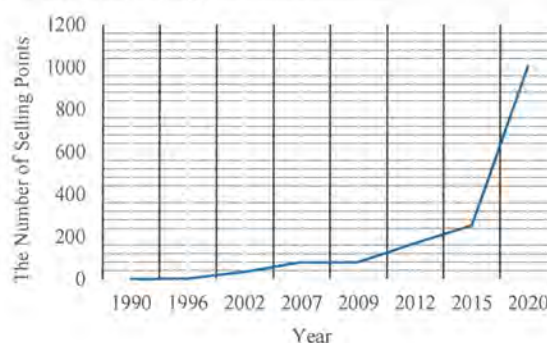
Source: Project Team (Long-term Expert)

The following table presents the yearly increase of the number of selling points in Hanoi from 1990 to 2020. It is clear that sales of safe vegetable are already “a trend” in Vietnam.

Increase of the Selling Points of Safe Crops in Hanoi

Year	Shop	Supermarket	Total
1990	0	0	0
1996	2	0	2
2002	22	13	35
2007	53	27	80
2009	80	--	80
2012	125	44	169
2015	165	87	252
2020	941	65	1,006

Source: Nguyễn Thị Tân Lộc et al. (2020)



(2) Impacts other than Overall Goal

(2)-1 Technical Impact

Most of the target producers, with some exceptions, were not familiar with the cultivation technology that are necessary for producing safe crops before the Project.

Kay

By the Project, four technologies of Japanese companies that contributed to the improvement of safety were introduced: 1) soil improvement technology such as compost production and soil disinfection, 2) the introduction of new varieties with strong pest resistance, 3) the production technology of excellent seedlings, and 4) agricultural materials to reduce the frequency of pesticide application.

Under the framework of private sector cooperation, the introduction of practical and applicable technologies possessed by Japanese companies was promoted by conducting demonstration tests of vegetable production using these cultivation technologies.

(2)-2 Socio-Economic Impact-1

In the Project, awareness-raising activities were carried out at education site in collaboration with the Department of Education and Training (DOET) in Hanoi City. In a school education program, children learn the journey of safe vegetables, starting from ensuring safe soil and water by the producers and production process is recorded and safe vegetables are managed carefully until reaching the hands of consumers. Then, by telling the parents what they learned and working on their homework together, the Project aimed to raise awareness and change behavior of parents (mainly mothers) who are the vegetable purchasers.

From the collected homework results, many answers showed "learned how safe vegetables are produced" and "want to buy safe vegetables at a reliable store", these results suggested expected behavioral changes.

This method, which uses school children as an intermediary, was also highly evaluated by the Hanoi City DARD as an effective method for raising awareness regarding safe vegetables and changing behavior of parents who purchase vegetables. In the Project, guidelines and manuals will be compiled and handed over to Hanoi City DARD, and continuous implementation is expected after the Project is completed.

(2)-3 Socio-Economic Impact-2

A network among target producers was established through site visits between target producers, training tours to developed areas of safe vegetable production in Vietnam, and training in Japan. In addition to exchanging information related to daily safe vegetable production, they have built a system to efficiently deliver a wide variety of vegetables according to customer needs by procuring vegetables that are superior to each other. Some target producers flexibly procure from other target producers when they cannot meet the quantity and type required by the buyer. There is also an advantage that target producers who are not accustomed to joint sales can accumulate experience and know-how of joint sales through experienced target producers. Network construction between target producers has produced these various synergistic effects, especially in marketing activities.

4.1.5. Sustainability

Sustainability of the Project is at the time of Terminal Evaluation is considered **Relatively High**.

(1) Policy Aspect

The "Five-Year Plan of Agricultural and Rural Development (2021-2025)" has not been made public at the time of the Terminal Evaluation, but MARD issued an instruction to formulate the five-year plan on May 8, 2020 (No. 3110 / CT -BNN-KH).

In this instruction, among the main missions, it was mentioned related to food safety, "harmony with

international standards, create a favorable environment for the individuals and enterprises to invest in production and business which contributes to the development of high-quality agricultural value chains, ensuring food hygiene".

The direction of policies related to safe vegetables and GAP needs to wait for the official announcement of the Five-Year plan, but the overall direction is that the promotion of safe agricultural products and value chain development will be maintained even after the Project is completed.

(2) Institutional Aspect

In promoting the production of safe crops along the supply chain, it is necessary to support production and marketing activities in parallel.

Conventionally, DARD activities have focused on production support. However, under the Project, PPMU of the target sites have accumulated knowledge and experience to provide marketing support to the target producers in addition to the existing production support.

Meanwhile, it should be pointed out that a system to provide constant marketing support has not been established within each DARD yet.

Concerning the four Knowledge-sharing provinces that did not carry out trial activities with selection of target producers, it is necessary to further train human resources within DARD to promote the production and sale of safe crops along the supply chain.

(3) Financial Aspect

Financial sustainability of the Project is expected to be secured based on the following reasons: As described in (1), it is expected that the promotion of safe agricultural products and value chain development will be maintained even in the "Agricultural and Rural Development Five-Year Plan (2021-2025)".

For the Pilot and the Semi-Pilot provinces, the budget required for dissemination activities will be provided within the framework of the existing government program in accordance with the Action Plan that has been formulated or is being formulated by PPMU.

During the Project period, the material cost for the upgrading of pre-processing facilities was supported by the Project, but in order to support a new producer organization in the future, it is necessary for DARD to secure a budget for the upgrading of pre-processing facilities.

According to the interview with the target producers, some of them improved the production environment by using the profits obtained from trading with buyers and loans from financial institutions. It is expected that a certain portion of target producers can maintain and develop activities by self-help efforts.

(4) Technical and Management Aspects

PPMUs and target producers are considered to have acquired knowledge and skills in production of safe vegetable in accordance with Basic GAP. However, there remains room for improvement in establishing effective value chain with buyers, fully utilizing the Supply Chain Development Manual.

As for awareness raising of relevant stakeholders, whole procedures of all communication activities

conducted under the Project is to be compiled as a reference book by March 2021 for Hanoi DARD and other provinces and to continue the activities in the future.

4.2. Conclusion

The Evaluation Team conducted Terminal Evaluation of the Project based on five evaluation criteria, through literature survey, questionnaires and interviews to stakeholders conducted by field workers employed by the Project (Vietnamese CPs, Japanese Experts/Consultant Team, target producers, consumers, etc.). Based on the analysis of the current status of the Project, the achievements of the Project were evaluated reasonable as a whole as explained in the previous chapter, the Team recommends that the Project be terminated as scheduled in the end of July 2021. Summary of the Evaluation is as follows:

Relevance of the Project was evaluated high. The Project is highly relevant to Vietnamese development policy, Japan's aid policy and strategy, and the needs of Vietnamese societies, at the time of the Terminal Evaluation.

Effectiveness of the Project was evaluated moderate. At the time of the Terminal Evaluation, it is considered that the Project activities are proceeding smoothly. However, the indicators shown in PDM are inappropriate for correctly evaluating the achievement status of Output and Project Purpose. Consequently, even if the indicators are met, there remains some concern about to which extent Output and Project Purpose have been achieved. In particular, strengthening of value chain with emphasis on enhancement of marketing capacity of the target producers have a room for improvement.

Efficiency of the Project was evaluated relatively high. Input by both the Japanese and Vietnamese sides was appropriate, and the achievement of Output was satisfactory according to the achievements based on the Indicators, which poises the similar concern as explained in the section of Effectiveness.

Impact: Prospect of Overall Goal is considered high according to the achievements of the indicators. However, it is necessary to check if the indicators of Overall Goal are directly connected to implementation of the Project. **As for other impacts than Overall Goal, there are signs of positive impacts.** Negative impacts are not observed at the time of Terminal Evaluation.

Sustainability of the Project is considered relatively high. The Vietnamese government has promoted until now and will promote cultivation of safe crops as their policy. Under the Project, CPMU, PPMUs and target producers are considered to have acquired knowledge and skills in promotion of safe vegetable in accordance with Basic GAP. For the Pilot and the Semi-Pilot provinces, the budget required for dissemination activities will be provided within the framework of the existing government program in accordance with the Action Plan that has been formulated or is being formulated by PPMU.

5. Recommendations

5.1. Necessary measures to be taken by MARD and DARD

(1) Assignment of staff who constantly support the Marketing

In the provinces and cities that selected target producer groups and conducted trial activities, knowledge and experience of providing marketing support through the Project have been accumulated, in addition to existing production support, and human resources of DARD have been developed to promote continuous production and sales of safe crops.

After the Project completion, it is recommended that DARD will assign staff to constantly support the marketing of target producers. For the purpose, collaboration with the Agricultural Extension Center in each province will also be taken into account.

(2) Assignment of staff who conduct dissemination of Basic GAP on site.

Since the Project intends to disseminate the application of Basic GAP into production of safe crops while Basic GAP requires regular on-site bookkeeping confirmation and guidance, it is necessary to allocate staff to carry out dissemination activities at the field of target producers. For the purpose, collaboration with the Agricultural Extension Center in each province will also be taken into account.

(3) Coordination and Monitoring by DCP/MARD

DCP/MARD is recommended to coordinate and monitor the target provinces in planning, implementing of dissemination activities for smooth operation.

(4) Ensuring Budget for the Trial Activities

In addition, it is necessary for MARD/DARD to ensure budget allocation to support the production of safe crops after the Project completion (including costs for equipment facility maintenance, marketing tools, soil/water quality inspection, pesticide residual tests, etc.)

5.2. Necessary measures to be taken by the Project (Japanese Experts and CPMU/PPMU)

Japanese Experts and CPMU/PPMU will respond to the following matters during the remaining Project period.

(1) Sharing knowledge and experiences among target provinces

Among Knowledge-sharing provinces, four provinces that have not yet carried out the trial activities with the selected target producers are required to train staff to promote the production and sale of safe crops along the supply chain.

Therefore, CPMU is recommended to offer the opportunities (seminar, workshop, etc.) to share the knowledge and experiences learned from the Project and build a network among staff members of PPMU/DARD of the Pilot, Semi-Pilot, and Knowledge-sharing provinces.

(2) Continuous support to the target producers

The Japanese Experts will support for improving the monitoring capacity of CPMU/PPMU (revision of Action Plan referring to producers' level shown in the Supply Chain Development Manual, introduction of specific indicators according to the producers' level, continuous support to the existing target producers and the newly selected target producers, etc.)

(3) Discussion on the updating supply chain model

During the remaining Project period, it is necessary to discuss on the possible update of the supply chain model, including analysis of buyers and consumers, from the perspective of distribution form. Especially under the influence of COVID19, distribution forms such as Grab and online transactions are developing, discussions will be held to study adequate supply chain model cases based on the capabilities of each target producer group in order to respond to the changing of value chain.

(4) Data on Overall Goal achievements

It is necessary to clarify from where and how to obtain information/data on achievements of Overall Goal for the ex-post evaluation. In line with this, it is recommended to revise the indicators of the Overall Goal as follows:

Current Indicators	Proposed Revision by the Terminal Evaluation Team	Reasons for the Revision
<i>Overall Goal Indicator1: Areas and productions of reliable safe crop production in the Northern Region of Viet Nam is increased.</i>	<i>Overall Goal Indicator1: Areas and productions of reliable safe crop production in the Northern Region of Viet Nam in the target provinces is increased.</i>	<ul style="list-style-type: none"> At the time of Terminal Evaluation, the area of safe crop production by the target producer groups is less than 190ha. Regarding the increase in the area of the entire northern region over the next three years, it is difficult to verify the degree of contribution of the Project. Future activities of safe crop production are also planned to be carried out in the target provinces, so first of all, it is necessary to steadily verify changes in the target provinces.
<i>Overall Goal Indicator2: Numbers of farmer groups, agriculture cooperatives and enterprises who acquired Basic GAP/ VietGAP/ GlobalGAP in the Northern Region of Viet Nam is increased.</i>	<i>Overall Goal Indicator2: Numbers of farmer groups, agriculture cooperatives and enterprises who acquired applied Basic GAP or acquired VietGAP/ GlobalGAP certificates in the Northern Region of Viet Nam in the target provinces is increased.</i>	<ul style="list-style-type: none"> The number of producers who acquired VietGAP or applied Basic GAP is increasing, but the degree of contribution of the Project in the increase is uncertain. Future activities of safe crop production are also planned to be carried out in the target provinces, so first of all, it is necessary to steadily verify changes in the target provinces.
<i>Overall Goal Indicator3: Numbers of buyers/shops of safe crops in the Northern Region of Viet Nam is increased.</i>	<i>Overall Goal Indicator3: Numbers of buyers/shops of safe crops in the Northern Region of Viet Nam is increased. Numbers of target producers in Expansion Stage: xxx,</i>	<ul style="list-style-type: none"> Causal relationship between the Project implementation and the increase of buyers/shops of safe crops is uncertain. Number of target producers per stage as an index to verify the strengthening of the supply chain. Utilization of Supply Chain Development Manual is important.

<i>Stabilization Stage: xxx<* in the target provinces.</i>

<* (xxx) To be discussed by CPMU/PPMU and the Japanese Experts and set up specific target values in the target provinces with regard to the existing target producers. As for the newly selected target producers, target values will be decided by DARD utilizing the knowledge and experiences obtained through the Project.

(5) Discussion on how to apply ICT for safe crop production

Currently, the Project is conducting a demonstration test on the utilization of ICT technology, and the results will be obtained in March this year. With reference to the test results, CPMU/PPMU and Japanese Experts should discuss and consider how to utilize advanced technology for safe crop cultivation and value chain formation in the future.

(6) Confirmation of the area for safe crop production in the target sites

The area for safe crop production in the target sites could not be confirmed at the time of Terminal Evaluation. The Project (Japanese Experts and CPMU/PPMU) is recommended to collect latest data and confirm the area for safe crop production in the target sites in the end line survey.

6. Lessons Learned

(1) Public-Private Partnership

In the Project, Japan's practical cultivation technology was introduced to the target producers in collaboration with Japanese companies operating in Vietnam, which contributed to the progress of the Project. In the case of Japanese assistance projects, the implementation of technical cooperation through public-private partnership is effective both in terms of achieving project's outputs and in disseminating and expanding Japanese technology overseas.

(2) PDM Indicators

One of the issues of PDM of the Project is that many, if not all, of the Output indicators were set as the achievement target level of the activities as exemplified in Output 1 and its indicators.

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.
Indicator 1-1: The number of target groups applying and utilizing Basic GAP/ Viet GAP is increased to at least 16.
Indicator 1-2: 320 number of producers in target sites attend Basic GAP trainings.
Indicator 1-3: 80% of producers in target sites record on field diary properly according to Basic GAP.
Indicator 1-4: 100% of target groups in target sites conduct internal audit to evaluate group members' activity.
Indicator 1-5: 48 number of field officers are trained as trainer of Basic GAP.
Indicator 1-6: 35 samples of soil and water analysis are conducted.
Indicator 1-7: 60 samples of pesticide residue are checked by authorized laboratory.
Indicator 1-8: 500 samples of pesticide residue are checked as quick test by PPMU.
Indicator 1-9: 70 times of internal audits are attended by field officers.
Indicator 1-10: Monitoring report is prepared by PPMU every 3 months.
Indicator 1-11: Action plan is prepared by PPMU

Therefore, the Project monitoring was concentrated on checking the progress of the activities, not giving enough focus on examination of the achievement status of Output. Since this tendency is seen in some of JICA projects, it should be paid attention to set up appropriate indicators when formulating future plans and monitoring projects implemented by JICA.

ANNEX 1 Schedule of the Terminal Evaluation (Project for Improvement of Reliability of Safe Crop Production in the Northern Region)

Date		Dr. Hideaki HIGASHINO (Consultant) (Evaluation & Analysis)	Mr. Naomichi MUROOKA (JICA Vietnam) (Team Leader)	Mr. Naoki KAYANO (JICA Vietnam) (Cooperation Planning)
8-Jan	Fri	AM:Attending the JICA Internal Meeting (Response Policy Meeting) PM: Collection of data regarding the Project progress	AM:Attending the JICA Internal Meeting (Response Policy Meeting)	
9-Jan	Sat	Review of documents to grasp the background of the Project/Collection of data regarding the Project progress		
10-Jan	Sun	Review of documents to grasp the background of the Project/Collection of data regarding the Project progress		
11-Jan	Mon	Collection of data regarding the Project progress Meeting with Japanese Experts on data collection		
12-Jan	Tue	Collection of data regarding the Project progress		
13-Jan	Wed	Collection of data regarding the Project progress		
14-Jan	Thu	Collection of data regarding the Project progress		
15-Jan	Fri	Collection of data regarding the Project progress		
16-Jan	Sat	Collection of data regarding the Project progress		
17-Jan	Sun			
18-Jan	Mon	Collection of data regarding the Project progress Preparation of Terminal Evaluation Report		
19-Jan	Tue	Collection of data regarding the Project progress Preparation of Terminal Evaluation Report		
20-Jan	Wed	Collection of data regarding the Project progress Preparation of Terminal Evaluation Report		
21-Jan	Thu	Collection of data regarding the Project progress Preparation of Terminal Evaluation Report		
22-Jan	Fri	Collection of data regarding the Project progress Preparation of Terminal Evaluation Report		
23-Jan	Sat	Collection of data regarding the Project progress Preparation of Terminal Evaluation Report		
24-Jan	Sun	Collection of data regarding the Project progress Preparation of Terminal Evaluation Report		
25-Jan	Mon	Collection of data regarding the Project progress Preparation of Terminal Evaluation Report		
26-Jan	Tue	Collection of data regarding the Project progress Preparation of Terminal Evaluation Report		
27-Jan	Wed	Collection of data regarding the Project progress Preparation of Terminal Evaluation Report		
28-Jan	Thu	Preparation of Terminal Evaluation Report Remote Meeting with a Japanese expert		
29-Jan	Fri	Remote Meeting with a Japanese expert Preparation of Terminal Evaluation Report		
30-Jan	Sat	Remote Meeting with a JICA staff Finalization of Terminal Evaluation Report		
31-Jan	Sun	Finalization of Terminal Evaluation Report		
1-Feb	Mon	Preparation of material for JCC		
2-Feb	Tue	Preparation of material for JCC		
3-Feb	Wed	5th JCC Presentation on the Results of Terminal Evaluation/ Signing of the Evaluatio Report		

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Schedule of field survey and interview

Date		Ms. Vu Quynh Hoa (lector of Vietnam National University of Agriculture)	Mr. Nguyen Van Loc (lector of Vietnam National University of Agriculture)
4-Jan	Mon	Check of field plots and field diary at Target Producers Groups in Hai Duong	Check of field plots and field diary at Target Producers Groups in Hai Duong
5-Jan	Tue	Check of field plots and field diary at Target Producers Groups in Ha Nam	Check of field plots and field diary at Target Producers Groups in Ha Nam
6-Jan	Wed	Check of field plots and field diary at Target Producers Groups in Hung Yen	Check of field plots and field diary at Target Producers Groups in Thai Binh
7-Jan	Thu	Check of field plots and field diary at Target Producers Groups in Vinh Phuc	Check of field plots and field diary at Target Producers Groups in Phu Tho
8-Jan	Fri	Summarizing the data	Check of field plots and field diary at Target Producers Groups in Hai Duong
9-Jan	Sat		
10-Jan	Sun		
11-Jan	Mon	Interview with PPMU and Target Producer Groups in Hung Yen Province	Interview with Target Producer Groups in Hai Duong Province
12-Jan	Tue	Summarizing the data	Interview with PPMU and Target Producer Groups in Phu Tho Province
13-Jan	Wed	Interview with PPMU and Target Producer Groups in Ha Nam Province	Interview with PPMU and Target Producer Groups in Hai Phong Province
14-Jan	Thu	Interview with PPMU and Target Producer Groups in Vinh Phuc Province	Interview with PPMU and Target Producer Groups in Thai Binh Province
15-Jan	Fri	Interview with PPMU and Target Producer Groups in Bac Ninh Province	Summarization and translation of questionnaire interwies
16-Jan	Sat		
17-Jan	Sun		
18-Jan	Mon	Interview with PPMU in Hanoi City	Summarization and translation of questionnaire interwies
19-Jan	Tue	Summarization and translation of questionnaire interwies	Summarization and translation of questionnaire interwies
20-Jan	Wed	Summarization and translation of questionnaire interwies	Summarization and translation of questionnaire interwies
21-Jan	Thu	Summarization and translation of questionnaire interwies	Summarization and translation of questionnaire interwies
22-Jan	Fri	Summarization and translation of questionnaire interwies	Summarization and translation of questionnaire interwies

