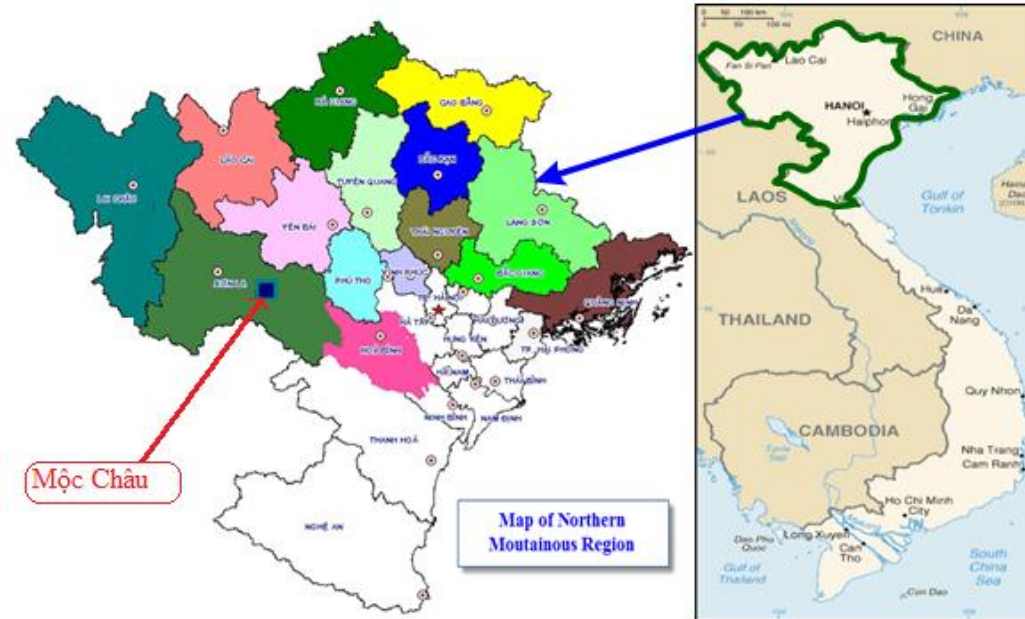


NORTHERN MOUNTAINOUS AGRICULTURE AND FORESTRY SCIENCE INSTITUTE

**Supporting small scale farmers in Moc
Chau, Son La, Vietnam to produce and
market counter seasonal vegetables in
compliance with VietGAP**

2010/09/30 07:57

Introduction



Agriculture

- Soil fertile
- Most of vegetable growers are kinh group with experience
- Local plan of regional vegetable development

Topography

- 1000 m above sea level
- Average temperature is 19 0C whole year
- Rainfall is sufficient (1500-2000 mm/y)
- 4 hour by car away from Ha Noi

Introduction

Sourcing area	Altitude (m)	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Red River Delta *	8	16	17	20	24	27	29	29	28	27	25	21	18
Moc Chau	1,000	14	15	19	22	24	24	24	24	23	21	17	14
Dalat	1,600	17	18	19	20	21	20	20	19	19	19	18	17

➤ Moc Chau has great advantages in term of temperatures, to develop off-season vegetable production (from April – October).

Approach and activities

➤ Moc Chau team NOMAFSI, Fresh Studio and HUA: Production and supply coordination

➤ Ha Noi team FARVI, CARSAD and CIRAD: Market assistants and regional policy.



