

Safe and organic vegetables in Hanoi: the role of markets and public support

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Context (Hoi et al., 2016)

- ☒ Small-scale agriculture: average land area is less than 1 ha
- ☒ Increasing use of imported – sometimes highly toxic - pesticides (herbicides for rice, insecticides for vegetables)
- ☒ +20% per year in value between 2005 and 2012, bcs:
- ☒ Lack of farmers' knowledge on appropriate pesticide use
- ☒ Illegal trade from China
- ☒ Development of resistance



Context



Growing distrust of consumers in the safety of food in general and fruits and vegetables in particular (Figuie et al., 2019; Bienabe et al., 2018):

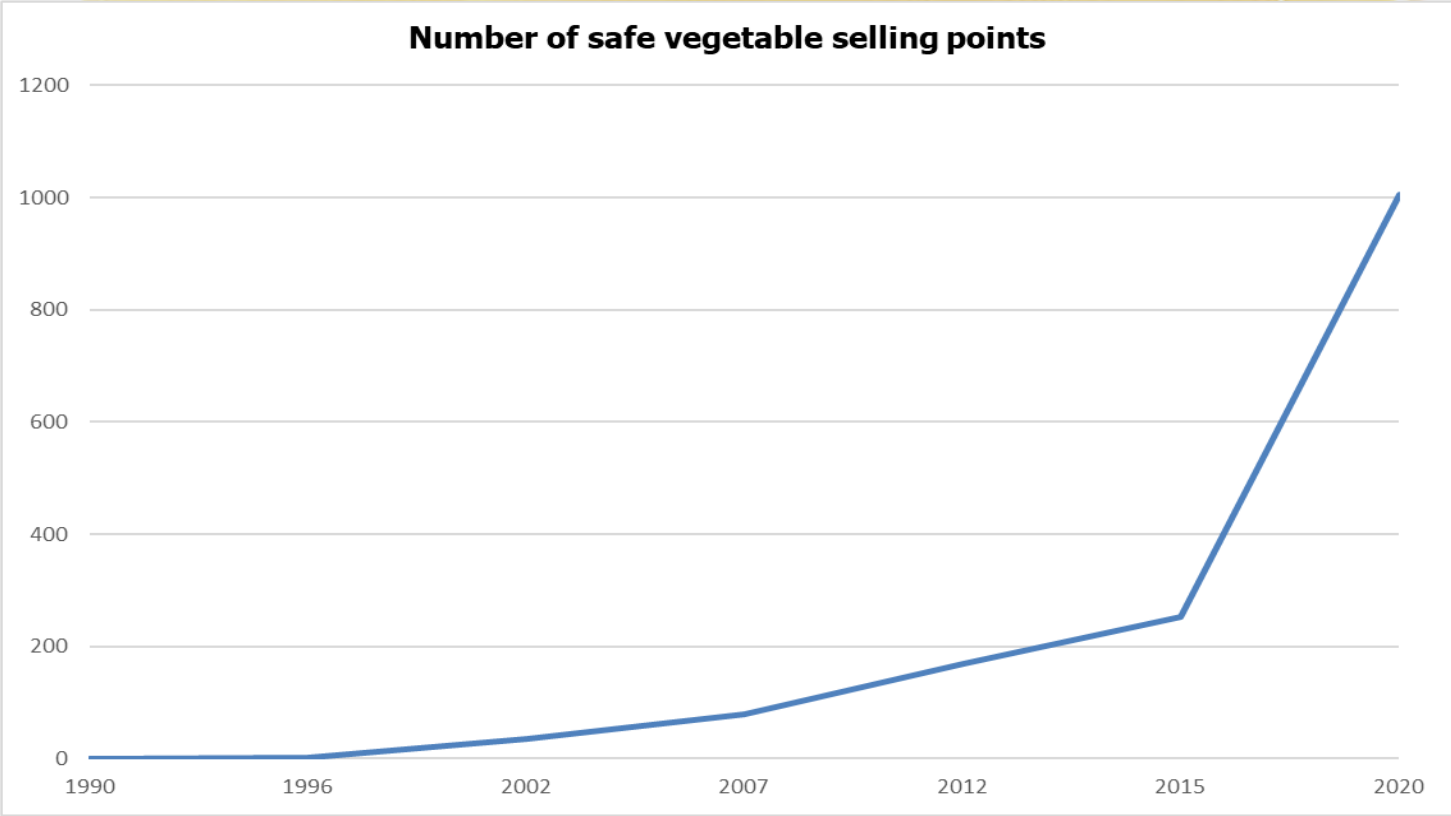
- ☒ Health problems regularly reported in the media
- ☒ Growing distance between consumers and their sources of food