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ANNEX 2 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 Province, Quang Ninh Province, Hoa Binh Province, Bac Ninh Province, Bac Giang 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>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</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. 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>

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>1-6) 35 samples of soil and water analysis are conducted. 1-7) 60 samples of pesticide residue-inspection are conducted are checked by authorized laboratory. 1-8) 500 samples of pesticide residue are checked as quick test by PPMU. 1-89) 70 times of internal audits are attended by field officers. 1-910) Monitoring report is prepared by PPMU every 3 months. 1-10) Evaluation report is prepared by CPMU before every JCC meeting. 1-11) Action plan is prepared by PPMU-and CPMU.</p> <p>2-1) 30020 number of matching events are conducted 2-2) 11040 number of linkages between producers and buyers are made in target sites. 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. 2-4) Monitoring report is prepared by PPMU every 3 months. 2-5) Evaluation report is prepared by CPMU before every JCC meeting. 2-56) Action plans is prepared by PPMU-and CPMU.</p>	<p>1-6) PPMU monitoring reports 1-7) PPMU monitoring reports 1-8) PPMU monitoring reports 1-89) PPMU monitoring reports 1-910) PPMU monitoring reports 1-10) CPMU evaluation reports 1-11) Action plans</p> <p>2-1) PPMU monitoring reports 2-2) PPMU monitoring reports 2-3) PPMU monitoring reports 2-4) PPMU monitoring reports 2-5) CPMU evaluation reports 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. 3-2) 5 promotional materials for awareness activities are developed. 3-3) The number of participants in the</p>	<p>3-1) CPMU and PPMU monitoring report 3-2) CPMU and PPMU monitoring report 3-3) CPMU and PPMU</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</p>	<p>awareness-activities of general school students in Hanoi exceed 50064,000.</p>	<p>monitoring report</p> <p>Inputs</p> <p><u>Vietnamese Side</u></p> <p><Project Staff></p> <ul style="list-style-type: none"> - Counterpart and administrative staffs <p><Facilities/Buildings></p> <ul style="list-style-type: none"> - Suitable office space with necessary equipment/ facilities for Japanese experts <p><Expenses for operation and management></p> <ul style="list-style-type: none"> - Counterpart Fund necessary for the implementation of the Project <p><u>Japanese Side</u></p> <p><Dispatch of Japanese Experts></p> <p>Long-term Experts:</p> <ul style="list-style-type: none"> - Project Chief Advisor - Project Coordinator/ Training/ Public Relations <p>Short-term experts: As required</p> <p><Equipment/Machinery/Vehicle></p> <ul style="list-style-type: none"> - As necessary equipment - Other items are to be discussed <p><Training in Japan/ Third countries></p> <ul style="list-style-type: none"> - Training of Vietnamese staffs in Japan/third countries as required 	<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>

Narrative Summary	Objectively Verifiable Indicators	Means of Verifications	Important Assumptions
<p>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>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 fn communication and information given by Vietnamese government</p>			

Annex II Project Monitoring Sheet II (Revision of Plan of Operation)

Version 06

Dated on 13 March 2019

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

Inputs	Plan	2016				2017				2018				2019				2020				2021			Remarks
	Actual	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III		
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.																									
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")	Plan																								
	Actual																								
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, distribution entity, sales entity) in the Pilot province(s) and Semi Pilot province(s) or large consumption areas (Hanoi, etc.)	Plan																								
	Actual																								
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 follows Basic GAP) based on the requests by processing and sales entity	Plan																								
	Actual																								
2.4 To examine the pre-processing and delivery method of collection shipment (including the transportation method)	Plan																								
	Actual																								
2.5 To introduce the pre-processing and delivery method of collection shipment above even in the "Semi Pilot province(s)" under the guidance and instruction by CPMU	Plan																								
	Actual																								
2.6 In the Pilot province(s) and Semi Pilot province(s), to summarize the results of activities carried out, and then to formulate action plans (including activities and budget) which are able 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.	Plan																								
	Actual																								
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.																									
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	Plan																								
	Actual																								
3.2 To implement raising awareness activities on safe crop production and food safety, focus on human health, environment and agricultural promotion toward customers (safe vegetable buyers/consumers) through mass media in nationwide	Plan																								
	Actual																								
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	Plan																								
	Actual																								
3.4 To grasp the consumers' voice/opinion (information on fake high-quality vegetable products, consumer needs through "Customers protection union", etc.), and support activities on communication and information given by Vietnamese government	Plan																								
	Actual																								
Duration / Phasing		Plan	[Gantt chart showing duration bars for each activity across the timeline]																						
		Actual	[Gantt chart showing actual progress bars for each activity across the timeline]																						
Monitoring Plan		Plan	[Gantt chart showing monitoring plan bars]																						
		Actual	[Gantt chart showing actual monitoring progress bars]																						
Monitoring		Plan	[Gantt chart showing monitoring plan bars]																						
Joint Coordinating Committee		Actual	[Gantt chart showing actual monitoring progress bars]																						
Set-up the Detailed Plan of Operation		Plan	[Gantt chart showing monitoring plan bars]																						
		Actual	[Gantt chart showing actual monitoring progress bars]																						
Submission of Monitoring Sheet		Plan	[Gantt chart showing monitoring plan bars]																						
		Actual	[Gantt chart showing actual monitoring progress bars]																						
Monitoring Mission from Japan		Plan	[Gantt chart showing monitoring plan bars]																						
		Actual	[Gantt chart showing actual monitoring progress bars]																						
Joint Monitoring		Plan	[Gantt chart showing monitoring plan bars]																						
		Actual	[Gantt chart showing actual monitoring progress bars]																						
Post Monitoring		Plan	[Gantt chart showing monitoring plan bars]																						
		Actual	[Gantt chart showing actual monitoring progress bars]																						
Reports/Documents		Plan	[Gantt chart showing reports/documents plan bars]																						
		Actual	[Gantt chart showing reports/documents actual progress bars]																						
Work plan (1)		Plan	[Gantt chart showing reports/documents plan bars]																						
		Actual	[Gantt chart showing reports/documents actual progress bars]																						
Progress report (1) and draft work plan (2)		Plan	[Gantt chart showing reports/documents plan bars]																						
		Actual	[Gantt chart showing reports/documents actual progress bars]																						
Work plan (2)		Plan	[Gantt chart showing reports/documents plan bars]																						
		Actual	[Gantt chart showing reports/documents actual progress bars]																						
Project Completion Report		Plan	[Gantt chart showing reports/documents plan bars]																						
		Actual	[Gantt chart showing reports/documents actual progress bars]																						
Public Relations		Plan	[Gantt chart showing public relations plan bars]																						
		Actual	[Gantt chart showing public relations actual progress bars]																						
Establishment and operation of website		Plan	[Gantt chart showing public relations plan bars]																						
		Actual	[Gantt chart showing public relations actual progress bars]																						
Issue of newsletter		Plan	[Gantt chart showing public relations plan bars]																						
		Actual	[Gantt chart showing public relations actual progress bars]																						

ANNEX 4 Evaluation Grid (1) Achievement of the Project

Items to be verified	Evaluation Questions			Basis of Judgment	Data to be collected	Data Source	Data Collection Method ¹
	Major Questions	Sub-Questions					
Progress of the Project Activities and Implementation Process	Have the Project been progressed as scheduled?	<ul style="list-style-type: none"> * Was there delay in the activities? What was the reason? * Was there modification of PDM and PO ? 	<p>Comparison of the current progress with the PDM and PO.</p>	<ul style="list-style-type: none"> - Plan of operation and actual progress of activities - Information of modification of activities, etc. 	<ul style="list-style-type: none"> - Project Report/documents - Vietnamese Stakeholders (DCP (MARD)/DARD/farmer group, etc.) - Japanese Experts 	<ul style="list-style-type: none"> - Literature Survey - Interview - Questionnaire Survey 	
	Were there any problems related to the Project Management?	<ul style="list-style-type: none"> * Has the Project been monitored appropriately? * Did the decision making mechanism of the Project work properly? * Was information sufficiently shared among stakeholders? 	<p>Is the monitoring method appropriate?</p> <p>Whether there is a problem or not? If any, how the Project handled with the problem?</p> <p>Verify the status of information sharing.</p>	<p>Information related to monitoring.</p> <p>Confirm the decision-making mechanism including JCC.</p> <p>Method of information sharing (regular meeting, distribution of reports, communication among stakeholders, etc.)</p> <p>Degree of understanding</p>	<p>- Same as Above -</p>	<p>- Same as Above -</p>	
The degree of understanding and commitment of the Project implementing agencies	Recognition of the Project objective by the target group and beneficiaries	<ul style="list-style-type: none"> * Does implementing agencies understand the objective, significance of the Project implementation and its approaches? * Do CPs participate in the Project activities with their own initiatives? 	<p>Do target group/beneficiaries recognize the Project activities?</p>	<p>Degree of participation/commitment</p>	<ul style="list-style-type: none"> - Project Report/documents - Vietnamese Stakeholders (DCP (MARD)/DARD/farmer group, etc.) - Japanese Experts 	<p>- Same as Above -</p>	
		<ul style="list-style-type: none"> * Do target group/beneficiaries recognize the Project activities? * Do target group/beneficiaries participate in the Project activities with their own initiatives ? 	<p>Do target group/beneficiaries recognize the Project activities?</p> <p>Do target group/beneficiaries participate in the Project activities with their own initiatives?</p>	<p>Degree of recognition/understanding (Promotion activities confirmed, too)</p> <p>Degree of participation</p>	<ul style="list-style-type: none"> - Project Report/documents - Vietnamese Stakeholders (DCP (MARD)/DARD/farmer group, etc.) - Japanese Experts 	<ul style="list-style-type: none"> - Interview - Questionnaire Survey - Site Inspection 	

MARD: Ministry of Agriculture and Rural Development DCP: Department of Crop Production, MARD DARD: Department of Agriculture and Rural Development

¹ Of the data collection methods, site visits and interviews are conducted by field workers employed by the Project office.

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ANNEX 4 Evaluation Grid (2) Relevance

Relevance	Evaluation Questions		Basis of Judgment	Data to be collected	Data Source	Data Collection Method	
	Major Questions	Sub-Questions					
Was implementation of the Project relevant?	Does the Project have relevance with the Vietnam's development policy? Was the selection of the target group appropriate?	* Are the Project Purpose, Overall Goal in accordance with Vietnamese development policy (specifically in the agriculture sector)?	Verify the relevance of the Overall Goal, and the Project Purpose with the Vietnam policies.	- Policy, strategy, etc. on agricultural development, etc. of Vietnam	- Project Report/documents - Vietnamese Stakeholders (DCP (MARD)/DARD/farmer group, etc.) - Japanese Experts	- Literature Survey - Questionnaire Survey - Interview	
		* Was the Project relevant with the needs of the target groups?	Verify the relevance of the Overall Goal, and the Project Purpose with the needs of the target group.	- Vietnamese Stakeholders' view - local communities in the pilot project sites	- Same as Above -	- Same as Above -	
		* Did the target groups have appropriate scale?	Verify the current status of the target group.	- List of CPs - Information target groups	- Project Report/documents - Agricultural statistics, etc.	- Same as Above -	
		* Was the target group's pre-project capabilities appropriate?	Check the current status of the target group (main beneficiaries) focusing on their abilities	- List of CPs - Information target groups	- Project Report/documents - Vietnamese Stakeholders (DCP (MARD)/DARD/farmer group, etc.) - Japanese Experts	- Same as Above -	
		Was the Project relevant with the aid policy of the Japanese government?	* Did the Project handle with the prioritized subjects of the Japanese aid policy?	Verify the relevance of the Overall Goal, and the Project Purpose with the Japan's policy.	- Japanese ODA policy toward Vietnam	- Japanese ODA policy toward Vietnam, etc.	- Literature Survey
			* Did the Project conform to the JICA's country-wise aid policy?	Verify the relevance of the Overall Goal, and the Project Purpose with the JICA's policy	- JICA's country-wise aid policy	- JICA's country-wise aid policy	- Literature Survey
		Relevance as a means	* Was the Project relevant as a means to generate positive effects in the field of agriculture sector development ?	Confirm the current status of aid schemes of other donors to check with overlapping.	- Aid policy and status of other donor agencies - Stakeholders' view/comments	- Project Report/documents - Vietnamese Stakeholders (DCP (MARD)/DARD, etc.) - Japanese Experts	- Literature Survey - Interview
			* Was the Project appropriate from the standpoint of equity?	Whether the equity was maintained or not in the implementation of the Project	- Stakeholders' view/comments	- Same as Above -	- Interview - Site inspection

ANNEX 4 Evaluation Grid (3) Effectiveness

Effectiveness	Evaluation Questions		Basis of Judgment	Data to be collected	Data Source	Data Collection Method
	Major Questions	Sub-Questions				
Verify the achievement of the Project Purpose.	To which extent has the Project Purpose been achieved?	Has "Safe crop productions (safety vegetable) in target sites in the Northern Region of Viet Nam" been promoted?	Evaluate based on comparison of PDM indicator and the current achievement of the Project. Indicator 1: At least three kinds of supply chain models for safe crops are developed in the target sites. Indicator 2: Percentage of farmers who join joint sales of safe crop is increased to 50% in the target sites. Indicator 3: The area for reliable safe crop production in the target sites is increased to 180ha. Monitoring results a for the important assumptions of PDM, etc.	- Information and data related to the indicators	- Project Report/documents - Vietnamese Stakeholders (DCP(MARD)/DARD/farmer group, etc.) - Japanese Experts	- Literature Survey - Interview - Site inspection - Questionnaire Survey
		* Was there any factors that promoted or inhibited the achievement of the Project Purpose?		- Monitoring results - Stakeholders' view	- Same as Above -	- Same as Above -
		* Has Output been achieved sufficiently?	Comparison of Output achievement with indicators	- Data related to Output indicators (details are in the PDM)	- Same as Above -	- Same as Above -

ANNEX 4 Evaluation Grid (4) Efficiency

Efficiency	Evaluation Questions		Basis of Judgment	Data to be collected	Data Source	Data Collection Method
	Major Questions	Sub-Questions				
Verify the achievements of Outputs and Inputs	To which extent have the Outputs been achieved?	<p>1. Has "the capacity of monitoring and management on safe crop production for relevant organization (DCP/MARD, DARD in respective province/city, district, and commune)" been improved?</p> <p>2. Have "the good patterns as model on safe production (safety vegetable) following GAP (Basic GAP/Viet GAP/Global GAP) with supply chain" been proposed?</p> <p>3. Has "awareness of relevant organization/people, mainly producer and buyers (consumer and traders; such as wholesalers and retailers) on safe crop production and food safety" been raised?</p>	Evaluate based on comparison of PDM indicator and the current achievement of the Project.	- Data related to Output indicators	- Project Report/documents - Vietnamese Stakeholders (DCP(MARD)/DARD/traders/consumers, etc.) - Japanese Experts	- Literature Survey - Questionnaire Survey - Interview - Site Inspection
	Input by the Japanese Side 1) Experts	* Were the Japanese Experts/Consultant Team assigned properly (the number, field of expertise, timing, etc.)	Verify the input achievement and the plan.	- Assignment of the Japanese Experts/consultants (duration, number, timing) - Comments by the Vietnamese CPs, etc.	- Project Report/documents - Vietnamese Stakeholders ((DCP(MARD)/DARD/farmer group, etc.) - Japanese Experts	- Literature Survey - Questionnaire Survey - Interview
	2) Equipment	* Was the equipment provided properly (specification, amount, timing, etc.)?	Verify the provision of equipment compared to the original plan and the status of usage and maintenance, etc.	- List of Provided Equipment (period of provision, specification, conditions, maintenance status, etc.)	- Same as Above -	- Questionnaire Survey - Interview - Site Inspection
	3) Training in Japan	* Were the trainings properly conducted (the number of trainees, field of training, timing, etc.)?	Verify the achievement of the training and the plan.	- Record of training, comments by ex-trainees, etc. - Japanese Experts' views.	- Same as Above -	- Literature Survey - Interview
	Input by the Vietnam Side 1) Allocation of Vietnam CPs 2) Operation Cost (Budget management)	* The number of CPs and capability. * Was operation cost provided without delay and with proper amount?	Verify the CPs allocation and the plan. Verify the provision of budget and the plan.	- Allocation of CPs (timing, number, spatiality, commitment, etc.) - Budget plan, and status of execution, etc.)	- Same as Above - - Same as Above -	- Same as Above - - Same as Above -

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	Promoting and inhibiting factors	* Were there any promoting and inhibiting factors?	Monitoring results a for the important assumptions of PDM, etc.	- Monitoring results - Comments by the stakeholders	- Same as Above -	- Literature Survey - Interview - Site Inspection
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ANNEX 4 Evaluation Grid (5) Impacts

Impacts	Evaluation Questions		Basis of Judgment	Data to be collected	Data Source	Data Collection Method
	Major Questions	Sub-Questions				
Verifying the impacts caused by the Project implementation	How is likelihood of achieving the overall goal?	Likelihood of Achieving Overall Goal: "Agricultural products in the Northern Region of Viet Nam are improved in term of safety and reliability."	<p>Prediction of the probability of achieving the Overall Goal three years after Project completion according to the PDM indicators:</p> <p>Indicator1: Areas and productions of reliable safe crop production in the Northern Region of Viet Nam is increased.</p> <p>Indicator2: 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>Indicator3: Numbers of buyers/shops of safe crops in the Northern Region of Viet Nam is increased.</p>	- Information and data related to the Project achievement (Project Purpose achievements, transfer of technologies to the CPs, and ownership of the implementing agencies, etc.).	- Vietnamese Stakeholders (DCP(MARD)/DARD/traders/consumers, etc.) - Japanese Experts	- Interview - Discussion with stakeholders
Verifying impacts from cross-cutting viewpoints.	* Have there been any impacts (Policy, Institutional, Environment, Social, Cultural, etc.) other than Overall Goal?			- Vietnamese Stakeholders' view - Japanese Experts' View	- Project Report/documents - Vietnamese Stakeholders (DCP(MARD)/DARD/farmer group, etc.) - Japanese Experts	- Interview - Discussion with stakeholders - Site Inspection