Approach and activities

- Farmer groups are formed, trained and operated to implemented VietGAP (practical technical protocols for safe vegetables production)
- Record keeping is carried out to be able to assist the traceability process



Approach and activities

- Survey on Moc Chau physical resources and market demand have been conducted, then thereby production plan and types of vegetables are identified
- Partipatorily varietal and cultivation practices have been tested and demonstrated



Approach and activities

- Market information updated, additional with exchange visits and feedbacks

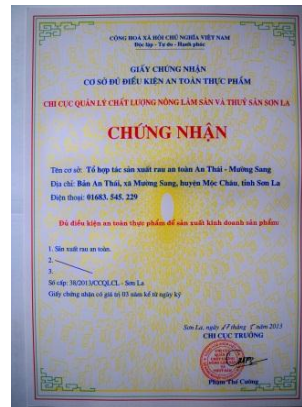
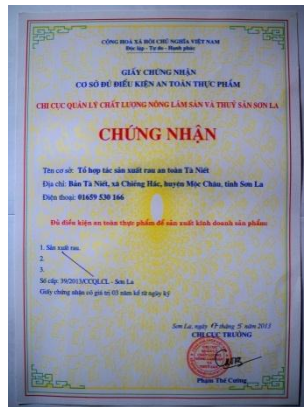
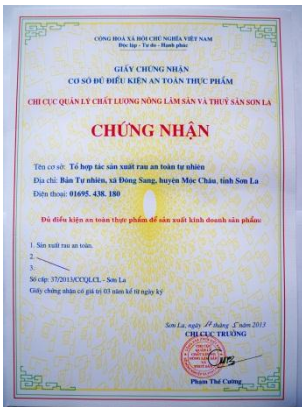


Week number	25				
Date	17 June - 23 June				
Sum of Kg of GAP registered					
Product name (VN)	Product name (EN)	Location			Grand Total
Bap cai trang	White cabbage	An Thai	Ta Niet	Tu Nchien	
		400		300	700
Cà chua	Tomato			1,990	2,190
Cà pháo	Round eggplant		80		80
Cà tím	Eggplant		120		120
Cải bẹ xanh/cải xanh	Mustard			30	30
Cải meo	Mong cabbage		100	200	300
Cải ngồng	Flowering choysom		80		80
Cải ngọt	Choysom		50		50
Dau trach	French bean		1,300	1,340	4,530
Dưa chuột	Cucumber		60	220	280
Hành lã	Spring onion			1,060	1,060
Mong toi	Malabar nightshade			30	30
Muop huong	Luffa		240		240
Tỏi tây	Onion			100	100
Grand Total		2,630	2,980	6,820	12,430