- ⌘ Existing regulations on pesticide use, but difficult to enforce

History of safe-organic vegetables in Hn

1995-2000	2000-2010	2010-2020
<p>1995: SV programme by MARD:SV regulations (close to codex + certification), IPM training through coop, SV shops</p> <p>1997: First supermarkets selling SV</p> <p>1999: Organic vegetables programmes by ADDA (NGO), farmers' training, public advocacy</p>	<p>2007: half SV shops owned by coop</p> <p>2008: public standard on organic vegetables (close to IFOAM) and on Vietgap; 10 organic vegetable farmers around Hanoi supported by ADDA</p>	<p>2016: 125 coop/companies with SV certificate; 24 with Vietgap</p> <p>2012: 70 organic veg farmers supported by Rikolto NGO</p> <p>2020: more than 1000 points of sales of SV; all SV shops owned by traders</p>

History of safe-organic vegetables in Hanoi

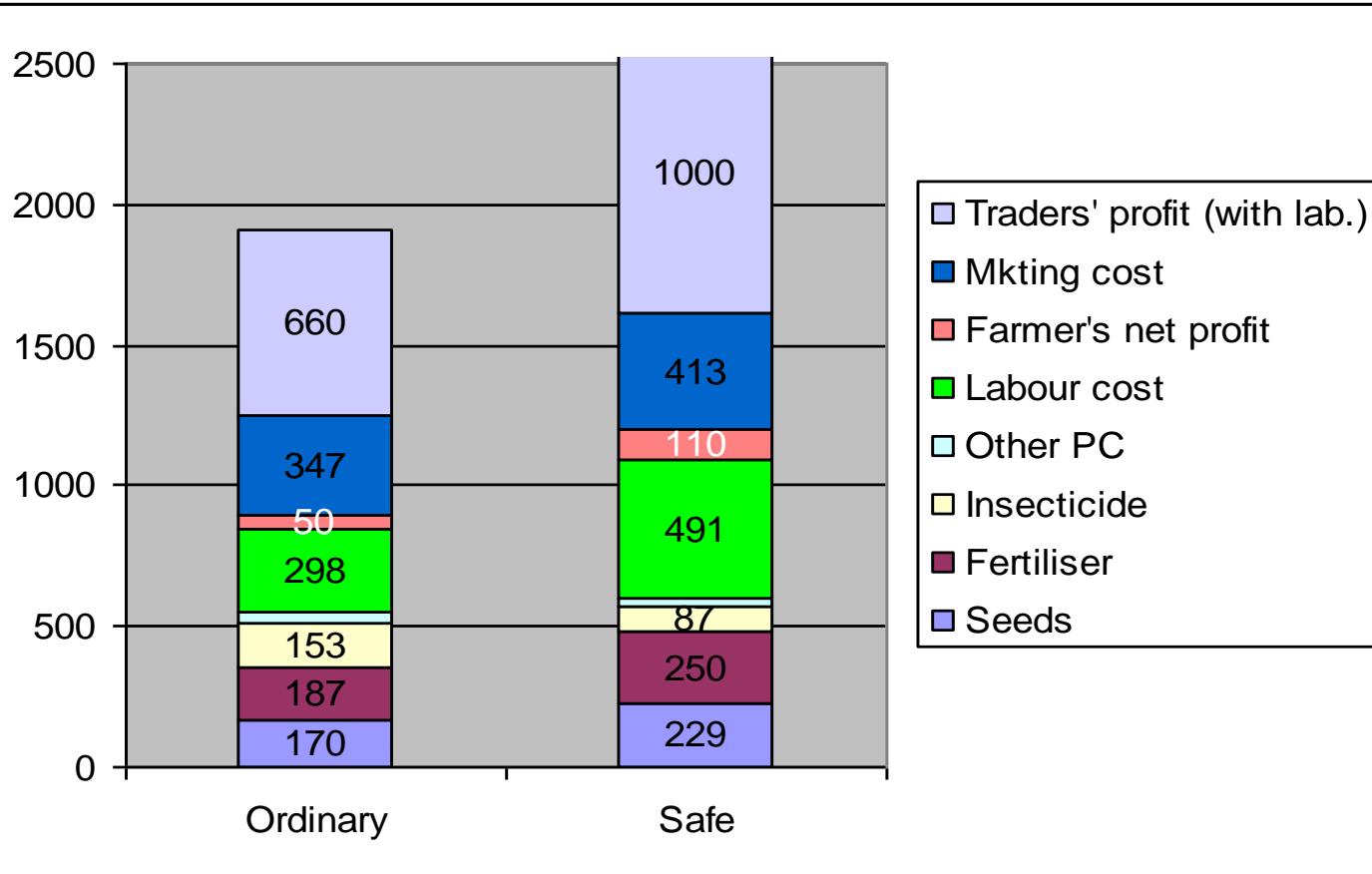


Source: Nguyen Thi Tan Loc et al., 2020

Higher production costs push for higher sale prices

Example of cabbage chain (VND/kilo)

sold in safe vegetable shops (Moustier and Nguyen, 2010)



+30% production costs and sale price
 +100% for organic vegetables



Chains of vegetables for cities in Vietnam (Moustier et al., 2013; Nguyen Thi Tan Loc et al., 2020)



Traditional chains

Chains of « safe » and organic vegetables
(less than 10% of total quantities)