ANNEX 4 Evaluation Grid (6) Sustainability

Sustainability	Evaluation Questions		Basis of Judgment	Data to be collected	Data Source	Data Collection Method
	Major Questions	Sub-Questions				
Whether the achievement of the Project would be sustained and/or expanded after the completion of the Project.	Are there any promoting and inhibiting factors to generation and continuation of the positive effects generated through implementation of the Project?	<p><u>Policy</u></p> <ul style="list-style-type: none"> * Will the support to the promotion of safety crop production by the Vietnamese government be continued? 	<p>Confirm the policy of the Vietnamese Government related to the Project</p>	<ul style="list-style-type: none"> - Vietnam Governmental Officials' view - Japanese Experts' View - Current status of Law and Regulations, etc. 	<ul style="list-style-type: none"> - Vietnamese Stakeholders (CDP(MARD)/DARD/farmer group, etc.) - Japanese Experts 	<ul style="list-style-type: none"> - Literature Survey - Interview - Questionnaire Survey - Discussion with stakeholders
		<p><u>Institutional</u></p> <ul style="list-style-type: none"> * Do the implementing agencies have sufficient capacity to continuously conduct the Project activities? * Is the staff appropriately allocated for implementing the activities? 	<p>Confirm the allocation of staff of CDP/MARD and DARD</p> <p>Confirm improvement of CP capacities, etc.</p>	<ul style="list-style-type: none"> - Vietnam Stakeholders' view - Japanese Experts' View 	<ul style="list-style-type: none"> - Same as Above - 	<ul style="list-style-type: none"> - Interview - Questionnaire Survey - Discussion with stakeholders
		<p><u>Financial</u></p> <ul style="list-style-type: none"> * Will the budget be secured to conduct the activities related to agricultural development in the future? 	<p>Confirm the prospect of budget arrangement for continuing the Project activities</p>	<ul style="list-style-type: none"> - Budget plan of related organizations (MAFIM/SIVPS, etc.) 	<ul style="list-style-type: none"> - Same as Above - 	<ul style="list-style-type: none"> - Interview - Questionnaire Survey - Discussion with stakeholders
		<p><u>Technical</u></p> <ul style="list-style-type: none"> * Has the technology transfer been made sufficiently? * Will maintenance of equipment (purchase of spare-parts, regular maintenance inspection, etc.) be conducted properly? 	<p>Check with the status of technology transfer to stakeholders and implementing set-up for maintenance of the equipment, etc.</p>	<ul style="list-style-type: none"> - Capacity development assessment data - Japanese Experts' View 	<ul style="list-style-type: none"> - Project Report/documents - Vietnamese Stakeholders (CDP(MARD)/DARD/farmer group, etc.) - Japanese Experts 	<ul style="list-style-type: none"> - Interview - Questionnaire Survey - Site Inspection
		<p><u>Ownership</u></p> <ul style="list-style-type: none"> * Do the Vietnamese stakeholders (implementing agencies DCP/DARD, related organizations in the agricultural sector, etc.) have sufficient ownership of the Project activities * Is there a plan for activities after the cooperation period? 	<p>Confirm the stakeholders' ownership</p>	<ul style="list-style-type: none"> - Vietnamese Stakeholders' view - Japanese Experts' View 	<ul style="list-style-type: none"> - Same as Above - 	<ul style="list-style-type: none"> - Interview - Questionnaire Survey - Discussion with stakeholders - Site Inspection

ANNEX 5 Assignment of Japanese Experts and Consultant Team as of the End of December 2020 (Source: Project Team (Long-term Experts and the Consultant Team))

JICA Long-term Expert	Assignment Period																
	JICA Short-term Expert (Consultant Team)																
	Phase 1 (2016.9.29-2019.3.29)				Phase 2 (2019.4.26-2021.6.30) <****				Total as of December 31, 2021 <****								
Name/Field of Expertise	Nos. of Trip	Assignment in Vietnam Nos. of days	Person- Month	Assignment in Japan Nos. of days	Person- Month	Assignment in Vietnam Nos. of days	Person- Month	Assignment in Japan Nos. of days	Person- Month	Assignment in Vietnam Nos. of days	Person- Month	Assignment in Japan Nos. of days	Person- Month	Total			
1 Teruyoshi Kumashiro /Chief Advisor	13	476	15.87	5	0.25	16.12	2	64	2.13	126.6	6.33	8.46	15	540	18.00	6.58	24.58
2 Satoshi Yamamoto/Chief Advisor	10	357	11.90	7	0.35	12.25	3	78	2.60	57.0	2.85	5.45	13	435	14.50	3.20	17.70
3 Wakana Nishiyama/Project Coordinator/Training/Public Relations	11	386	12.87	9	0.45	13.32	3	100	3.33	18.0	0.90	4.23	14	486	16.20	27.0	17.55
4 (Team Leader/Food Value Chain)	9	195	6.50	3	0.15	6.50	3	90	3.00	17.0	0.85	3.85	12	285	9.50	17	10.35
5 (Co-Team Leader/Distribution/Marketing Promotion/Agricultural Finance)	5	126	4.20	1	0.05	4.20	1	26	0.87			0.87	6	152	5.07	0	5.07
6 (Cooperative Sales/Cooperative Purchase/Vegetable Production(2))	2	57	1.90			1.90						0.00	2	57	1.90	0	1.90
7 (GAP System/Consumer Relations)	0	0	0.00			0.00						0.00	0	0	0.00	0	0.00
8 (Coordinator/Gender Relations(2))	0	0	0.00			0.00						0.00	0	0	0.00	0	0.00
9 (Coordinator/Marketing Promotion(2))	0	0	0.00			0.00						0.00	0	0	0.00	0	0.00
10 (Coordinator/Cooperative Sales(2)/Vegetable Production(3))	0	0	0.00			0.00						0.00	0	0	0.00	0	0.00
(Coordinator/Cooperative Sales(2)/Vegetable Production(3))							0			37	1.85	1.85	0	0	0.00	37	1.85
(Cooperative Sales(2)/Cooperative Purchase(2)/Vegetable Production(4))	50	1,597	53.24	21	1.05	54.29	12	358	11.93	255.6	12.78	24.71	62	1,955	65.17	276.6	79.00

<****. Figures in the table are as of December 31, 2020. Total assignment until the end of July 2021 (scheduled) will be 86.55 person-month.

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ANNEX 6 Local Cost Assistance

Expenditure item	Breakdown	JFY 2016	JFY 2017	JFY 2018	JFY 2019	JFY 2020 as of Dec. 31	Sub-total
Miscellaneous	General administrative expenses	614,691,625	890,635,070	1,205,749,833	1,057,591,559	882,733,622	4,651,401,709
	Transportation expenses	42,681,375	86,703,025	101,341,444	201,200,850	136,289,100	568,215,794
	Agricultural materials expenses for TGs	0	0	15,390,000	61,301,160	6,929,200	83,620,360
	Upgrading expenses (materials) for TGs	0	0	0	244,596,700	151,640,100	396,236,800
	Inspection expenses for TGs	28,314,000	25,773,000	0	37,998,000	0	92,085,000
	Marketing expenses for TGs	0	0	0	38,515,000	4,991,800	43,506,800
	Training expenses (domestic)	143,037,000	52,590,925	8,568,400	137,905,000	0	342,101,325
	JCC, CPMU, other seminars and meeting expenses	0	23,139,980	28,498,200	87,265,417	52,780,700	191,684,297
	Business trip (Non Air Fare)*	0	40,290,000	0	0	0	40,290,000
	Business study trip (Japan)**	0	0	108,527,238	93,553,440	0	202,080,678
Sub-total		828,724,000	1,119,132,000	1,468,075,115	1,959,927,126	1,235,364,522	6,611,222,763
Business Trip (Air Fare)	Air fare (domestic)	0	45,033,000	31,035,000	44,650,000	8,605,900	129,323,900
	Air fare (business study trip)(Japan)	0	0	177,786,900	230,268,542	0	408,055,442
Sub-total		0	45,033,000	208,821,900	274,918,542	8,605,900	537,379,342
Business Trip (Non Air Fare)	Business trip (Non Air Fare) (domestic)	0	0	7,915,000	78,245,000	120,410,000	206,570,000
	Business study trip (Non Air Fare) (Japan)	0	0	244,054,309	283,748,437	0	527,802,746
Sub-total		0	0	251,969,309	361,993,437	120,410,000	734,372,746
Agent Service Expenses	Research	0	0	18,000,000	0	205,975,000	223,975,000
	Upgrading expenses (equipment and works) for TG	0	0	0	0	310,200,000	310,200,000
Sub-total		0	0	18,000,000	0	516,175,000	534,175,000
Total (VND)		828,724,000	1,164,165,000	1,946,866,324	2,596,839,105	1,880,555,422	8,417,149,851
Total (JPY)		3,729,258	5,238,743	8,760,898	11,685,776	8,462,499	37,877,174

* Business Trip (Non Air Fare) expenses were categorized into the item "Miscellaneous" in JFY2016 and JFY2017 in accordance with the accounting rule

** Interpretation fee, service fee and back charge for Business trip (Non Air Fare) for JFY2018 & JFY2019

(Source: Project Team (Long-term Experts))

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ANNEX 7 Expenditure for Trial Activities (Source: Project Team (Consultant Team))

Summary of Expenditure for Trial Activities per Province (as of 15/Dec/2020)

	Province	Production	Marketing	Communication	Total	Expenditure per one TG	No. of TGs
1	Ha Nam	1,095,020,866	110,490,543	0	1,205,511,409	301,377,852	4
2	Hung Yen	1,030,957,309	112,373,429	0	1,143,330,738	381,110,246	3
3	Hai Duong	1,562,602,942	154,610,029	0	1,717,212,970	286,202,162	6
4	Ha Noi	0	106,593,760	500,883,500	607,477,260		
5	Phu Tho	407,086,786	43,585,600	0	450,672,386	225,336,193	2
6	Vinh Phuc	623,032,387	63,178,400	0	686,210,787	228,736,929	3
7	Thai Binh	592,060,088	68,385,600	0	660,445,688	330,222,844	2
	Total	5,310,760,378	659,217,360	500,883,500	6,470,861,238	292,164,371	
			JPY1-VND 0.0045		¥29,118,876		

Summary of Expenditure for Trial Activities per Activity (VND)

	Production	2016	2017	2018	2019	2020	Total (VND)
1	Selection of Target Groups	59,360,000					59,360,000
2	Confirmation of the safety of production area		6,879,436	1,834,516	25,150,000	42,850,000	76,713,953
3	Training for Basic GAP		90,759,250	124,758,800	60,037,100	80,711,200	356,266,350
4	On field instruction and monitoring on Basic GAP						-
5	Upgrading food safety and hygiene conditions for joint sales			750,385,500	793,077,204	1,373,913,978	2,917,376,682
6	External inspection and auditing		44,944,000	132,976,000	247,558,000	256,279,996	681,757,996
7	Cultivation planning based on market demand						-
8	Cultivation Methods to improve quality and safety		347,306,136	313,572,687	294,501,574	263,905,000	1,219,285,397
		59,360,000	489,888,822	1,323,527,504	1,420,323,878	2,017,660,174	5,310,760,378
	Marketing						
1	Market survey and analysis	10,880,000					10,880,000
2	Training on marketing		69,341,400	42,328,000			111,669,400
3	Developing marketing tools		22,730,840	129,013,360	264,272,000	25,856,000	441,872,200
4	Matching with buyers		35,262,000	46,802,560	2,030,000	10,701,200	94,795,760
5	Examination of collection and delivery method						-
		10,880,000	127,334,240	218,143,920	266,302,000	36,557,200	659,217,360
	Communication						
				183,165,000	221,843,000	95,875,500	500,883,500
	Total	70,240,000	617,223,062	1,724,836,424	1,908,468,878	2,150,092,874	6,470,861,238

Summary of Expenditure for Trial Activities per Activity (JPN)

	Production	2016	2017	2018	2019	2020	Total (JPY)
1	Selection of Target Groups	267,120	-	-	-	-	267,120
2	Confirmation of the safety of production area	-	30,957	8,255	113,175	192,825	345,213
3	Training for Basic GAP	-	408,417	561,415	270,167	363,200	1,603,199
4	On field instruction and monitoring on Basic GAP	-	-	-	-	-	-
5	Upgrading food safety and hygiene conditions for joint sales	-	-	3,376,735	3,568,847	6,182,613	13,128,195
6	External inspection and auditing	-	202,248	598,392	1,114,011	1,153,260	3,067,911
7	Cultivation planning based on market demand	-	-	-	-	-	-
8	Cultivation Methods to improve quality and safety	-	1,562,878	1,411,077	1,325,257	1,187,573	5,486,784
		267,120	2,204,500	5,955,874	6,391,457	9,079,471	23,898,422
	Marketing						
1	Market survey and analysis	48,960	-	-	-	-	48,960
2	Training on marketing	-	312,036	190,476	-	-	502,512
3	Developing marketing tools	-	102,289	580,560	1,189,224	116,352	1,988,425
4	Matching with buyers	-	158,679	210,612	9,135	48,155	426,581
5	Examination of collection and delivery method	-	-	-	-	-	-
		48,960	573,004	981,648	1,198,359	164,507	2,966,478
	Communication						
		-	-	824,243	998,294	431,440	2,253,976
	Total	316,080	2,777,504	7,761,764	8,588,110	9,675,418	29,118,876

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		From	To																																			
PPMU (Hanoi City)																																						
1	Mr. Chu Phu My	2016.10	present	PPMU Director (Director, DARD)																																		
2	Mr. Nguyen Duy Hong	2016.10	2018.9	PPMU Vice Director (Director, Sub-Department, Plant Protection)																																		
3	Mr. Nguyen Xuan Dai	2019.3	present	PPMU Vice Director (Deputy Director, DARD)																																		
4	Mr. Nguyen Thi Thoa	2016.10	present	PPMU Coordinator (Head, Crop Production Division, DARD → Vice Head, Human Resource Division)																																		
5	Ms. Nguyen Thi Dieu Thuy	2016.10	present	PPMU Coordinator (Vice Head, Crop Production Division, DARD → Head of Administration)																																		
6	Mr. Quach Gia Quynh	2016.10	present	PPMU Member (Vice Head, Finance Accounting Division, and Crop Production Division, Extension Center)																																		
7	Mr. Nguyen Van Ha	2016.10	2019.3	PPMU Member (Head, Extension and Crop Production Division, Extension Center)																																		
8	Mr. Lau Thi Hang	2016.10	present	PPMU Member (Head, Quality Management, Agriculture Division, Sub-Department of Plant Protection)																																		
9	Ms. Vu Thanh Quynh	2016.10	present	PPMU Member (Staff, Crop Production Division, DARD → Vice Head of Planning and Finance)																																		
10	Ms. Nguyen Thi Mai Anh	2017.3	2019.3	PPMU Member (Vice Director of Investment, Trading and Tourism Promotion Center, Hanoi City)																																		
11	Mr. Nguyen Que Huong	2019.3	present	PPMU Member (Expert, Administrative Office, DARD)																																		
12	Mr. Dang Thi Hoa	2019.3	2019.10	PPMU Member (Expert, Administrative Office, DARD)																																		
13	Ms. Vu Thi Huong	2019.10	present	PPMU Member (Director, Hanoi Agricultural Extension Center)																																		

		From												To																								
		7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7
PPMU (Hai Duong Province)																																						
1	Mr. Nguyen Van Phu	PPMU Director (Director, DARD)																								2016.10	2019.6											
2	Mr. Tran Phu Quan	PPMU Director (Acting Director, DARD)																								2019.7	present											
3	Ms. Vu Thi Ha	PPMU Vice Director (Vice Director, DARD)																								2016.10	2020.12											
4	Mr. Le Thai Nghiep	PPMU Coordinator (Vice Head, Crop Production Division, DARD)																								2019.10	present											
5	Mr. Luong Thi Kiem	PPMU Coordinator → Member (Director, Sub-Department of Crop Production and Plant Protection)																								2016.10	present											
6	Mr. Nguyen An Trung	PPMU Accountant (Accountant, DARD Office)																								2019.7	present											
7	Mr. Pham Nguyen Hanh	PPMU Member (Head, Sub-Department, Plant Protection)																								2016.10	2018.9											
8	Mr. Nguyen Phu Thuy	PPMU Member (Vice Director, Extension Center)																								2016.10	present											
9	Ms. Nghiem Thi Nga	PPMU Member → PPMU Accountant (Staff, Planning and Finance Division)																								2016.10	2019.7											
10	Mr. Nguyen Xuan Nam	PPMU Member (Staff, Crop Production Division, DARD)																								2016.10	present											
11	Mr. Tran Trung Au	PPMU Member → PPMU Accountant (Vice Director, Sub-Department of Crop Production and Plant Protection, DARD)																								2018.9	present											

ANNEX 9 Progress of Main Activities (Source: Project Team (Long-term Experts and the Consultant Team))

Activities for Output 1

Activity	Progress												
1.1 To create unit of CPMU (Central Project Management Unit) within DCP/MARD	<ul style="list-style-type: none"> CPMU was established on August 16, 2016. DCP carried out its activities on its own budget until the project approval was completed on June 18, 2018. CPMU was reorganized on August 9, 2018 after the project approval was completed. The status of CPMU members assignment are as shown in ANNEX 8. 												
1.2 To create PPMU (Provincial Project Management Unit) within the respective province selected as "Pilot province(s)/city" and "Semi Pilot province(s)	<ul style="list-style-type: none"> Temporal PPMUs were established in 3 Pilot provinces (Ha Nam, Hung Yen, Hai Duong) from October 2016 to early 2017, and started their monitoring work on the budget of DARD. Two Pilot provinces (Ha Nam and Hai Duong) officially established PPMUs in February 2018 before the Project document was approved in June 2018. One Pilot province (Hung Yen) and two Semi Pilot provinces (Phu Tho and Vin Phuc) officially established PPMUs by September 2018 after the approval of the Project document. PPMUs were established in Thai Binh in November 2018 and in Hanoi in March 2019. 												
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)	<ul style="list-style-type: none"> A baseline survey and gender survey were conducted for 19 candidate target producer groups and 300 households in Pilot provinces from November to December 2016. The results were summarized in a report (Baseline Report) and shared with CPMU and PPMU members. The baseline survey for new candidate target producer groups in Pilot and Semi Pilot provinces was conducted from August 2017 to April 2018, and the results were shared by stakeholders. Seven target producer groups in Pilot Provinces were selected and approved on the 1st JCC meeting held on 17 April 2017. 13 New target producer groups (six from Pilot provinces and seven from Semi Pilot provinces) were selected and approved on 6 September 2018 by JCC chairmen, Vice Minister of MARD. 												
1.4 To select the target groups (=Agriculture production entities; Agriculture Cooperative, Agriculture Production company/enterprises, and Producer Groups) in the Pilot province(s) and Semi Pilot province(s)	<ul style="list-style-type: none"> Existing materials relating to safe crop production were collected from DCP/MARD, ADB, CIDA, VECO, WB, Hanoi DARD and other relevant organizations. 												
1.5 To collect relevant documents, materials and data on safe crop production including GAP, training materials, brochures	<ul style="list-style-type: none"> Trial Activity Implementation Plan including the crop production system was formulated and approved on the 1st JCC meeting (April 17, 2017). 												
1.6 To design crop production systems in order to ensure quality and safety	<ul style="list-style-type: none"> Trial activity started in April 2017 with the seven target producer groups. Six target producer groups were added in September 2018: since then the trial activity has been implemented with 13 target groups in total. Safety of production areas was confirmed for 13 target producer groups through soil and water quality testing. Soil and water samplings for laboratory test were conducted by PPMU. The following trainings were implemented by the end of September 2020. 												
1.7 Based on the systems designed in the Activity 1.6 above, to introduce the system as trial activities in the pilot province(s) by joint collaboration between CPMU and PPMU	<table border="1"> <thead> <tr> <th data-bbox="1045 1456 1125 1982">Training</th> <th data-bbox="1125 1456 1204 1982">Location</th> <th data-bbox="1204 1456 1284 1982">Pilot province</th> <th data-bbox="1284 1456 1364 1982">Semi-pilot province</th> <th data-bbox="1364 1456 1444 1982">Hanoi City</th> <th data-bbox="1444 1456 1524 1982">Total</th> </tr> </thead> <tbody> <tr> <td data-bbox="1045 1792 1125 1982">TOT Basic GAP</td> <td data-bbox="1125 1792 1204 1982"></td> <td data-bbox="1204 1792 1284 1982">3</td> <td data-bbox="1284 1792 1364 1982">3</td> <td data-bbox="1364 1792 1444 1982">1</td> <td data-bbox="1444 1792 1524 1982">7</td> </tr> </tbody> </table>	Training	Location	Pilot province	Semi-pilot province	Hanoi City	Total	TOT Basic GAP		3	3	1	7
Training	Location	Pilot province	Semi-pilot province	Hanoi City	Total								
TOT Basic GAP		3	3	1	7								

TOF Basic GAP	19	7	0	26
TOF Post harvest	3	0	0	3
TOF Follow up	6	3	0	9
TOF Follow up	15	2	0	17
Total	46	15	1	62

- Among the above trainings, TOT (Training of Trainers) Basic GAP, TOT Post harvest and TOT Follow up were implemented by the Consultant team with CPMU. But TOF (Training of Farmers) Basic GAP and TOF Follow up were implemented by PPMU by utilizing knowledge and materials obtained through TOT trainings.
- Formulation of Safe Crop Production Groups and their Activities are as follows:

Year	2017-2018 winter cropping	2018-2019 winter cropping	2019-2020 winter cropping	2020-2021 winter cropping
Activities	Safety Crop Production Group was formulated in the 7 target producer groups, comprised of 396 producers for 51 ha. They prepared cultivation plans based on market demand.	Safety Crop Production Group was formulated in the 13 target producer groups, comprised of 478 producers for 77.9 ha. They prepared cultivation plans based on market demand.	Safety Crop Production Group was formulated in the 13 target producer groups as was in 2018, comprised of 577 producers for 120.49 ha. They prepared cultivation plans based on market demand.	Safety Crop Production Group was formulated in the 13 target producer groups as was in 2019, with 619 producers of total area 138.35 ha. They prepared cultivation plans based on market demand.