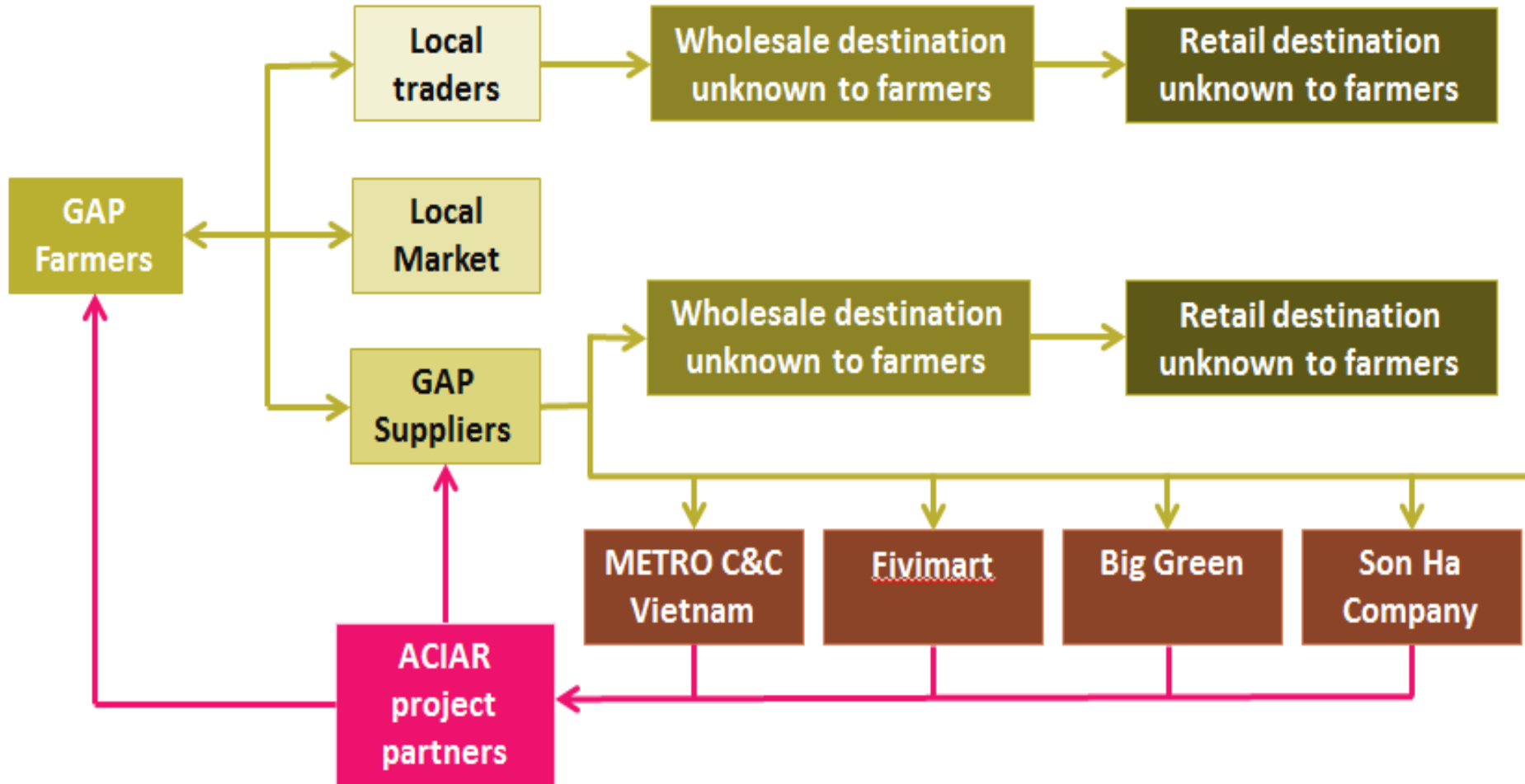


Achievements

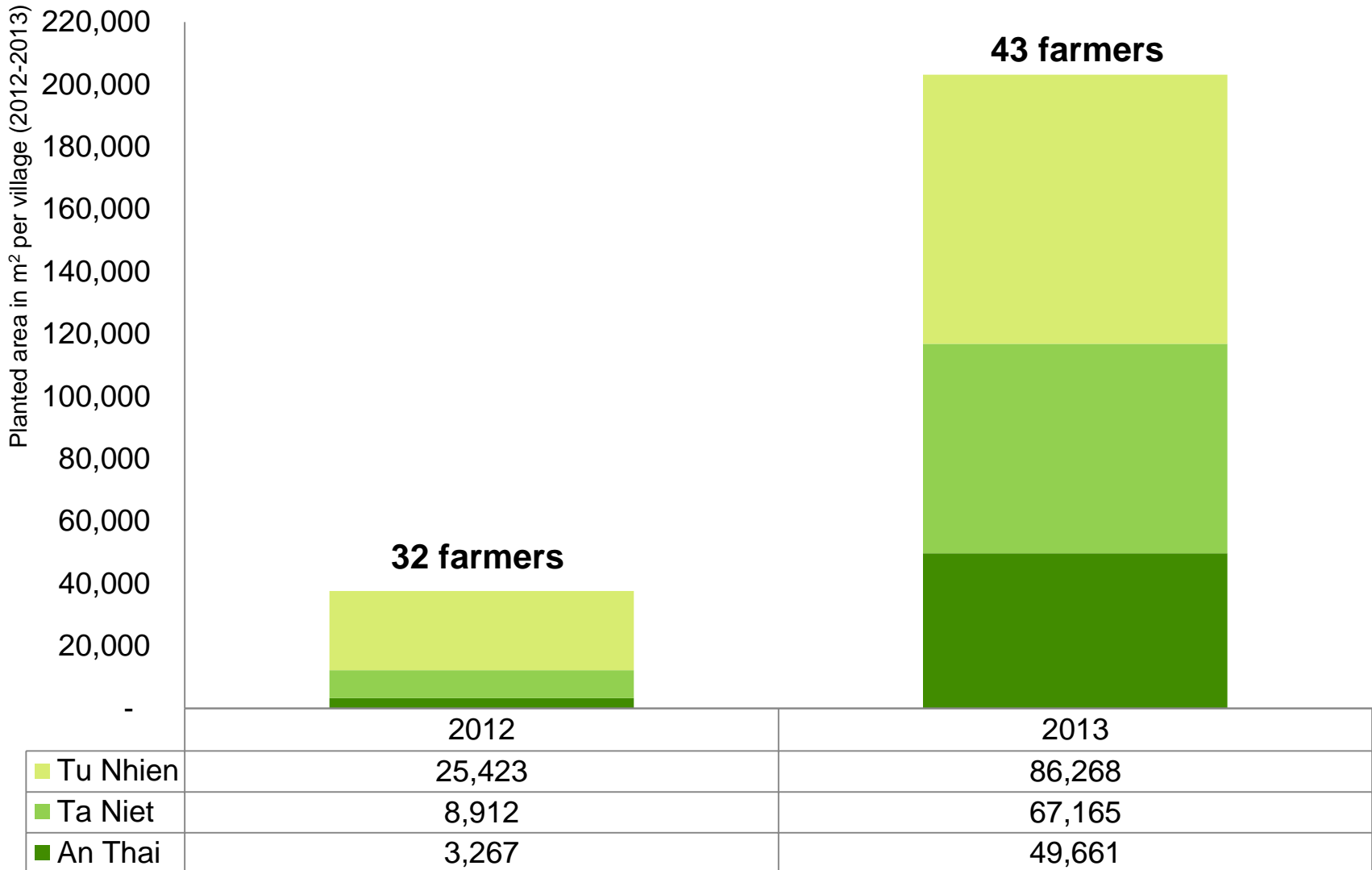
Sourcing area	Village	Group leader	Number of farmers
Moc Chau	An Thai	Ms. Tam	10
	Ta Niet	Mr.Duyen	14
	Tu Nhien	Ms. Luyen	19
Total farmers			43