- A technical study tour to Dalat was organized with 13 producers and 7 PPMU staff for 3-6 July 2017 and referring to the observation of the study trip, 4 types of cultivation methods were introduced for safe vegetable production to the Project activities; 1) soil improvement, 2) new variety seeds, 3) new seedling method, and 4) new agriculture materials.
- On field instruction for GAP application is under implementation for 13 target groups by the Consultant team jointly with PPMU; guidance of field recording, proper chemical application and internal audit. Internal audits were periodically implemented by 13 target groups, 37 internal audits were attended by PPMU in Pilot provinces.
- Pre-processing houses were upgraded in 9 group among 13 target producer groups. Among the other four groups, two groups are upgrading, a group has a schedule for upgrading, and another has a pre-processing house, and upgrading is not required.
- As of the end of December 2020, joint sales by 13 target producer groups are under implementation.
- 430 samples from 13 target producer groups were tested for pesticide residues by Quick test by PPMU. (105 samples in winter 2017-18, 31 samples in summer 2018, 135 samples in winter 2018-19, 81 samples in winter 2019-20, 78 samples in summer 2020).
- 78 samples from 13 target producer groups were taken in the field by PPMU and tested for pesticide residue by laboratory test (25 samples in winter 2017-18, 28 samples in winter 2018-19, 25 samples in winter 2019-20).
- The crop production system was reviewed and modified to a workable model in the 2nd JCC meeting held in 16 April

1.8 Based on the trial Activities 1.7 above, to modify

<p>and improve the systems in order to make the system workable</p>	<p>2018.</p> <ul style="list-style-type: none"> • Trial Activity Implementation Plan for 2nd Phase, which is the plan of trial activity from September 2018 to May 2019 of 2nd year, was prepared in September 2018 to expand the trial activities even in Semi Pilot provinces. • In the 3rd JCC meeting held on 21 June 2019, the results of the trial activities (Activity 1.7) were reported. • Then, the Implementation Plan for trial activities, including the crop production system, from June 2019 to July 2021 was approved.
<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>	<ul style="list-style-type: none"> • In Semi Pilot provinces, TOT and TOT follow up were conducted with CPMU members and the Implementation Plan for trial activities, including the crop production system, was explained.
<p>1.10 To introduce the system above even in the “Semi Pilot province(s)” under the guidance and instruction by CPMU</p>	<ul style="list-style-type: none"> • Trial activities in Semi Pilot provinces targeting 7 producer groups have started since September 2018. • In the 7 target producer groups, soil and water samplings for laboratory test were conducted by PPMU and the safety of soil and water qualities were verified. • By September 30, 2020, three TOT training sessions on Basic GAP and three TOT follow-up trainings were conducted by the Consultant team with CPMU members. Seven TOF training sessions on Basic GAP and two TOF follow-up trainings were held by PPMU. • Safe Vegetable Production Groups were formulated in the 7 target producer groups comprised of 226 producers for 28.7 ha in the winter cropping 2018-19. • Like in 2018, Safe Vegetable Production Groups were formulated for 7 target producer groups covering 334 producers for 42.09 ha in the winter cropping 2019-20. • In winter 2020-2021, Safe Vegetable Production Groups were formulated in the 7 target producer groups covering 408 producers for 51 ha. • Four types of cultivation methods were introduced for safe vegetable production; 1) soil improvement, 2) new variety seeds, 3) new seedling method, and 4) new agriculture materials. • On field instruction for GAP application is under implementation for 7 target producers groups by the Consultant team jointly with PPMU; guidance of field recording, proper chemical application and internal audit. Internal audits were periodically implemented by 13 target groups, 37 internal audits were attended by PPMU in Pilot provinces. • Pre-processing houses were upgraded in 4 groups among 7 target producer groups. For the other 3 groups, technical assessments of pre-processing houses for upgrading are scheduled to be conducted. • As of the end of December 2020, Joint sales by 7 target producer groups are under implementation. • A total of 100 samples from 7 target producer groups, were tested for pesticide residue by Quick test by PPMU. (33 samples in winter 2018-19, 29 samples in winter 2019-20, 38 samples for summer 2020) • 25 samples from 7 target producer groups in Semi Pilot provinces were taken in the field by PPMU and examined for pesticide residue by test laboratories (10 samples in winter 2018-19, 15 samples in winter 2019-20).
<p>1.11 In the Pilot province(s) and Semi Pilot province(s), to summarize the results of activities carried out, and then to formulate action plans (including activities and budget) which are enable to continue the Project activities even after the</p>	<ul style="list-style-type: none"> • CPMU has started planning on dissemination activities to 6 knowledge-sharing provinces with support from JICA Experts since August 2018. • In the 3rd JCC meeting held on 21 June 2019, implementation of the Project activities in 3 knowledge-sharing provinces/city (Hai Phong city, Bac Ninh province, and Ninh Binh province) was approved. • To make sure the continuous activities even after the Project, “Operation Manual for Production Management

<p>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>System for GAP Promotion” was drafted in cooperation with the Project team and CPMU. The drafted manual was required as attachment for submission of the action plan by three Pilot provinces. The Manual was regarded not practical for dissemination activities in other provinces by PPMUs or not suitable for CPMU to use after the Project. Therefore, the Manual was supposed to be revised substantially.</p> <p>In August 2019, the Project team held workshops in 3 Pilot provinces (Hai Duong province, Hung Yen province, and Ha Nam province) to formulate an action plan including plans of activities and budgets. The Pilot provinces formulated the action plan based on drafted “Operation Manual for Production Management System for GAP Promotion”.</p> <ul style="list-style-type: none"> At the 4th JCC meeting held on July 17, 2020, CPMU and PPMU made amendment comments to the draft of the Manual and the comments were approved. The Consultant Team revised the Manual based on the comments, with the cooperation of JICA experts, and asked CPMU and PPMU for further comments. The Manual was finalized in October 2020.
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Activities for Output 2

Activity	Progress																									
<p>2.1 To conduct survey on “Market (value chain) analysis”</p>	<ul style="list-style-type: none"> Market survey and consumer survey were conducted in Pilot provinces between November and December 2016 and in Semi-Pilot Province between August 2017 and August 2018. The results were summarized in a report and shared with CPMU and PPMU members. 																									
<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 entity, distribution entity, sales entity) in the Pilot province(s) and Semi Pilot province(s) or large consumption areas (Hanoi, etc.)</p>	<ul style="list-style-type: none"> Through the market survey/analysis in Pilot provinces, 91 sample data were collected and 44 buyers were identified as the potential buyers of the agricultural products to be produced by target producer groups. Through the market survey/analysis in Simi Pilot provinces, 57 sample data were collected and 31 buyers were identified as the potential buyers of the agricultural products to be produced by target producer groups. 																									
<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 follows BasicGAP) based on the requests by processing and sales entity</p>	<ul style="list-style-type: none"> The potential buyers list was shared with producers and the profiles of target producer groups were shared with the potential buyers. Following activities were implemented by the end of September 2020. <table border="1" data-bbox="1093 1534 1252 1960"> <thead> <tr> <th>Location</th> <th>Pilot province</th> <th>Semi-pilot province</th> <th>Other</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Training</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>TOT Marketing</td> <td>0</td> <td>0</td> <td>2</td> <td>2</td> </tr> <tr> <td>TOF Marketing</td> <td>23</td> <td>10</td> <td>0</td> <td>33</td> </tr> <tr> <td>Total</td> <td>23</td> <td>10</td> <td>2</td> <td>35</td> </tr> </tbody> </table> One-to-one matching: 368 times.(58 times until August 2018, 310 times from September 2018 to the end of December 2020) Business forum in Hanoi: 5 times. (August 2017, December 2017, September 2018, December 2018, September 2019 and November 2020) 	Location	Pilot province	Semi-pilot province	Other	Total	Training					TOT Marketing	0	0	2	2	TOF Marketing	23	10	0	33	Total	23	10	2	35
Location	Pilot province	Semi-pilot province	Other	Total																						
Training																										
TOT Marketing	0	0	2	2																						
TOF Marketing	23	10	0	33																						
Total	23	10	2	35																						

<p>2.4 To examine the pre-processing and delivery method of collection shipment (including the transportation method)</p>	<ul style="list-style-type: none"> • The participants are MARD/DARD, buyers, producers (including target producer groups/cooperatives), agricultural material companies, consumers, etc. • First trading started with Tan Minh Duc and Harumidori in March 2017. Since then, 132 trades have been established among 20 target producer groups (as of the end of September 2020). • In October 2017, stakeholders meetings between producers and buyers started to make agreements for trading conditions and review results of trades. So far, the meetings were held 74 times by the end of December 2020. • Furthermore, PPMUs of Ha Nam province and Hung Yen province invited other target groups and existing buyers to a review meeting organized by these provinces.
<p>2.5 To introduce the pre-processing and delivery method of collection shipment above even in the “Semi Pilot province(s)” under the guidance and instruction by CPMU</p>	<ul style="list-style-type: none"> • Trial activities in Semi Pilot provinces targeting 7 target producer groups have started since September 2018. • One-to-one matching: 86 times in Semi Pilot provinces. • Business forum in Hanoi for Semi Pilot provinces: 3 times (December 2018, September 2019 and November 2020) • By the end of September 2020, 21 trades were made by 7 target producer groups. • Stakeholder meetings were held 20 times in Semi Pilot provinces between producers and buyers by the end of December 2020.
<p>2.6 In the Pilot province(s) and Semi Pilot province(s), to summarize the results of activities carried out, and then to formulate action plans (including activities and budget) which are enable 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.</p>	<ul style="list-style-type: none"> • CPMU has started planning on dissemination activities to 6 knowledge-sharing provinces with support from JICA experts since August 2018. • In the 3rd JCC meeting held on 21 June 2019, implementation of the trial activities in 3 Knowledge Sharing provinces/city (Hai Phong city, Bac Ninh province, and Ninh Binh province) was approved. • To make sure the continuous activities even after the Project, “Safe Crop Supply Chain Development Manual” was drafted with the cooperation of the Project team and CPMU. The drafted manual is required as attachment for submission of the action plan and it is temporary one so far. The manual has not been practical for dissemination activities in other provinces implemented by PPMUs and the activities after the Project yet. Therefore, the manual is supposed to be revised substantially. • In August 2019, the Project team held workshops in 3 Pilot provinces (Hai Duong province, Hung Yen province, and Ha Nam province) to formulate action plan, including the plan for activities and budgets. The Pilot provinces have started a formulation of the action plan based on drafted “Supply Chain Development Manual”. • At the 4th JCC meeting held on July 17, 2020, CPMU and PPMU made amendment comments to the draft of the Manual and the comments were approved. • The Consultant Team revised the Manual based on the comments, with the cooperation of JICA experts, and asked CPMU and PPMU for further comments. • The Manual was finalized in November 2020.

Activities for Output 3

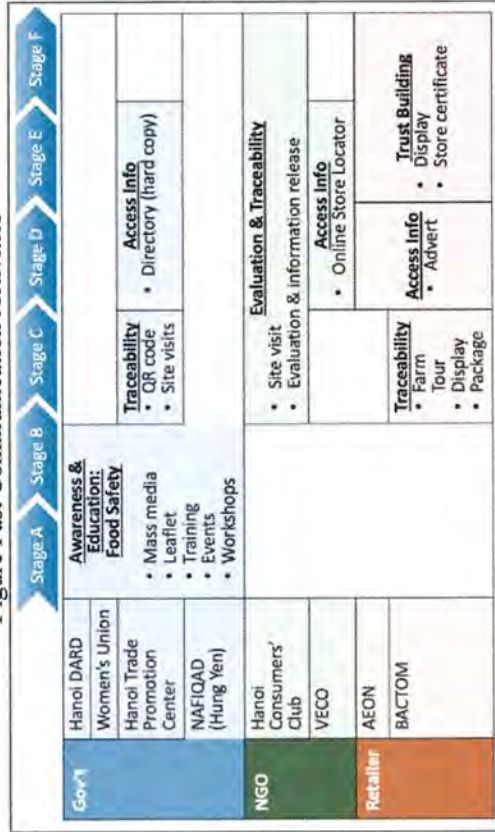
Activity

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

Progress

- Consumer survey was conducted to understand consumers' behavior and to assess the past experiences of promotion activities.
- According to the assessment of past researches, it was identified that a majority of consumers in Hanoi was already aware of and concerned about food safety, 97.5% of all respondents are either worried (30%) or extremely worried (67.5%) about food safety in 2016. In addition, the main reason driving consumers to buy safe/organic vegetables was to protect their health (91% of respondents). Therefore, our target has been designated as vegetable consumers who are aware of and are concerned about safe vegetables.
- Information on past activities was collected from the governmental organizations, NGOs, and retailers. As shown in the Figure below, various activities had been implemented through different organizations.

Figure Past Communication Activities



- All stages had been well covered by at least one organization; however, there had been two fundamental issues as follows:
 - Each activity was planned and executed independently; therefore, there was no holistic approach to coordinate different communication programs to link consumers to the next stage.
 - Each activity might have contained relevant contents; however, due to different organizational missions and interests, some activities had not been targeted specifically to consumers. (e.g. training for farmers, directory issued for producers and trade, etc.)
- Therefore, the following special attention were paid, upon designing consumer communication programs to enhance synergy among different activities.
 - Each program would carry a specific objective to introduce consumers' actions to move onto the next behavioral stage.

<p>➤ Each program would be designed to appeal to consumers with a key message, contents, and visual design that are relevant and attractive to the target audience.</p> <p>➤ Each program would feature positive tone and manner to promote emotional engagement, which would drive an action.</p>	
<ul style="list-style-type: none"> • <u>School education and poster/slide show contest</u> • <u>Awareness Program of Safe Vegetable Consumption in 2017</u> was organized in 30 primary schools targeting 10,350 students in Hanoi. With homework to work with parents, the program theoretically reached additional 10,350 adult consumers. Totally 52,514 leaflets were distributed in 194 primary schools. For poster contest, 30 posters were selected out of around 400 drawn by students from 10 nominated schools. Finally, 5 posters were awarded at the safe vegetable festival on 3 November 2017. Poster exhibition was held in collaboration with Aeon mall during 26-31 December 2017, and received more than 3,000 visitors. A primary school in Hai Duong organized the awareness program by using same material prepared by project team and 560 students participated the program. • <u>Awareness Program of Safe Vegetable Consumption in 2018</u> was organized in 39 high schools targeting 25,000 students in Hanoi. Totally 24,986 leaflets were distributed in 39 high schools. With a similar homework to work with parents, the program theoretically reached additional 3,891 adult consumers. For slide show contest, 18 slide shows were selected out of 121 team, 363 students from 6 schools. Finally, 5 slide shows will be awarded at the safe vegetable festival on 12 November 2018. While the 12 finalists' slide shows were broadcasted through social network, which gained 20,000 views within the first 12 days. In cooperation with Aeon mall, the slide show exhibition was held between 8 and 16 December 2018, in which 2,500 visitors and 530 votes were obtained. In addition, 4,000 leaflets were distributed. • <u>Awareness Program of Safe Vegetable Consumption in 2019</u> was conducted, targeting 1,085 students in 3 junior high schools of Hanoi. 49,652 leaflets were distributed in 156 schools in total. The same homework to work with parents theoretically reached additional 1,085 adult consumers. In the poster contest, 298 posters were created in total and 30 posters were selected. Finally, 9 posters were awarded as the superior ones at the safe vegetable festival held on 1 November 2019. • Poster exhibition was held in collaboration with Aeon mall during 9-17 November 2019 and received approximately 4,395 visitors. 2,900 leaflets were distributed at that time. As the results of voting at the venue and through Facebook, one poster, which obtained 16,370 votes, including 606 votes at the venue, was awarded at Aeon mall. • As to the poster exhibition in 2019, implementation of following activities contributed to further awareness: <ul style="list-style-type: none"> - Introduction by the HPA website for safe crops (350 people participated in demonstrations.). - Sales of safe crops in Aeon Vietnam (1,700 people purchased the safe crops). - Tasting event of safe vegetables by Kewpie Corporation (650 people tasted the safe crops). - 12,000 event leaflets were distributed to introduce this exhibition to experience awareness, information search, purchase, and consumption. • During the exhibition at Aeon mall, in-store display promotion was conducted at vegetable section inside Aeon Vietnam. This promotion was related to efforts to secure safe crops supply. Promoters attended to approximately 830 consumers and introduced the displays. Also, the promoters conducted simplified questionnaire survey, with which it was found that 77% of supermarket visitors are already at Stage E (sometime compromise but mostly buy safe vegetable) or F (always buy safe vegetable). • In addition, at 2 junior high schools, which were not nominated for the poster contest by the Project, voluntarily 	<p>3.2 To implement raising awareness activities on safe crop production and food safety, focus on human health, environment and agricultural promotion toward customers (safe vegetable buyers/consumers) through mass media in nationwide</p>