Achievements

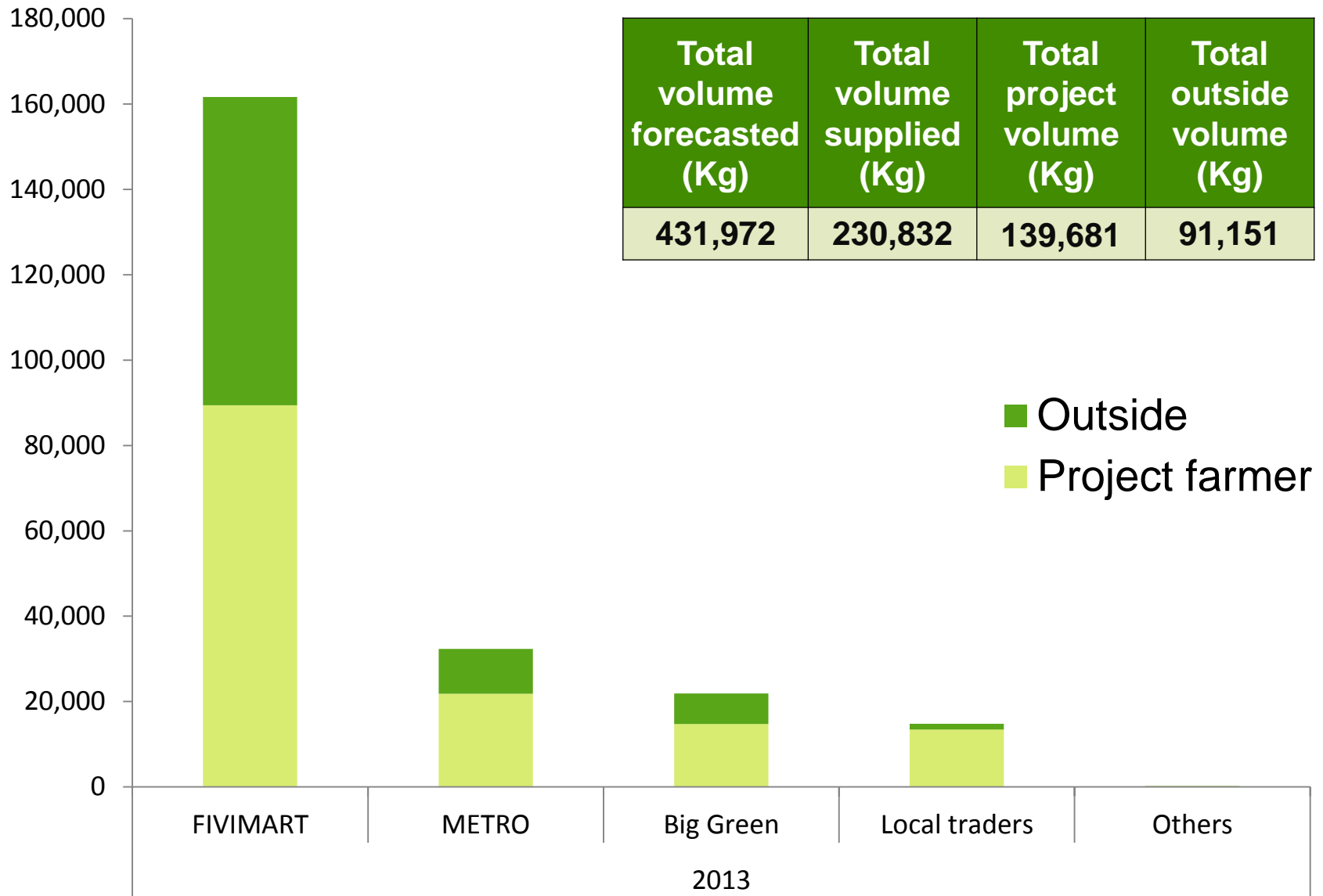


Achievements



Significant increase in land activities and farmers in Moc Chau

Achievements



Source: Supplier record keeping

Net houses to improve off season yields



2011: No protective cultivation in Moc Chau a couple of years ago



2013: Now more and more farmers are investing in net houses after learning about the benefits

Improved plant raising



2011: Raising Green lollo lettuce seedlings on a seed bed



2013: Training farmers to use foam trays to raise seedlings

Composting a necessity for food safety



2011: Farmers in An Thai applying fresh manure directly onto their crops

2012: Training farmers in An Thai to how to make compost

Improved post-harvest handling



2011: Beans harvest at 12 noon and placed under direct sunlight



2013: Beans harvested in the afternoon and packed on cloth and away from direct sunlight

Improved post-harvest handling



2012: Load pickup of local vegetable trader. Sometimes vegetables are standing along the road for hours waiting in the sun



2013: Products packed for Fivimart in crates and transported to Hanoi during the night

Marketing Moc Chau vegetables

> 1000m ASL

> Cool and mild weather

> Annual average temperature

19°C

Practice under MetroGAP standard

Certificate for safe vegetable (No. 37/2013/ CCQLCL – Sơn La)

Safe

Fresh



Marketing Moc Chau vegetables



Leaflets, posters and logo for market display

Challenge and strategy

- Understand success achieved remains fragile:
 - Sustainability of supply program (case of Fivimart)
 - Sustainability of price level (case of Metro)
- Prepare exit strategy
 - Internal quality control systems for farmer groups
 - Role of retailers and DARD in controlling farmer groups
 - Facilitation of expansion/ replication to other villages
 - Diversification of vegetable assortment (e.g. higher value crops)





Thank you for your attention