Kayano

<p>conducted the awareness program on their own by using materials prepared by the Project. In 2020, these schools were selected for the school education program.</p> <ul style="list-style-type: none"> ● <u>Awareness Program of Safe Vegetable Consumption in 2020</u> was conducted, targeting 1,085 students in 2 junior high schools of Hanoi. Approximately 50,000 leaflets were distributed in total for grade 7 students across all junior high schools. The same homework to work with parents theoretically reached additional 1,004 adult consumers. In the poster contest, 231 posters were created in total and 20 posters were selected. Finally, 10 posters were awarded as the superior ones at the safe vegetable festival held on 21 November 2020. ● Poster exhibition was held in collaboration with Aeon mall during 5-9 November 2020 (Long Bien) and 19-23 November 2020 (Ha Dong). In 2020, the poster exhibition floor was integrated into a part of OCOP trade fair initiated by HPA as following. <ul style="list-style-type: none"> - Introduction by the HPA website for safe crops was conducted on the same floor with the poster exhibition. - Sales of safe crops by Aeon Vietnam in OCOP trade fair. - Tasting event of safe vegetables by Kewpie Corporation in OCOP trade fair ● <u>Face to Face Dissemination Activities for the Elders</u> ● A leaflet of awareness program for elders of 2017 version was developed and distributed more than 28,800 through Women union. ● Furthermore, 14,750 leaflets of 2018 version were distributed. ● Distribution of Leaflets of 2019 version was skipped since it was quite similar to 2018 version. <p><u>Awareness raising outside of Hanoi City</u></p> <ul style="list-style-type: none"> ● In 2017, the Gold-Prized poster was digitized, and 1,000 copies were distributed widely for promotional purposes. The poster captured an attention from Duc Chinh Primary School in Hai Duong Province. The school voluntarily decided to run its own poster festival to promote safe vegetable education with support of PPMU Hai Duong. ● To reach elderly segment efficiently, the educational leaflets and award-winning visuals are distributed to Hanoi Women Consumer Club and Women's Union for their face-to-face dissemination activities. In Women's Union meetings, the leaflet has been distributed to participants in a gift bag and contents were well introduced. 2017 version's leaflet (9,200 units) has been distributed to Women's Union in Hanoi, Ha Nam, Hung Yen, Hai Duong, and Thai Binh. 2018 version (8,200 units) to Women's Union in Hanoi, Hung Yen, Ha Nam, and Vinh Phuc. ● In 2020, 52 students of Class 8C, Le Quy Don Secondary school in Hai Duong conducted a field visit, in which leaflets and an educational video about "a journey of safe vegetable" were shared. ● Whole procedures of all communication activities conducted is to be compiled as a reference book by March 2021 for Hanoi DARD and other provinces and to continue the activities in the future. ● The project has signed MOU with Women Union to promote 1) utilizing of the educational leaflets at Women Union's meetings nationwide and 2) distribution of the leaflets nationwide by inserting into a mother's magazine called Me & Be. 	<p>3.3 To implement specific awareness raising activities on safe crop production and food safety toward the target groups and organization related to the Activity 1 and Activity 2</p>
<ul style="list-style-type: none"> ● Leaflets of awareness program for producers and traders of 2017 and 2018 version were developed and distributed more than 23,890 to PPMUs and 26,980 to target groups (producer groups/cooperatives, buyers, etc.). Distribution of leaflets of 2019 version was skipped since it was quite similar to 2018 version. Leaflet distribution covered all pilot and semi-pilot provinces. ● The best awarded posters in 2017 and 2019, were digitally processed and, 1,000 and 1,160 copies of them were 	

	<p>distributed, respectively. Furthermore, soft files of a slide show, which was awarded as the best one, were distributed to the people involved. Distribution of 2020 poster materials are currently in preparation.</p> <ul style="list-style-type: none"> • To raise awareness among producers and retailers, target group producers and retailers were invited to be involved in poster contest and exhibition: at least 10 target group producers and 3 retailers were involved as poster contest evaluation committee and as sponsors for award prizes. • Aside from Project activities, a retailer, Coop Food, voluntarily displayed 2019 finalists' posters for their new store opening event and introduced them on their Facebook page.
<p>3.4 To grasp the consumers' voice/opinion (information on fake high-quality vegetable products, consumer needs through "Customers protection union", etc.), and support activities on communication and information given by Vietnamese government</p>	<ul style="list-style-type: none"> • A website was developed by HPA and launched on 27 August 2018. • The website is designed as searching engine for safe food shop and for promoting business matching between buyers and suppliers. In May 2019, eight months from the release of the website, the number of accesses reached 239,500. • HPA printed out leaflets to introduce the website for consumers and then the leaflets were distributed 49,652 students in 7th grade belonging in 156 schools in Hanoi in September 2019. In a shop list of the website, approximately 400 companies are listed. • The website was introduced through distribution of the leaflets for school education in 2018, 2019, and 2020. In the school education program in 2019 and 2020, students were instructed to access the website as their homework. In addition, the Project collected feedbacks from consumers and proposed approach to the website's improvement. • Furthermore, as shown above, the Project provided the opportunities for introduction of the website to consumers by the exhibition at Aeon mall. Then, 1,000 leaflets and 720 mini gifts with introduction of the website were distributed, respectively. • HPA reported that more than 1,000 safe food stores and producers were registered on this website, and about 1,021,552 visits were achieved, as of 25 January 2021 (nongsanantoanhanoi.gov.vn/).

ANNEX 10 Training Record JICA Safe Crop Project

As of 2020/9/30

No	Event Name	Province/City	Location	Category	Date	Gov. staff	Others	Total Participants
1	TOT Basic GAP	Hanoi	Hanoi	Production	10 Jan. 2017	30	4	34
2	TOT Marketing	Hanoi	Hanoi	Marketing	27-28 Feb 2017	20	13	33
3	TOF Marketing	Ha Nam	Ha Nam	Marketing	31 Mar. 2017	8	20	28
4	TOF Marketing	Hung Yen	Hung Yen	Marketing	07 Apr. 2017	4	13	17
5	TOF Marketing	Hai Duong	Hai Duong	Marketing	12 Apr. 2017	5	15	20
6	TOT Basic GAP	Hai Duong	Hai Duong	Production	18-19 April 2017	11	17	28
7	TOT Basic GAP	Ha Nam	Ha Nam	Production	24-25 Apr 2017	15	9	24
8	TOT Basic GAP	Hung Yen	Hung Yen	Production	4-5 May 2017	25	7	32
9	TOT Basic GAP	Phu Tho	Phu Tho	Production	19-20 Oct., 2017	7	10	17
10	TOF Basic GAP	Ha Vy	Ha Vy	Production	16 May, 2017	2	20	22
11	TOF Basic GAP	Ha Nam	Hiep Farm	Production	11 May, 2017	4	25	29
12	TOF Basic GAP	Yen Phu	Yen Phu	Production	18 May, 2017	4	32	36
13	TOT Basic GAP	Hai Duong	Tan Minh Duc	Production	25 May, 2017	2	38	40
14	TOF Basic GAP	Hai Duong	Thanh Ha	Production	26 May, 2017	2	43	45
15	TOF Basic GAP	Hai Duong	Duc Chinh	Production	25 May, 2017	2	34	36
16	TOT Post harvest	Hai Duong	Hai Duong	Production	12 Oct., 2017	7	15	22
17	TOT Post harvest	Hung Yen	Hung Yen	Production	17 Oct., 2017	5	9	14
18	TOT Post harvest	Ha Nam	Ha Nam	Production	16 Nov., 2017	12	8	20
19	TOT follow up	Ha Nam	Ha Nam	Production	28 June, 2018	30	14	44
20	TOT Basic GAP	Vinh Phuc	Vinh Phuc	Production	24-25 Jul, 2018	14	10	24
21	TOT follow up	Hai Duong	Hai Duong	Production	21 Aug, 2018	12	26	38
22	TOT Basic GAP	Thai Binh	Thai Binh	Production	5-6 Sep., 2018	25	6	31
23	TOT follow up	Hung Yen	Hung Yen	Production	20 Sep., 2018	20	15	35
24	TOF Basic GAP	Ha Nam	Ha Vy	Production	20 July, 2018	2	38	40
25	TOF Basic GAP	Ha Nam	Hiep Farm	Production	24 July, 2018	1	4	5
26	TOF Basic GAP	Ha Nam	Thanh Tan -HN	Production	24 July, 2018	1	8	9
27	TOF Basic GAP	Ha Nam	Cat Lai	Production	27 Oct, 2018	1	17	18
28	TOF Basic GAP	Hai Duong	Green Farm	Production	21 Oct, 2018	2	18	20
29	TOF Basic GAP	Hai Duong	Gia Gia	Production	23 Oct, 2018	1	25	26
30	TOF Basic GAP	Hai Duong	Tan Minh Duc	Production	23 Oct, 2018	1	31	32
31	TOF Basic GAP	Hai Duong	Lua	Production	27 Oct, 2018	1	20	21
32	TOF Basic GAP	Hai Duong	Thanh Ha	Production	25 Oct, 2018	1	33	34
33	TOF Basic GAP	Hai Duong	Duc Chinh	Production	25 Oct, 2018	1	40	41
34	TOF Basic GAP	Hung Yen	Yen Phu	Production	22 June, 2018	2	53	55
35	TOF Basic GAP	Hung Yen	Japan Vietnam	Production	22 June, 2018	1	15	16

36	TOT Marketing	Hanoi	Hanoi	Marketing	9 Oct., 2018	21	32	53
37	TOF Basic GAP	Hung Yen	Chien Thang	Production + Marketing	26 Oct, 2018	4	18	22
38	TOF Basic GAP	Phu Tho	Huong Non + Truong Thinh	Production + Marketing	1 Nov., 2018	2	63	65
39	TOF Basic GAP	Thai Binh	Quynh Hai	Production + Marketing	6 Nov., 2018	2	25	27
40	TOF Basic GAP	Thai Binh	Thanh Tan - TB	Production + Marketing	7 Nov., 2018	2	23	25
41	TOF Basic GAP	Vinh Phuc	Visa	Production	15 Dec., 2018	2	27	29
42	TOF Basic GAP	Vinh Phuc	Vinh Phuc	Production	24 Oct., 2018	2	42	44
43	TOF Basic GAP	Vinh Phuc	Dai Loi	Production	27 Oct., 2018	2	14	16
44	TOF Marketing	Hai Duong	Hai Duong	Marketing	31-May-18	6	13	19
45	TOF Marketing	Hai Duong	Hai Duong	Marketing	08 Nov. 2018	5	12	17
46	TOF Marketing	Vinh Phuc	Vinh Phuc	Marketing	14/12/2018	5	20	25
47	TOF Marketing	Hung Yen	Hung Yen	Marketing	28/5/2018	5	8	13
48	TOF Marketing	Ha Nam	Ha Nam	Marketing	24/5/2018	12	19	31
49	TOF Marketing	Ha Nam	Ha Nam	Marketing	06 Nov. 2018	9	19	28
50	TOT follow up	Hung Yen	Hung Yen	Production	5 Sep., 2019	10	13	23
51	TOT follow up	Hai Duong	Hai Duong	Production	6 Sep., 2019	8	27	35
52	TOT follow up	Ha Nam	Ha Nam	Production	11 Sep., 2019	12	26	38
53	TOT follow up	Thai Binh	Thai Binh	Production	9 Sep., 2019	25	15	40
54	TOT follow up	Vinh Phuc	Vinh Phuc	Production	17 Sep., 2019	10	13	23
55	TOT follow up	Phu Tho	Phu Tho	Production	18 Sep., 2019	4	21	25
56	TOF Follow up	Hung Yen	Japan Vietnam	Production	22 May, 2019	1	9	10
57	TOF Follow up	Hung Yen	Yen Phu	Production	22 May, 2019	1	21	33
58	TOF Follow up	Hung Yen	Chien Thang	Production	24 May, 2019	1	12	13
59	TOF Follow up	Thai Binh	Quynh Hai	Production	21 Aug, 2019	1	64	65
60	TOF Follow up	Thai Binh	Thanh Tan - TB	Production	20 Aug, 2019	1	39	40
61	TOF Follow up	Hai Duong	Duc Chinh	Production	15 Dec., 2019	1	64	65
62	TOF Follow up	Hai Duong	Tan Minh Duc	Production	15 Oct., 2019	1	55	56
63	TOF Follow up	Hai Duong	Thanh Ha	Production	8 Dec., 2019	1	9	10
64	TOF Follow up	Hai Duong	Gia Gia	Production	11 Nov., 2019	1	11	12
65	TOF Follow up	Hai Duong	Green Farm	Production	4 Nov., 2019	1	9	10
66	TOF Follow up	Hai Duong	Lua	Production	19 Nov., 2019	1	34	35
67	TOF Follow up	Ha Nam	Ha Vy	Production	11 Oct., 2019	1	44	45
68	TOF Follow up	Ha Nam	Hiep Farm	Production	12 Nov., 2019	1	11	12
69	TOF Follow up	Ha Nam	Cat Lai	Production	21 Nov., 2019	1	24	25
70	TOF Follow up	Ha Nam	Thanh Tan - HN	Production	17 Oct., 2019	1	29	30
71	TOF Follow up	Ha Nam	Hiep+Thanh Tan	Marketing	17 May. 2019	1	20	21
72	TOF Follow up	Ha Nam	Ha Vy+Cat Lai	Marketing	20 May, 2019	1	23	24
73	TOF Follow up	Thai Binh	Quynh Hai	Marketing	21 May. 2019	1	17	18

ANNEX 11: Soil and Water Sampling Test

As of 30/Sep2020

Date	Province	Target Group	Soil sample	Water sample
2017/8/1	Ha Nam	Ha Vi coop	2	2
2017/8/1	Ha Nam	Lien Hiep coop	2	2
2017/8/1	Hai Duong	Tan Minh Duc coop	2	1
2017/8/1	Hai Duong	Thanh Ha company	2	3
2017/8/1	Hung Yen	Japan Vietnam company	2	2
2018/10/1	Ha Nam	Thanh Tan coop	1	1
2018/10/1	Ha Nam	Cat Lai coop	2	2
2018/10/1	Phu Tho	Huong Non coop	2	2
2019/10/1	Vinh Phuc	Vinh Phuc coop	3	2
2019/10/22	Hai Duong	Tan Minh Duc coop	2	1
2019/10/7	Thai Binh	Thanh Tan coop	3	3
2020/9/7	Hai Duong	Duc Chinh coop	2	2
2020/9/7	Hai Duong	Tan Minh Duc coop	2	2
2020/9/7	Hai Duong	Gia Gia company	2	1
2020/9/7	Hai Duong	Lua farmer group	2	2
			31	28

Source: Project Team (Consultant Team)

ANNEX 12 Pesticide Residue Check (Laboratory Test)

Pilot province

as of September 30, 2020

Period	Number of samples	No. of safe sample	Number of detected unsafe
Winter 2017-18	25	23	2
Winter 2018-19	28	28	0
Winter 2019-20	25	25	0
Winter 2020-21			
Total	78	76	2

Semi Pilot province

Period	Number of sample	No. of safe sample	Number of detected unsafe
Winter 2017-18			
Winter 2018-19	10	10	0
Winter 2019-20	15	15	0
Winter 2020-21			
Total	25	25	0

Total

Period	Number of sample	No. of safe sample	Number of detected unsafe
Winter 2017-18	25	23	2
Winter 2018-19	38	38	0
Winter 2019-20	40	40	0
Winter 2020-21			
Total	103	101	2

Source: Project Team (Consultant Team)

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ANNEX 13 Pesticide Residue Check (Quick Test)*as of 2020/9/30***Pilot province**

Period	Number of sample	No. of safe sample	Number of detected unsafe
Winter 2017-18	105	103	2
Summer 2018	31	31	0
Winter 2018-19	135	135	0
Summer 2019	0	0	0
Winter 2019-20	81	81	0
Summer 2020	78	78	0
Winter 2020-21			
Total	430	428	2

Semi Pilot province

Period	Number of sample	No. of safe sample	Number of detected unsafe
Winter 2017-18			
Summer 2018			
Winter 2018-19	33	33	0
Summer 2019	0	0	0
Winter 2019-20	29	29	0
Summer 2020	38	38	0
Winter 2020-21			
Total	100	100	0

Total

Period	Number of sample	No. of safe sample	Number of detected unsafe
Winter 2017-18	105	103	2
Summer 2018	31	31	0
Winter 2018-19	168	168	0
Summer 2019	0	0	0
Winter 2019-20	110	110	0
Summer 2020	116	116	0
Winter 2020-21			
Total	530	528	2

Source: Project Team (Consultant Team)

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ANNEX 14 Status of Quarterly Monitoring Reports Submission by PPMUs

Production

No	Province	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		Jul - Sep, 2017	Oct - Dec, 2017	Jan - Mar, 2018	Apr - Jun, 2018	Jul - Sep, 2018	Oct - Dec, 2018	Jan - Mar, 2019	Apr - Jun, 2019	Jul - Sep, 2019	Oct - Dec, 2019	Jan - Mar, 2020	Apr - Jun, 2020	Jul - Sep, 2020	Oct - Dec, 2020	Jan - Mar, 2021
	Hai Duong	1	1	1	1	1	1	1	1	1	1	1	1	1		
	Ha Nam	1	1	1	1	1	1	1	1	1	1	1	1	1		
	Hung Yen	1	1	1	1	1	1	1	1	1	1	1	1	1		
	Phu Tho															
	Thai Binh															
	Vinh Phuc															

Marketing

No	Province	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		Jul - Sep, 2017	Oct - Dec, 2017	Jan - Mar, 2018	Apr - Jun, 2018	Jul - Sep, 2018	Oct - Dec, 2018	Jan - Mar, 2019	Apr - Jun, 2019	Jul - Sep, 2019	Oct - Dec, 2019	Jan - Mar, 2020	Apr - Jun, 2020	Jul - Sep, 2020	Oct - Dec, 2020	Jan - Mar, 2021
	Hai Duong	1	1	1	1	1	1	1	1	1	1	1	1	1		
	Ha Nam	1	1	1	1	1	1	1	1	1	1	1	1	1		
	Hung Yen	1	1	1	1	1	1	1	1	1	1	1	1	1		
	Phu Tho															
	Thai Binh															
	Vinh Phuc															

Source: Project Team (Consultant Team)

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ANNEX 15 Matching Events Conducted under the Project

As of

31-Dec-2020

No	Date	TG	Buyer	Province	Result*			
					A	B	C	D
Ha Nam								
1	2017/6/3	Ha Vy cooperative	Oshitsu	Hanoi				D
2	2017/6/3	Hiep Farm	Oshitsu	Hanoi		B		
3	2017/6/24	Ha Vy cooperative	Hanoi Union of cooperative	Hanoi				D
4	2017/6/24	Hiep Farm	Hanoi Union of cooperative	Hanoi		B		
5	2017/7/28	Ha Vy cooperative	Vineco	Hanoi		B		
6	2017/7/28	Hiep Farm	Vineco	Hanoi		B		
7	2018/3/13	Ha Vy cooperative	An Nchien center	Hanam	A			
8	2018/3/15	Ha Vy cooperative	Green food company	Hanam	A			
9	2018/3/15	Ha Vy cooperative	Ly Nhan safe vegetable store	Hanam	A			
10	2018/4/5	Hiep farm	VinEco	Hanoi		B		
11	2018/9/18	Ha Vy cooperative	Hung Viet company	Hai Duong			C	
12	2018/9/18	Hiep Farm	Hung Viet company	Hai Duong			C	
13	2018/10/12	Hiep Farm	Hung Việt Company	Hai Duong		B		
14	2018/9/10	Hiep Farm	Năm Luyên industrial canteen	Ha Nam	A			
15	2018/10/8	Ha Vy cooperative	Trần Ngọc Hiếu	Ha Nam	A			
16	2018/10/12	Ha Vy cooperative	Hung Việt Company	Hai Duong		B		
17	2018/11/15	Thanh Tân cooperative	Winup company	Hanoi	A			
18	2018/11/15	Ha Vy cooperative	Winup company	Hanoi	A			
19	2018/11/21	Thanh Tân cooperative	WinUp	Hanoi	A			
20	2018/11/21	Ha Vy cooperative	WinUp	Hanoi	A			
21	2018/12/3	Hiep Farm	Nguyễn Văn Tuyền	Ha Nam	A			
22	2018/12/11	Hiep Farm	Safe meals JS company (BBATgroup).	Hanoi		B		
23	2018/12/11	Ha Vy cooperative	Tay Bac safe food JC company	Hanoi		B		
24	2018/12/11	Cát Lại cooperative	EXP inport export food company	Hanoi		B		
25	2018/12/11	Cát Lại cooperative	Tay Bac safe food JC company	Hanoi		B		
26	2018/12/26	Cát Lại cooperative	Tia sáng thế giới JS company	Hanoi		B		
27	2019/1/4	Cát Lại cooperative	Buyer who supply safe vegetable to premary school in Ninh Binh province	Ninh Binh		B		
28	2019/1/11	Cát Lại cooperative	GREENGOCO Limited company	Bac Ninh			C	
29	2019/3/22	Thanh Tân cooperative	Nguyễn Thị Giang- safe vegetable store	Ha Nam	A			
30	2019/4/12	Cát Lại cooperative	Nguyễn Thị Giang- safe vegetable store	Ha Nam	A			
31	2019/4/15	Cát Lại cooperative	Green food	Ha Nam		B		
32	2019/4/19	Thanh Tân cooperative	safe vegetable store in 124 Lê Công Thanh	Ha Nam		B		
33	2019/5/15	Ha Vy cooperative	Minh Dương limited company	Nam Dinh		B		
34	2019/6/8	Hiep Farm	Canteen number 2 of But Son JS company	Ha Nam	A			
35	2019/7/12	Hiep Farm	VinEco	Hanoi	A			
36	2019/7/15	Cát Lại cooperative	Đỗ Thị Hương (Safe vegetabel store in Thuong Tin, Hanoi)	Hanoi	A			
37	2019/7/17	Cát Lại cooperative	Nguyễn Văn Tuyền (Supplier Vegetabel for canteen)	Ha Nam		B		
38	2019/9/13	Ha Vy cooperative	Hung Việt Sinh	Hanoi		B		
39	2019/9/13	Ha Vy cooperative	HTX Việt Á Châu	Hai Duong		B		
40	2019/9/13	Cát Lại cooperative	Hung Việt Sinh	Hanoi		B		
41	2019/9/13	Cát Lại cooperative	HTX Việt Á Châu	Hai Duong		B		
42	2019/9/17	Cát Lại cooperative	Tuyen Tuyen enterprise	Ha Nam	A			
43	2019/10/21	Thanh Tân cooperative	Trần Ngọc Hiếu	Ha Nam		B		
44	2019/11/21	Cat Lai cooperative	Morice JS company	Ha Nam	A			
45	2019/11/22	Cát Lại cooperative	Nguyễn Văn Việt	Ha Nam	A			
46	2019/11/22	Cát Lại cooperative	Trần Văn Hùng Green Food company	Ha Nam	A			
47	2019/11/29	Thanh Tan cooperative	Doan Thi Hoa	Ha Nam	A			
48	2020/1/24	Cat Lai cooperative	Nguyen Van Duan	Ha Nam	A			
49	2020/2/4	Hiep cooperative	Tran Van Thi	Ha Nam	A			
50	2020/5/8	Ha Vy cooperative	Đỗ Văn Lực	Ha Nam	A			
51	2020/6/2	Cat Lai cooperative	Big C	Hanoi	A			
52	2010/6/18	Cat Lai cooperative	Thiêm Ngát Safe vegetable store	Ha Nam	A			
53	2020/7/7	Ha Vy cooperative	Baby star Kindergarten school	Ha Nam	A			
54	2020/8/21	Coop Thanh Tan	Đinh Văn Cường - Collector for Canteen in industry and school)	Ha Nam	A			
55	2020/10/1	Cat Lai cooperative	Nguyễn Thị Nhung	Ha Nam		B		
56	2020/10/24	Cat Lai cooperative	Nguyễn Văn Thuận	Ha Nam	A			
57	2020/11/2	Cat Lai cooperative	TDMART Lmt company	Ha Nam	A			
58	2020/11/6	Ha Vy cooperative	Đoàn Thị Linh	Ha Nam	A			
Hai Duong								
1	2017/3/17	Tan Minh Duc cooperative	Haru Midori	Hanoi	A			
2	2017/3/17	Duc Chinh cooperative	Haru Midori	Hanoi				D
3	2017/4/27	Thanh Ha company	AEON	Hanoi		B		
4	2017/5/6	Thanh Ha company	Fivi Mart	Hanoi		B		
5	2017/7/27	Duc Chinh cooperative	Vineco	Hanoi		B		
6	2017/7/27	Tan Minh Duc cooperative	Vineco	Hanoi		B		
7	2017/9/16	Tan Minh Duc cooperative	Big C	Hanoi	A			

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ANNEX 15 Matching Events Conducted under the Project

As of

31-Dec-2020

No	Date	TG	Buyer	Province	Result*			
					A	B	C	D
8	2017/9/16	Duc Chinh cooperative	Big C	Hanoi		B		
9	2017/11/10	Duc Chinh cooperative	Oshitsu	Hanoi		B		
10	2017/11/10	Thanh Ha company	Oshitsu	Hanoi	A			
11	2018/1/8	Duc Chinh cooperative	Co-op Food	Hanoi	A			
12	2018/4/5	Tan Minh Duc cooperative	VinEco	Hanoi		B		
13	2018/4/5	Duc Chinh cooperative	VinEco	Hanoi		B		
14	2018/4/20	Thanh Ha company	VinEco	Hanoi	A			
15	2018/4/21	Tan Minh Duc cooperative	Coop food	Hanoi		B		
16	2018/4/21	Thanh Ha company	Coop food	Hanoi		B		
17	2018/5/16	Tan Minh Duc cooperative	Lotte	Hanoi		B		
18	2018/5/16	Tan Minh Duc cooperative	City Mart	Hanoi		B		
19	2018/6/28	Thanh Ha company	Xuan Cau JC company	Hai Duong	A			
20	2018/7/8	Tan Minh Duc cooperative	VietHarvest safe vegetable shop	Hanoi		B		
21	2018/7/12	Tan Minh Duc cooperative	Mr Giang in Hai Duong	Hai Duong			C	
22	2018/10/25	Tan Minh Duc cooperative	VinEco	Hanoi		B		
23	2018/10/25	Tan Minh Duc cooperative	OShitsu	Hanoi		B		
24	2018/10/22	Tan Minh Duc cooperative	Big C	Hanoi			C	
25	2018/10/20	Tan Minh Duc cooperative	Safe meals company	Hanoi		B		
26	2018/10/22	Tan Minh Duc cooperative	Hung Viet Company	Hai Duong			C	
27	2018/10/22	Lúa farmer group	Hung Viet Company	Hai Duong		B		
28	2018/11/6	Duc Chinh cooperative	Sai Gon Coop	Hanoi		B		
29	2018/11/7	Lúa farmer group	VinEco	Hanoi			C	
30	2018/11/16	Gia Gia company	Goden gate	Hai Duong		B		
31	2018/11/19	Tan Minh Duc cooperative	Công ty Trường Thịnh	Hai Duong		B		
32	2018/12/4	Tan Minh Duc cooperative	TMT company		A			
33	2018/12/4	Tan Minh Duc cooperative	VietFarm			B		
34	2018/12/4	Duc Chinh cooperative	VietFarm			B		
35	2018/12/11	Duc Chinh cooperative	Viethavest	Hanoi		B		
36	2018/12/11	Duc Chinh cooperative	Coop mart	Ho Chi Minh		B		
37	2018/12/11	Tan Minh Duc cooperative	EXB company	Hanoi		B		
38	2018/12/11	Tan Minh Duc cooperative	Coop mart	Ho Chi Minh		B		
39	2018/12/11	Gia Gia company	EXB company	Hanoi		B		
40	2018/12/11	Gia Gia company	Bua an toàn	Hanoi		B		
41	2019/1/11	Tan Minh Duc cooperative	Công ty TNHH GreenGOCO Hưng Yên	Hung Yen				D
42	2019/1/11	Tan Minh Duc cooperative	Công ty Cổ phần HUYN DAI ALUMINUM Hưng Yên	Hung Yen				D
43	2019/1/11	Tan Minh Duc cooperative	Công ty TNHH thiên Hà Shidax	Hai Duong				D
44	2019/1/11	Tan Minh Duc cooperative	Cty TNHH sản xuất và thương mại Sao Việt Nam	Hanoi				D
45	2019/1/11	Tan Minh Duc cooperative	Công ty TNHH thực Phẩm Quang Minh	Hai Duong				D
46	2019/1/11	Tan Minh Duc cooperative	Công ty TNHH sản xuất phụ tùng ô tô xe máy Việt Nam	Hai Duong				D
47	2019/1/11	Tan Minh Duc cooperative	Công ty cổ phần dịch vụ thương mại An Thái	Hai Duong				D
48	2019/1/11	Tan Minh Duc cooperative	Công ty TNHH TM DV Dương Anh	Hai Duong				D
49	2019/1/11	Tan Minh Duc cooperative	Công ty TNHH ADEN Service Việt Nam	Hai Duong				D
50	2019/1/11	Gia Gia company	Công ty TNHH GreenGOCO Hưng Yên	Hung Yen				D
51	2019/1/11	Gia Gia company	Công ty Cổ phần HUYN DAI ALUMINUM Hưng Yên	Hung Yen				D
52	2019/1/11	Gia Gia company	Công ty TNHH thiên Hà Shidax	Hanoi				D
53	2019/1/11	Gia Gia company	Cty TNHH sản xuất và thương mại Sao Việt Nam	Hanoi				D
54	2019/1/11	Gia Gia company	Công ty TNHH thực Phẩm Quang Minh	Hai Duong				D
55	2019/1/11	Gia Gia company	Công ty TNHH sản xuất phụ tùng ô tô xe máy Việt Nam	Hanoi				D
56	2019/1/11	Gia Gia company	Công ty cổ phần dịch vụ thương mại An Thái	Hai Duong				D
57	2019/1/11	Gia Gia company	Công ty TNHH TM DV Dương Anh	Hai Duong				D
58	2019/1/11	Gia Gia company	Công ty TNHH ADEN Service Việt Nam	Hai Duong				D
59	2019/1/11	Lúa farmer group	Công ty TNHH GreenGOCO Hưng Yên	Hung Yen				D
60	2019/1/11	Lúa farmer group	Công ty Cổ phần HUYN DAI ALUMINUM Hưng Yên	Hung Yen				D
61	2019/1/11	Lúa farmer group	Công ty TNHH thiên Hà Shidax	Hanoi				D
62	2019/1/11	Lúa farmer group	Cty TNHH sản xuất và thương mại Sao Việt Nam	Hanoi				D
63	2019/1/11	Lúa farmer group	Công ty TNHH thực Phẩm Quang Minh	Hai Duong				D
64	2019/1/11	Lúa farmer group	Công ty TNHH sản xuất phụ tùng ô tô xe máy Việt Nam	Hanoi				D
65	2019/1/11	Lúa farmer group	Công ty cổ phần dịch vụ thương mại An Thái	Hai Duong				D
66	2019/1/11	Lúa farmer group	Công ty TNHH TM DV Dương Anh	Hai Duong				D
67	2019/1/11	Lúa farmer group	Công ty TNHH ADEN Service Việt Nam	Hai Duong				D
68	2019/1/18	Duc Chinh cooperative	Ban Mai company		A			
69	2019/3/19	Lúa farmer group	Yên Phú	Hung Yen		B		
70	2019/3/1	Gia Gia company	HD Green	Hai Duong	A			
71	2019/3/28	Gia Gia company	Sao Viet company	Hanoi		B		
72	2019/3/28	Lúa farmer group	Sao Viet company	Hanoi	A			
73	2019/3/28	Tan Minh Duc cooperative	Sao Viet company	Hanoi		B		
74	2019/4/23	Tan Minh Duc cooperative	VDW Viet Nam JS company	Hanoi	A			

ANNEX 15 Matching Events Conducted under the Project

As of

31-Dec-2020

No	Date	TG	Buyer	Province	Result*			
					A	B	C	D
75	2019/4/23	Gia Gia company	VDW Viet Nam JS company	Hanoi	A			
76	2019/4/24	Gia Gia company	Kal Tech	Hung Yen		B		
77	2019/4/24	Tan Minh Duc cooperative	Kal Tech	Hung Yen		B		
78	2019/5/15	Gia Gia company	Safe meals	Hà Nội		B		
79	2019/9/13	Gia Gia company	VinEco	Hà Nội	A			
80	2019/9/13	Gia Gia company	Big C	Hà Nội			C	
81	2019/9/13	Gia Gia company	BRG Retail	Hà Nội	A			
82	2019/9/13	Gia Gia company	Lotte Mart	Hà Nội			C	
83	2019/9/13	Gia Gia company	Hapro Mart	Hà Nội			C	
84	2019/9/13	Gia Gia company	HTX Viet Á Châu	Hải Dương			C	
85	2019/9/13	Tan Minh Duc cooperative	VineCo	Hà Nội			C	
86	2019/9/13	Tan Minh Duc cooperative	Coop food	Hà Nội		B		
87	2019/9/13	Tan Minh Duc cooperative	Coop Mart	Hà Nội		B		
88	2019/9/13	Tan Minh Duc cooperative	Lotte mart	Hà Nội		B		
89	2019/9/13	Tan Minh Duc cooperative	HTX Việt Á Châu	Hải Dương			C	
90	2019/9/13	Tan Minh Duc cooperative	Hapro Mart	Hà Nội			C	
91	2019/9/13	Tan Minh Duc cooperative	BRG Retail	Hà Nội			C	
92	2019/9/13	CP Green Farm	VinEco	Hà Nội	A			
93	2019/9/13	Thanh Ha company	VinEco	Hà Nội	A			
94	2019/9/13	Thanh Ha company	Coop Mart	Hà Nội		B		
95	2019/9/13	Thanh Ha company	Coop food	Hà Nội		B		
96	2019/9/13	Thanh Ha company	Big C	Hà Nội	A			
97	2019/9/13	Gia Gia company	BRG Retail	Hà Nội	A			
98	2019/9/13	Gia Gia company	VinEco	Hà Nội	A			
99	2019/11/26	Tan Minh Duc cooperative	Cty Huong Anh	Hà Nội	A			
100	2019/11/26	Tan Minh Duc cooperative	Funny Farm Shop	Hà Nội		B		
101	2019/11/26	Tan Minh Duc cooperative	Food center in HD	Hải Dương		B		
102	2019/11/26	Gia Gia company	Cty Huong Anh	Hà Nội		B		
103	2019/11/26	Gia Gia company	Funny Farm Shop	Hà Nội	A			
104	2019/11/26	Gia Gia company	Hải Dương Food Center	Hà Nội	A			
105	2019/12/13	Tan Minh Duc cooperative	VinECO	Hà Nội		B		
106	2020/1/1	Duc Chinh cooperative	Green Farm	Hải Dương	A			
107	2020/1/22	Lúa farmer group	Gia Gia	Hải Dương	A			
108	2020/2/8	Lúa farmer group	Lien Hiep cooperative	Ha Nam		B		
109	2020/2/13	Green Farm	Thien Canh company	Hanoi		B		
110	2020/2/13	Duc Chinh cooperative	Thien Canh company	Hanoi		B		
111	2020/3/1	Gia Gia company	Cty cổ phần nông sản Hưng Việt	Hải Dương		B		
112	2020/3/5	Gia Gia company	Công ty Vạn Đặc Phúc	Hải Dương		B		
113	2020/4/10	Tan Minh Duc cooperative	Hai Anh company	Hà Nội	A			
114	2020/9/15	Green Farm	Canteen of school in Hải Dương	Hải Dương		B		
115	2020/9/21	Green Farm	AEON	Hải Phòng		B		
116	2020/9/21	Tan Minh Duc cooperative	AEON	Hải Phòng		B		
117	2020/12/16	Tan Minh Duc cooperative	Kamereo company	Ho Chi Minh			C	
118	2020/12/16	Thanh Ha company	Kamereo company	Ho Chi Minh			C	
Hung Yen								
1	2017/3/11	Japan-Vietnam company	Syun	Hanoi	A			
2	2017/4/27	Japan-Vietnam company	AEON	Hanoi				D
3	2017/5/26	Yen Phu cooperative	Haru Midori	Hanoi		B		
4	2017/5/26	Japan-Vietnam company	Haru Midori	Hanoi		B		
5	2017/6/3	Japan-Vietnam company	Oshitsu	Hanoi	A			
6	2017/6/24	Yen Phu cooperative	Hanoi Union of cooperative	Hanoi	A			
7	2017/7/14	Yen Phu cooperative	Safefood24h	Hanoi	A			
8	2017/7/21	Yen Phu cooperative	Pham Van Tho establishment	Yen Phu		B		
9	2017/7/27	Yen Phu cooperative	Vineco	Hanoi	A			
10	2017/7/27	Japan-Vietnam company	Vineco	Hanoi	A			
11	2017/9/27	Yen Phu cooperative	Big C	Hanoi		B		
12	2017/11/8	Yen Phu cooperative	Oshitsu	Hanoi		B		
13	2017/11/17	Yen Phu cooperative	Q mart +	Hanoi		B		
14	2017/12/1	Yen Phu cooperative	Big C	Hanoi	A			
15	2018/1/8	Yen Phu cooperative	Co-op Food	Hanoi	A			
16	2018/2/26	Japan-Vietnam company	Sao Viet company	Hanoi	A			
17	2018/4/19	Japan-Vietnam company	Hotel 123	Hanoi		B		
18	2018/6/16	Yen Phu cooperative	Canteen of Mr Do Van Thai and Do Van Tu	Hung Yen	A			
19	2018/9/2	Yen Phu cooperative	Kindergarten school in Yen Phu	Hung Yen	A			
20	2018/9/5	Yen Phu cooperative	Hưng Việt JS company (Hải Dương)	Hải Dương		B		
21	2018/9/10	Yen Phu cooperative	Mua Viet food company	Hanoi	A			
22	2018/9/15	Yen Phu cooperative	Chain of An Hoa food company	Hanoi	A			

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ANNEX 15 Matching Events Conducted under the Project

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No	Date	TG	Buyer	Province	Result*			
					A	B	C	D
23	2018/9/22	Japan-Vietnam company	Fair Trade USA	Hanoi			C	
24	2018/9/22	Yen Phu cooperative	Fair Trade USA	Hanoi			C	
25	2018/9/22	Chien Thang cooperative	Fair Trade USA	Hanoi			C	
26	2018/9/22	Chien Thang cooperative	Big C	Hanoi			C	
27	2018/10/1	Japan-Vietnam company	Tan Sang store	Hung Yen	A			
28	2018/10/1	Japan-Vietnam company	Hàng Vui store in Linh Đàm	Hanoi	A			
29	2018/10/4	Japan-Vietnam company	Ong Mai safe vegetable store in Linh Đàm	Hanoi	A			
30	2018/10/4	Japan-Vietnam company	Vùng Cao safe vegetable store in Linh Đàm	Hanoi	A			
31	2018/10/4	Japan-Vietnam company	Convenience store of Ms Dung-linh Đàm	Hanoi	A			
32	2018/10/4	Japan-Vietnam company	Safe vegetable store of Ms Tham- Linh Đàm	Hanoi	A			
33	2018/10/4	Japan-Vietnam company	Safe vegetable store of Ms Thanh-Linh Đàm	Hanoi	A			
34	2018/10/4	Japan-Vietnam company	Safe vegetable store of The Home-Furil Ecopark	Hung Yen	A			
35	2018/10/6	Yen Phu cooperative	Nguyễn Thị Thắm business	Hung Yen	A			
36	2018/10/23	Japan-Vietnam company	TaiHei of Japan	Hanoi		B		
37	2018/11/6	Chien Thang cooperative	Canteen of TIGER MAX company	Hung Yen	A			
38	12/11/2018	Yen Phu cooperative	An Viet company	Hanoi		B		
39	12/11/2018	Yen Phu cooperative	Hanoi cooperative alliances	Hanoi			C	
40	12/11/2018	Yen Phu cooperative	EXP Company	Hanoi			C	
41	12/11/2018	Yen Phu cooperative	Huong Viet Sinh	Hanoi		B		
42	12/11/2018	Yen Phu cooperative	Safe meals	Hanoi		B		
43	12/11/2018	Japan-Vietnam company	Coop Mart	Hanoi			C	
44	12/11/2018	Japan-Vietnam company	Chain of safe vegetable store in Thuy Khuê, Hanoi	Hanoi		B		
45	12/11/2018	Japan-Vietnam company	EXP Company	Hanoi		B		
46	12/11/2018	Chien Thang cooperative	EXP Company	Hanoi		B		
47	2018/12/25	Yen Phu cooperative	Oshitsu and Ha anh Company	Hanoi	A			
48	2019/1/11	Japan-Vietnam company	GrenCoCo limited company	Bac Ninh				D
49	2019/1/11	Japan-Vietnam company	Thiên Hà Shidax limited company	Hung Yen				D
50	2019/1/11	Japan-Vietnam company	HYUNDAI ALUMIUM VINA JS company	Hung Yen				D
51	2019/1/11	Japan-Vietnam company	Sao Việt Nam produce and commercial ltd company	Hung Yen				D
52	2019/1/11	Japan-Vietnam company	Quang Minh food ltd company	Hung Yen				D
53	2019/1/11	Japan-Vietnam company	Nhật Lâm ltd company	Hung Yen				D
54	2019/1/11	Japan-Vietnam company	Việt Nam Car and motorcycle Parts production limited company	Hung Yen				D
55	2019/1/11	Japan-Vietnam company	An Thái commercial and service company	Hung Yen				D
56	2019/1/11	Japan-Vietnam company	Dương Anh commercial and service Ltd company	Hung Yen				D
57	2019/1/11	Japan-Vietnam company	Việt Nam ADEM Service Ltd company	Hung Yen				D
58	2019/1/11	Yen Phu cooperative	GrenCoCo limited company	Bac Ninh		B		
59	2019/1/11	Yen Phu cooperative	Thiên Hà Shidax limited company	Hung Yen		B		
60	2019/1/11	Yen Phu cooperative	HYUNDAI ALUMIUM VINA JS company	Hung Yen		B		
61	2019/1/11	Yen Phu cooperative	Sao Việt Nam produce and commercial ltd company	Hung Yen		B		
62	2019/1/11	Yen Phu cooperative	Quang Minh food ltd company	Hung Yen		B		
63	2019/1/11	Yen Phu cooperative	Nhật Lâm ltd company	Hung Yen		B		
64	2019/1/11	Yen Phu cooperative	Việt Nam Car and motorcycle Parts production limited company	Hung Yen		B		
65	2019/1/11	Yen Phu cooperative	An Thái commercial and service company	Hung Yen		B		
66	2019/1/11	Yen Phu cooperative	Dương Anh commercial and service Ltd company	Hung Yen		B		
67	2019/1/11	Yen Phu cooperative	Việt Nam ADEM Service Ltd company	Hung Yen		B		
68	2019/1/11	Chien Thang cooperative	Việt Nam Car and motorcycle Parts production limited company	Hung Yen		B		
69	2019/2/28	Chien Thang cooperative	Hoya Glass Disk Viet Nam Join Stock Company	Hung Yen		B		
70	2019/3/1	Yen Phu cooperative	Cty TNHH Sản xuất & Thương Mại TPS Việt	Hanoi	A			
71	2019/3/11	Chien Thang cooperative	Hung Long 2 JS company	Hung Yen	A			
72	2019/3/15	Yen Phu cooperative	Hương Việt Sinh Ltd company	Bac Ninh	A			
73	2019/6/20	Chien Thang cooperative	Công ty cổ phần xi măng Bút sơn	Ha Nam	A			
74	2019/6/20	Yen Phu cooperative	Công ty Foseca	Bac Ninh		B		
75	2019/8/23	Yen Phu cooperative	Big green	Hanoi	A			
76	2019/8/30	Yen Phu cooperative	Công ty Foseca	Bac Ninh	A			
77	2019/9/13	Japan-Vietnam company	Công ty TNHH BRG	Hanoi	A			
78	2019/9/13	Japan-Vietnam company	Coop food	Hanoi	A			
79	2019/9/13	Japan-Vietnam company	Lotte	Hanoi	A			
80	2019/9/13	Yen Phu cooperative	Công ty TNHH BRG	Hanoi	A			
81	2019/9/13	Yen Phu cooperative	Coop food	Hanoi	A			
82	2019/9/13	Yen Phu cooperative	Công ty TNHH Việt Á Châu	Hai Duong	A			
83	2019/10/5	Yen Phu cooperative	Safe vegetable store of Ms Phuong in Dang Xa, Gia Lam	Hanoi	A			
84	2019/12/12	Yen Phu cooperative	Pizza 4P's Company	Hanoi		B		
85	2020/2/2	Binh Minh (ex-Chien Tang)	Nam Bao company	Hung Yen	A			
86	2020/2/20	Japan-Vietnam company	Xuan Truc Cooperative	Hung Yen		B		
87	2020/2/28	Yen Phu cooperative	Havi Mart	Hà Nội	A			

ANNEX 15 Matching Events Conducted under the Project

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No	Date	TG	Buyer	Province	Result*			
					A	B	C	D
88	2020/4/3	Binh Minh cooperative	Thiên Cảnh company	Hà Nội	A			
89	2020/4/5	Yen Phu cooperative	Tuệ Quang company	Hà Nội	A			
90	2020/4/7	Binh Minh cooperative	Safe meals	Hà Nội	A			
91	2020/4/24	Japan-Vietnam company	Fresh fruit JS company	Hà Nội	A			
92	2020/6/10	Binh Minh cooperative	Thiên Hưng clothing Company	Hung Yen		B		
93	2020/7/4	Japan-Vietnam company	V Mart	Hà Nội	A			
94	2020/7/4	Japan-Vietnam company	Shop - 224 Hoàng Ngân	Hà Nội	A			
95	2020/7/4	Japan-Vietnam company	Da Lat Farm	Ha Nội	A			
96	2020/7/15	Yen Phu cooperative	Việt Dũng Agriproduct company	Hà Nội		B		
97	2020/7/18	Yen Phu cooperative	Orive company (Support food to industries canteen)	Bắc Giang		B		
98	2020/9/4	Japan-Vietnam company	Bác Tôm safe food store	Hà Nội	A			
99	2020/9/23	Yen Phu cooperative	Canteen of FPT	Hà Nội		B		
100	2020/10/2	Japan-Vietnam company	Sanshin Company	Hà Nội		B		
101	2020/10/2	Yen Phu cooperative	Sanshin Company	Hà Nội			C	
102	2020/10/5	Binh Minh cooperative	Công ty Lâm Anh	Hà Nam	A			
103	2020/10/15	Yen Phu cooperative	Aeon supermarket	Hà Nội	A			
104	2020/11/6	Yen Phu cooperative	Farmer supermarket	Hà Nội	B			
105	2020/12/16	Japan-Vietnam company	Kamereo company	Ho Chi Minh		B		
106	2020/12/16	Yen Phu cooperative	Kamereo company	Ho Chi Minh		B		
Thai Binh								
1	2018/9/12	Quỳnh Hải cooperative	Công ty Oshitsu VN	Hanoi			C	
2	2018/10/13	Quỳnh Hải cooperative	Phuong Nghia company	Hai Phong			C	
3	2018/10/13	Thanh Tân cooperative	BigC Hải Phòng	Hai Phong			C	
4	2018/10/23	Thanh Tân cooperative	Vạn Đạt company	Thai Binh	A			
5	2018/10/23	Thanh Tân cooperative	Cửa hàng rau sạch Phương Anh, TP Thái Bình	Thai Binh	A			
6	2018/10/24	Quỳnh Hải cooperative	EXP group	Hanoi	A			
7	2018/10/24	Quỳnh Hải cooperative	Toan Văn JS company	Thai Binh	A			
8	2018/10/25	Thanh Tân cooperative	Vân An safe vegetable in Thái Bình city	Thai Binh	A			
9	2018/10/26	Quỳnh Hải cooperative	Mr Thiệp – Hà Nội	Hanoi	A			
10	2018/11/5	Quỳnh Hải cooperative	NW Gia Bao processing agriproduct JS company	Thai Binh	A			
11	2018/12/11	Quỳnh Hải cooperative	Bà Hậu, TP Hà Nội	Hanoi			C	
12	2018/12/11	Quỳnh Hải cooperative	Đàm Thị Dju- Giám đốc công ty TNHH sản xuất thương mại Nông sản Kinh Bắc, TP Bắc Ninh	Bac Ninh	A			
13	2018/12/14	Quỳnh Hải cooperative	Hội nghị phát triển hợp tác, liên kết trong sản xuất và tiêu thụ sản phẩm, thực phẩm nông lâm thủy sản tỉnh Thái Bình năm 2018	Thai Binh			C	
14	2018/12/14	Quỳnh Hải cooperative	Kinh Bac production and commercial Limited company	Thai Binh	A			
15	2019/1/1	Quỳnh Hải cooperative	Bao Tin limited company	Hanoi	A			
16	2019/2/22	Quỳnh Hải cooperative	Kinh Bac production and commercial Limited company		A			
17	2019/2/20	Thanh Tân cooperative	Phú Cường company	Hải Dương	A			
18	2019/2/20	Thanh Tân cooperative	VITACO company in Bắc Giang	Bac Giang	A			
19	2019/2/20	Thanh Tân cooperative	Đức Lộc company in Hải Dương	Hai Duong	A			
20	2019/3/13	Quỳnh Hải cooperative	Ms Thinh and Ms Hien - Buyers in Hai Phong whosaler market	Hai Phong		B		
21	2019/3/28	Quỳnh Hải cooperative	KAL company	Hung Yen	A			
22	2019/7/15	Quỳnh Hải cooperative	Toan Van JS company - Mai Thị tươi	Thai Binh	A			
23	2019/7/15	Quỳnh Hải cooperative	VinEco – Phạm Văn Hội.	Hanoi	A			
24	2019/9/9	Quỳnh Hải cooperative	Công ty Fari Dream, Thái Bình. Ông Nguyễn Văn Thi. M	Thai Binh			C	
25	2019/9/13	Quỳnh Hải cooperative	VinEco	Hanoi			C	
26	2019/9/13	Quỳnh Hải cooperative	BigC	Hanoi			C	
27	2019/9/13	Quỳnh Hải cooperative	Co.op Food	Hanoi			C	
28	2019/9/13	Quỳnh Hải cooperative	Việt Á Châu	Hai Duong	A			
29	2019/9/13	Thanh Tân cooperative	VinEco	Hanoi		B		
30	2019/12/9	Quỳnh Hải cooperative	Safe meal company	Hanoi		B		
31	2019/12/24	Quỳnh Hải cooperative	Hội nghị hợp tác, liên kết trong sản xuất và tiêu thụ sản phẩm thực phẩm nông lâm thủy sản tỉnh Thái Bình năm 2019	Thai Binh			C	
32	2020/1/9	Thanh Tân cooperative	Nguyễn Văn Nhân	Thai Binh	A			
33	2020/1/10	Thanh Tân cooperative	Phạm Văn Võ	Thai Binh	A			
34	2020/1/10	Thanh Tân cooperative	Phuong Anh store	Thai Binh	A			
35	2020/2/5	Thanh Tân cooperative	Trần Văn Mạnh	Thai Binh	A			
36	2020/2/7	Quỳnh Hải cooperative	VinEco	Hanoi		B		
37	2020/2/7	Thanh Tân cooperative	Nguyễn Văn Hải	Thai Binh	A			
38	2020/2/8	Thanh Tân cooperative	Trần Văn Anh	Thai Binh	A			
39	2020/2/24	Quỳnh Hải cooperative	Processing argi_product company in Hải Dương	Hai Duong	A			
40	2020/2/25	Thanh Tân cooperative	Seed company in Thái Bình	Thai Binh	A			
41	2020/2/27	Thanh Tân cooperative	Phạm Văn Kiều	Thai Binh	A			
42	2020/3/30	Quỳnh Hải cooperative	Nhật Việt company	Hung Yen	A			
43	2020/4/1	Quỳnh Hải cooperative	Thành Đạt company	Thai Binh		B		
44	2020/5/1	Quỳnh Hải cooperative	Đào Công Cần	Thai Binh	A			
45	2020/9/21	Quỳnh Hải cooperative	AEON	Hanoi			C	

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ANNEX 15 Matching Events Conducted under the Project

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No	Date	TG	Buyer	Province	Result*				
					A	B	C	D	
46	2020/10/15	Quỳnh Hải cooperative	AEON	Hanoi		B			
47	2020/10/21	Quỳnh Hải cooperative	Jeong Chen Wan	Thai Binh	A				
Vinh Phuc									
1	2018/10/1	Vi Sa cooperative	Big C	Hanoi		B			
2	2018/10/5	Vinh Phuc cooperative	Ngân Xanh company	Hanoi			C		
3	2018/10/1	Dại Lợi cooperative	Some store in Phuc Yen city	Vinh Phuc	A				
4	2019/1/16	Vi sa cooperative	Safety agricultural company in Hanoi	Hanoi		B			
5	2019/2/11	Vinh Phuc cooperative	Viet Sinh limited company	Hanoi	A				
6	2019/2/12	Vinh Phuc cooperative	Big C	Hanoi		B			
7	2019/2/12	Vinh Phuc cooperative	AEON	Hanoi		B			
8	2019/2/12	Vinh Phuc cooperative	Sao Viet Company	Hanoi		B			
9	2019/3/28	Vi Sa cooperative	Sao Viet Company	Hanoi		B			
10	2019/4/12	Vinh Phuc cooperative	AEON	Hanoi			C		
11	2019/5/13	Dai Loi cooperative	Canteen of TTC company	Vinh Yen	A				
12	2019/5/13	Dai Loi cooperative	Dũng Anh JS company	Hanoi	A				
13	2019/9/13	Vinh Phuc cooperative	Big C	Hanoi			C		
14	2019/11/19	Dai Loi cooperative	Nguyễn Thị Đức_local collector	Vinh phuc	A				
15	2019/11/21	Dai Loi cooperative	Linh Dương safe vegetable store	Vinh phuc	A				
16	2020/2/17	Dai Loi cooperative	Cat Khanh limited company	Vinh phuc	A				
17	2020/8/9	Vi Sa cooperative	Welstory	Bac Ninh	A				
18	2020/8/15	Vi Sa cooperative	Foseca Ltd company	Bac Ninh	A				
19	2020/6/11	Vinh phuc cooperatative	Hà Giang store	Ha Nam				C	
20	2020/6/11	Vinh phuc cooperatative	Tây Bắc JS company	Hanoi				C	
21	2020/6/11	Vinh phuc cooperatative	Farmer supermarket	Hanoi				C	
22	2020/6/11	Vinh phuc cooperatative	AEON Long Bien	Hanoi				C	
23	2020/12/18	Vi Sa cooperative	Kamereo company	Ho Chi Minh			C		
24	2020/12/18	Vinh phuc cooperatative	Kamereo company	Ho Chi Minh		B			
Phu Tho									
1	2018/4/20	Huong Non	VinEco	Hanoi			C		
2	2018/4/20	Trường Thịnh cooperative	VinEco	Hanoi			C		
3	2018/12/11	Trường Thịnh cooperative	An Viet production and commercial JS company	Hanoi			C		
4	2018/12/11	Trường Thịnh cooperative	Tay Bac food company	Hanoi			C		
5	2018/12/11	Hương Nộn cooperative	Safe meals JS company ội	Hanoi			C		
6	2019/1	Hương Nộn cooperative	Tu Xa cooperative	Phu Tho		B			
7	2019/3	Trường Thịnh cooperative	Hanoi food vegetable company	Hanoi			C		
8	2019/7	Hương Nộn cooperative	Hanoi Chilli company	Hanoi		B			
9	2019/8/7	Hương Nộn cooperative	Tu Xa cooperative	Phu Tho		B			
10	2019/9	Trường Thịnh cooperative	Phong Chau primary school	Phu Tho	A				
11	2019/9	Trường Thịnh cooperative	Phong Chau kinder garten	Phu Tho	A				
12	2019/9	Trường Thịnh cooperative	Hung Vuong primary school	Phu Tho	A				
13	2019/9	Trường Thịnh cooperative	Education department in Thanh Ba district	Phu Tho			C		
14	2019/9/24	Trường Thịnh cooperative	Safe vegetable store- Mrs Hải, Thanh Ba, Phú Thọ	Phu Tho	A				
15	2019/11	Trường Thịnh cooperative	Tu Xa cooperative	Phu Tho			C		
Total					A	B	C	D	
Ha Nam					30	23	3	2	
Hai Duong					25	51	14	28	
Hung Yen					50	37	8	11	
Thai Binh					30	6	11	0	
Vinh Phuc					9	7	4	4	
Phu Tho					4	3	8	0	
Total number of One-to-one matching					368	148	127	48	45

*Each character indicates the results of matching as follows:

Source: Project Team (Long-term Experts and the Consultant Team)

- A: Successfully concluded. Trading will start soon.
- B: Successful. Negotiation will continue.
- C: No conclusion.
- D: Matching was not successful. No more meeting will happen.

58
118
106
47
24
15

ANNEX 16 The Area for Reliable Safe Crop Production by Target Provinces

Province	Target Group	Project area in winter 2017-2018	Project area in winter 2018-2019	Project area in winter 2019-2020	Project area in winter 2020-21
Hai Duong	Duc Chinh coop.	30.00	30.07	30.07	30.08
	Tan Minh Duc coop.	7.50	9.65	33.20	37.24
	Thanh Ha company	5.00	7.62	7.62	7.62
	Gia Gia company		5.00	5.12	5.52
	Green Farm company		2.48	2.48	5.80
	Lua farmer group		4.42	10.77	15.79
Ha Nam	Ha Vi coop.	1.00	2.13	3.46	3.49
	Lien Hiep Cooperative	2.50	2.05	3.65	4.02
	Cat Lai coop.		2.35	3.21	6.26
	Thanh Tan farmer group		1.01	1.11	3.06
Hung Yen	Japan Vietnam company	1.70	1.76	1.90	2.02
	Yen Phu coop.	3.15	4.54	6.00	7.60
	Binh Minh (Chien Thang) coop.		4.85	11.90	9.85
Phu Tho	Huong Non coop.		3.51	3.51	3.51
	Truong Thinh coop.		2.12	3.81	3.81
Thai Binh	Quynh Hai coop.		2.38	8.00	10.00
	Thanh Tan coop.		2.36	3.42	8.50
Vinh Phuc	Dai Loi coop.		10.03	10.03	10.03
	Vinh Phuc coop.		5.32	8.32	10.81
	Visa coop.		2.96	5.00	5.00
Total		50.85	106.61	162.58	190.01

Source: Project Team (Consultant Team)

Kyuu

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ANNEX 17 CPMU Meetings

	Meeting	Date	Participants	Contents
1	1 st CPMU meeting	2016/11/4	CPMU JICA long-term Experts Consultant team	<ul style="list-style-type: none"> • Explanation and agreement to the approach of Work Plan (1st phase) • Project Monitoring Sheet
2	2 nd CPMU meeting	2016/12/12	CPMU JICA long-term Experts Consultant team	<ul style="list-style-type: none"> • Report on the results of baseline survey, market survey and consumer survey
3	3 rd CPMU meeting	2017/10/4	CPMU JICA senior advisor JICA long-term Experts Consultant team	<ul style="list-style-type: none"> • Report on the results of consultation mission • Promotion of Basic GAP • The way of information sharing among stakeholders
4	4 th CPMU meeting (Review of 1 st year Project activities)	2017/11/9	CPMU PPMU of Pilot, Semi-pilot provinces JICA long-term Experts Consultant team	<ul style="list-style-type: none"> • Report on the Project activities progress, results and issues • Report on the progress and issues from each PPMU
5	5 th CPMU meeting	2018/9/4	CPMU JICA long-term Experts	<ul style="list-style-type: none"> • The role of CPMU to expand the Project results • The way of information sharing among stakeholders
6	6 th CPMU meeting	2018/9/18	CPMU JICA long-term Experts Consultant team	<ul style="list-style-type: none"> • Formulation of Action Plan in Pilot provinces • Dissemination of the Project results to the Knowledge-sharing city/provinces • Collaboration with HPA in the marketing activities
7	7 th CPMU meeting	2018/10/31	CPMU JICA senior advisor JICA Vietnam office JICA long-term Experts Consultant team	<ul style="list-style-type: none"> • Report on the results of consultation mission • Dissemination of the Project results to the Knowledge-sharing city/provinces
8	8 th CPMU meeting	2018/12/17	CPMU JICA long-term Experts	<ul style="list-style-type: none"> • TOT for 6 Knowledge-sharing city/provinces • Business study trip to Japan
9	9 th CPMU meeting	2019/3/17	CPMU JICA long-term Experts Consultant team	<ul style="list-style-type: none"> • Explanation and agreement to the progress report of the 1st phase Project activities • Explanation and agreement to the approach of Work Plan (2nd phase)
10	10 th CPMU meeting	2019/6/11	CPMU JICA long-term Experts Consultant team	<ul style="list-style-type: none"> • Report on the trial activities of Winter crop 2018-2019 • Achievement status of PDM and revision of PDM • Schedule of formulation of Action Plan in Pilot provinces • Preparation for JCC
11	11 th CPMU meeting	2020/5/21	CPMU JICA long-term Experts	<ul style="list-style-type: none"> • Report on the progress of the activities in Knowledge sharing 1 city and 1 province • Preparation for JCC

Source: Project Team (Long-term Expert)

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ANNEX 18 News Coverage about Communication Activities Source: Project Team (Long-term Expert)

Name	Date	URL	Remark	
TV				
1 VTV 1	29-Dec-17		Exhibition of Poster at AEON	
2 VTC10	8-Nov-18		School Education Program 2018	
3 VTC4	8-Nov-18	https://youtu.be/cqAZT6nUprQ?t=478	School Education Program 2018	
4 VTC10	14-Nov-18	https://www.facebook.com/watch/?v=2055893157764825	School Education Program 2019	
5 VTC10	20-Sep-19	https://portal.vtc.gov.vn/chitiet/59901-viet-nam-goc-nhin-cua-ban-20-09-2019.html	School Education Program 2019	
Online News				
6 Kinh Te & Do Thi	3-Nov-17	http://kinhthedothei.vn/nang-cao-hieu-biet-ve-rau-an-toan-cho-hoc-sinh-301977.html	Poster Festival for the Safe Vegetable on November 3, 2017	
7	13-Nov-17	http://kinhthedothei.vn/da-dang-hoa-hinh-thuc-tuyen-truyen-ve-rau-an-toan-302804.html		
8 Ha Noi Moi	3-Nov-17	http://hanoimoi.com.vn/Tin-tuc/Giao-duc/881873/trao-giai-cho-30-buc-tranh-ve-ve-rau-an-toan		
9	14-Nov-17	http://www.hanoimoi.com.vn/Tin-tuc/Doi-song/882810/nang-cao-y-thuc-ve-rau-an-toan-qua-tranh-ve		
10 Thieu Nien	6-Nov-17	http://thieunien.vn/trao-giai-cho-30-buc-tranh-ve-ve-rau-an-toan-28279.html		
11 Bao Moi	14-Nov-17	https://www.baomoi.com/nang-cao-y-thuc-ve-rau-an-toan-qua-tranh-ve/c/23937403.epi		
12 HTV	26-Dec-17	http://www.hvtv.com.vn/Trang/TinTuc/2017-12-26/trien-lam-tranh-rau-an-toan-cho-mot-tuong-lai-tuoi-sang-hon.aspx		Exhibition of Poster at AEON
13 Tap Chi Nong Thon Viet	26-Dec-17	http://nongthonviet.com.vn/thoi-su/van-hoa/201712/trien-lam-tranh-ve-rau-an-toan-cho-mot-tuong-lai-tuoi-sang-hon-716972/		
14 Dang Bo Thanh Pho Ho Chi Minh	26-Dec-17	https://www.hcmcpv.org.vn/tin-tuc/trien-lam-tranh-%E2%80%9Crau-an-toan-cho-mot-tuong-lai-tuoi-sang-hon%E2%80%9D-1491841092		
15 Sinh Vien Viet Nam	27-Dec-17	http://svvn.vn/?p=313677		
16 Vietnam News	27-Dec-17	http://vietnamnews.vn/society/420199/drawing-exhibition-promotes-safe-farm-produce.html#EfQyW23YE8IZEsif.97		
17 Bao Cong Thuong	28-Dec-17	http://baocongthuong.com.vn/trien-lam-tranh-rau-an-toan-cho-mot-tuong-lai-tuoi-sang-hon.html		
18 VOV	28-Dec-17	http://english.vov.vn/society/drawing-exhibition-promotes-safe-farm-produce-365575.vov		
19 Capital Security	28-Aug-18	https://anninhthudo.vn/kinh-doanh/nguoi-tieu-dung-thu-do-them-lua-chon-nguon-nong-san-an-toan/779803.antd		
20 Vietnam Finance	28-Aug-18	http://thoibaotaichinhvietnam.vn/pages/nhip-cau-tieu-dung/2018-08-27/ha-noi-ra-mat-trang-nong-san-an-toan-61337.aspx		
21 Urban Economy	28-Aug-18	http://kinhthedothei.vn/tao-dieu-kien-cho-nong-san-an-toan-ve-ha-noi-tieu-thu-323934.html		
22 Enterprise Forum News	28-Aug-18	http://enternews.vn/ha-noi-ra-chuyen-trang-nong-san-an-toan-135028.html		
23 Investment News	28-Aug-18	https://baodautu.vn/ha-noi-ra-mat-trang-nong-san-an-toan-ke-noi-cac-doanh-nghiep-d86934.html		
24 Enterprise News	28-Aug-18	http://thoibaokinhdoinh.vn/tieu-dung/ha-noi-ra-mat-trang-nong-san-an-toan-1050269.html		
25 Bao Moi	28-Aug-18	https://baomoi.com/ha-noi-ra-mat-trang-nong-san-an-toan-ke-noi-cac-doanh-nghiep/c/27470651.epi		

26	People Digital	28-Aug-18	http://www.nhandan.com.vn/kinhte/item/37438202-nong-san-an-toan-len-internet.html	Launching website of Safeagriproducts by HPA	
27	Resource and Environment	28-Aug-18	https://baotainguyenmoitruong.vn/kinh-te/nong-san-an-toan-len-internet-1257686.html		
28	Nha Nong	28-Aug-18	http://nhanong.netnews.vn/nong-san-an-toan-len-internet-mid-4-0-0-23584.html		
29	Tin247.com	28-Aug-18	http://www.tin247.com/trang_nong_san_an_toan_ha_noi_cung_cap_dia_chi_nong_san_thuc_pham_an_toan_uy_tin-3-24897601.html		
30	An Giang Radio Station	28-Aug-18	http://atv.org.vn/tin-tuc/kinh-te-thi-truong/ha-noi-ra-mat-trang-nong-san-an-toan-ket-noi-cac-doanh-nghiep-11780.html		
31	Xa Luan	28-Aug-18	http://www.xaluan.com/modules.php?name=News&file=article&sid=2300760		
32	Bao Thanh Nien	28-Aug-18	http://baothanhvien.info/ha-noi-ra-mat-trang-nong-san-an-toan-ket-noi-cac-doanh-nghiep.html		
33	Industry and Trade	28-Aug-18	http://congthuong.vn/trang-nong-san-an-toan-ha-noi-cung-cap-dia-chi-nong-san-thuc-pham-an-toan-uy-tin-107940.html		
34	Bnews	28-Aug-18	https://bnews.vn/tra-cuu-dia-chi-cung-cap-nong-san-thuc-pham-an-toan-tai-ha-noi/94653.html		
35	Solidarity	28-Aug-18	http://daidoanket.vn/kinh-te/ha-noi-ra-mat-trang-nong-san-an-toan-ket-noi-cac-doanh-nghiep-tintuc413982		
36	Ha Noi Moi	28-Aug-18	http://hanoimoi.com.vn/Tin-tuc/Kinh-te/911192/ra-mat-trang-nong-san-an-toan-ha-noi		
37	Law and Society	28-Aug-18	http://phapluatxahoi.vn/trang-nong-san-an-toan-ha-noi-online-chinh-thuc-di-vao-hoat-dong-121264.html		
38	Kinh Te & Do Thi	26-Sep-18	http://kinhtedothi.vn/thay-doi-nhan-thuc-ve-rau-an-toan-tu-hoc-sinh-326094.html		School education program 2018
39	Lao dong thu do	27-Sep-18	https://laodongthudo.vn/giao-duc-ve-rau-an-toan-tai-cac-truong-thpt-thanh-pho-ha-noi-80623.html		
40	Tien Phong	13-Nov-18	https://www.tienphong.vn/gioi-tre/ban-tin-thanh-nien-trao-giai-hay-mang-rau-an-toan-ve-nha-1345473.tpo	Poster Festival for the Safe Vegetable on November 12, 2018	
41	Kinh Te & Do Thi	13-Nov-18	http://kinhtedothi.vn/hang-tram-hoc-sinh-tham-du-le-hoi-hay-mang-rau-an-toan-ve-nha-329637.html		
42	Giao Thong	12-Nov-18	https://giaothong.org/hang-tram-hoc-sinh-tham-du-le-hoi-hay-mang-rau-an-toan-ve-nha-46171		
43	Ha Noi Moi	14-Nov-18	http://hanoimoi.com.vn/Tin-tuc/Giao-duc/918484/-trao-18-giai-thuong-cho-hoc-sinh-trong-tim-hieu-ve-rau-an-toan	School program 2020	
44	Tin247.com	21-Nov-20	https://www.tin247.com/trao-giai-cuoc-thi-ve-tranh-hay-mang-rau-an-toan-ve-nha-26-27929928.html		
45	Hanoi moi	21-Nov-20	http://www.hanoimoi.com.vn/tin-tuc/Giao-duc/984216/trao-giai-cuoc-thi-ve-tranh-hay-mang-rau-an-toan-ve-nhaien-tieu-thu-nong-san-an-toan-thu-do-nam-2019		
46	Dan Sinh	22-Nov-20	https://baodansinh.vn/1004-hoc-sinh-tham-gia-cuoc-thi-ve-tranh-hay-mang-rau-an-toan-ve-nha-20201122153906685.htm	Exhibition of Poster at AEON	
47	Tin Tuc	18-Oct-20	https://baotintuc.vn/ha-noi/trien-lam-tranh-rau-an-toan-trong-khuon-kho-hanoi-agriculture-fair-2020-20201016180140100.htm		
Website					
48	Hanoi PPC Portal	7-Nov-17	http://hanoi.gov.vn/huong-toi-dai-hoi-dang/-/hn/FJNMIsYREdd4/7320/2804411/31/trao-giai-cuoc-thi-ve-tranh-ve-rau-an-toan.html?jsessionid=PNfOVILc7aw90ZAVefBrCdCL.app2	Poster Festival for the Safe Vegetable on November 3, 2017	

49	Dang Tran Con Primary School, Thanh Xuan	12-Oct-17	http://thdangtrancona.pgdthanhxuan.edu.vn/chuyen-muc/hoat-dong-giao-duc-va-nang-cao-nhan-thuc-ve-an-toan-thuc-pham-rau-an-toan-cmobile19202-7475.aspx	Awareness building at school
50		3-Nov-17	http://thdangtrancona.pgdthanhxuan.edu.vn/tin-tuc/hoc-sinh-truong-tieu-hoc-dang-tran-con-vinh-du-duoc-trao-giai-vang-trong-hoi-th-c19202-7673.aspx	Poster Festival for the Safe Vegetable on November 3, 2017
51	Big Green	3-Nov-17	https://biggreen.vn/biggreen-cung-su-kien-hoi-thi-ve-tranh-ve-rau-an-toan.html	
52	Vietnam Government Portal Hanoi Capital	28-Aug-18	http://thanglong.chinhphu.vn/ra-mat-trang-nong-san-an-toan-ha-noi	Lauching website of Safeagriproducts by HPA
53	Vietnam Government Portal Hanoi Capital	28-Aug-18	http://thanglong.chinhphu.vn/ra-mat-trang-nong-san-an-toan-ha-noi	Lauching website of Safeagriproducts by HPA
54	Hanoi PPC Portal	22-Nov-20	https://hanoi.gov.vn/tintuc_sukien/-/hn/ZVOM7e3VDMM/7320/2841595/hon-1000-hoc-sinh-tham-gia-cuoc-thi-ve-tranh-hay-mang-rau-an-toan-ve-nha-nam-2020.html?jsessionid=k1CMaN3B2uS+YYsgBsRbpLhL.ap2	School program 2020
Facebook				
55	AEON MALL Long Bien	26-Dec-17	https://www.facebook.com/aeonmall.longbien.hn/posts/1420966631358657	Exhibition of Poster at AEON

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Attachment 19 Shop list for recommended materials by JICA Project Team

	Province	TG	Composting				Organic Compost
			Rice bran and husk	Cow/Pig dung	Alcohol yeast	Rice charcoal maker	
Pilot province	Hai Duong	Duc Chinh	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Tan Minh Duc	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Thanh Ha	TG purchased from village farmer near by.	TG purchased from village household cattle farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Gia gia	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Green farm	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Lua	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
	Ha Nam	Ha Vi	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Hiep	TG purchased from village farmer near by.	TG purchased from village household cattle farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Cat Lai	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Thanh Tan	TG purchased from village farmer near by.	TG purchased from village household cattle farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
	Hung Yen	Japan-Vietnam	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	(Not provided)	
		Yen Phu	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	(Not provided)	
Chien Thang		TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder		
Semi pilot province	Phu Tho	Huong Non	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Truong Thinh	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
	Vinh Phuc	Dai Loi	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Vinh Phuc	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Visa	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
	Thai Binh	Quynh Hai	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
		Thanh Tan	TG purchased from village farmer near by.	TG purchased from village household pig farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
Knowledge sharing province	Bac Ninh	Ngam Mac	TG purchased from village farmer near by.	TG purchased from village household cow farm near by.	TG purchased from local shop in village	Design by Project team, Making by Local welder	
	Hai Phong	Thai Son	TG purchased from village farmer near by.	TG purchased cow dung from a farm in Thai Binh. Pig dung is collected from AC's	TG purchased from local shop in village	Design by Project team, Making by Local welder	
	Quang Ninh						
	Nam Dinh						
	Ninh Binh	Dong Phong					
	Hoa Binh						
Note					Project team ordered to local welder in each village.		

- Công ty TNHH MTV MTV (Viet Hung limited company)
 -Address:Xã Hồng Minh, Hưng H
 à, Thái Bình (Hồng Minh
 Commune, Hung Ha district, Thai
 Binh province)
 - Phone number: 0986465488 -
 0962676728

Attachment 19 Shop list for recom

	Province	TG	Soil Sterilization		New variety seed	
			Vinyl Sheet	Lime powder (dolomite)	Sakata seed	Futaba seed
Pilot province	Hai Duong	Duc Chinh	Available in Local agricultural materials shop	- CÔNG TY TNHH KS VÀ XD BẢO THẠCH (BAO THẠCH LIMITED COMPANY) - Address: thôn Bút Phong, xã Liêm sơn, Kim Bảng, Hà Nam (Liem son commune, Kim Bang district, Ha Nam province) - Phone number: 0972 108 638 - 0911 083 186	Trần Văn Đăng 0913 350 457 Thạch Khôi - Hải Dương	
		Tan Minh Duc	Available in Local agricultural materials shop			
		Thanh Ha	Available in Local agricultural materials shop			
		Gia gia	Available in Local agricultural materials shop			
		Green farm	Available in Local agricultural materials shop			
		Lua	Available in Local agricultural materials shop			
	Ha Nam	Ha Vi	- Name of shop: Sáu Hường - Address: Thị Trấn Quê, Xã Thi Sơn, Kim Bảng, Hà Nam (Thi Son commue, Kim Bang district, Ha Nam province) - Phone number: 0818286262			
		Hiep				
		Cat Lai				
		Thanh Tan				
Hung Yen	Japan-Vietnam	Available in Local agricultural materials shop				
	Yen Phu	Available in Local agricultural materials shop				
	Chien Thang	Available in Local agricultural materials shop				
Semi pilot province	Phu Tho	Huong Non	Available in Local agricultural materials shop	Trần Văn Đăng 0913 350 457 Thạch Khôi - Hải Dương	Hoangia seed Phan Ba Loi 0906-229-569	
		Truong Thinh	Available in Local agricultural materials shop			
	Vinh Phuc	Dai Loi	Available in Local agricultural materials shop			
		Vinh Phuc	Available in Local agricultural materials shop			
		Visa	Available in Local agricultural materials shop			
	Thai Binh	Quynh Hai	Available in Local agricultural materials shop			
		Thanh Tan	Available in Local agricultural materials shop			
	Knowledge sharing province	Bac Ninh	Ngam Mac			Available in Local agricultural materials shop
Hai Phong		Thai Son	Available in Local agricultural materials shop			
Quang Ninh			Available in Local agricultural materials shop			
Nam Dinh			Available in Local agricultural materials shop			
Ninh Binh		Dong Phong	Available in Local agricultural materials shop			
Hoa Binh			Available in Local agricultural materials shop			
Note				Nguyen Trung Dung, Sakata seed will support in the case of any difficulty on purchasing of seeds from agent. 0327-544-288		

	Province	TG	New seedling method				Agricultural Material	Pesticide residue check
			Spongy tray	Nursery bed (Nursery soil)	Seedling house	Grafting technology and grafting rubber tube	Non Woven Textile	GT Test kit
Pilot province	Hai Duong	Duc Chinh	Phùng Thanh Mừng Phone: 0916235896 Address: Phạm Trần, Gia Lộc, Hải Dương	Phùng Thanh Mừng Phone: 0916235896 Address: Phạm Trần, Gia Lộc, Hải Dương	Watanabe pipe Company - Phone number: Mr. Đ ăng: 0912762655 - Address: Đường B2, T òa B, KCN Phố Nối A, Xã Lạc Hồng, H. Văn Lâm, Hưng Yên	Nguyễn Văn Việt 0389768912 Nam Sach - Hai Duong		
		Tan Minh Duc						
		Thanh Ha						
		Gia gia						
		Green farm						
		Lua						
	Ha Nam	Ha Vi						
		Hiep						
		Cat Lai						
		Thanh Tan						
	Hung Yen	Japan-Vietnam						
		Yen Phu						
	Chien Thang							
Semi pilot province	Phu Tho	Huong Non						
		Truong Thinh						
	Vinh Phuc	Dai Loi						
		Vinh Phuc						
		Visa						
	Thai Binh	Quynh Hai						
		Thanh Tan						
Knowledge sharing province	Bac Ninh	Ngam Mac						
	Hai Phong	Thai Son						
	Quang Ninh							
	Nam Dinh							
	Ninh Binh	Dong Phong						
	Hoa Binh							
Note								

DONG NAM CHEMICAL & EQUIPMENT CORPORATION

Head Office

Address : No. 17, B6 Street, Ward 12, Tan Binh District, HCM City, Viet Nam

Phone: (+84.8) 6292.3745 - 6292.3731 - 6292.3773
Fax: (+84.8) 6292.3750

Email:

info@dongnamlab.com.vn

Website :

www.dongnamlab.com

Hanoi Office

Address : 242H Minh Khai Str., Minh Khai Ward, Hai Ba Trung Dist., Hanoi

Tel/Fax : 04.62788699

Email :

Hanoi@dongnamlab.com.vn

<Order big amount>

Unitika Viet Nam

- Phone number: 04-3795-4230

- Address: Ô số 1, tầng 6, Trung tâm thương mại Indochina Plaza

Hà Nội, Phường Dịch Vọng, Quận Cầu Giấy, Hà Nội

<Order small amount>

Watanabe pipe Company

- Phone number: Mr. Đăng:

0912762655

- Address: Đường B2, Tòa B, KCN Phố Nối A, Xã Lạc Hồng, H. Văn Lâm, Hưng Yên

- Công ty Green farm (Green Farm JSC)

- Address: Xã Đông Sang, Mộc Châu, Sơn La (Dong Sang commune, Moc Chau District, Son La province)

-Phone number: 0967 079 926