Individual producers

Farmer cooperatives
+ semi-public companies

Collectors

Wholesalers

Supermarket
Shop retailer
Schools

Market and street retailers

Shops
Stalls

Consumers



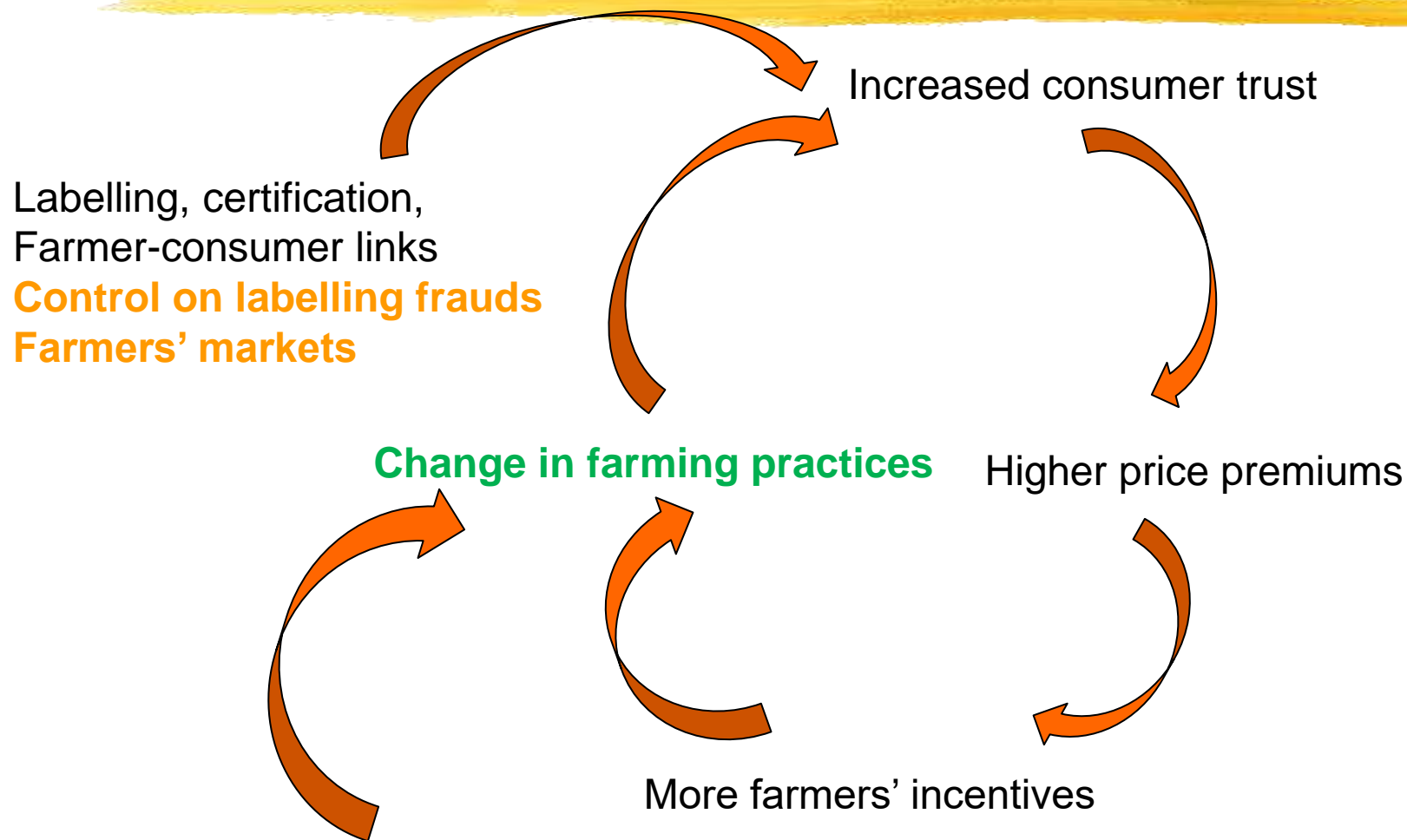
Quality assurance for F&V in Vietnam

	Trust	Nr of criteria	Cost	Farmers' interest
PPD certification (safe V)	Expert		+ (100 USD/ha)	+
Vietgap	Expert	65	++ (500 to 800 USD/ha)	-
Globalgap	Expert	300	+++(>3000USD/ha)	-
PGS (organic V)	Mutual +expert	24	+ (<6USD/ha)	+

Source: Moustier and Nguyen Thi Tan Loc, 2013

Conclusions:

the role of market, collective and **policy** instruments



Increased farmers' knowledge on pesticides
Control on banned pesticides

Avenues for research



1- Impact assessment of alternative marketing and quality control strategies in terms of:

- ☒ trust building
- ☒ food safety
- ☒ Costs

Avenues for research



2-Respective roles of farmer organisations, private buyers and public bodies in guaranteeing food safety as a public good:

- ☒ Issues of co-regulation of food safety
- ☒ Linkages between public and private standards
- ☒ Access of low-income consumers to food safety

Avenues for research



3-Identifying conditions for up-scaling success stories in terms of quality development involving small-scale farmers:

- ☒ links between mass and niche markets
- ☒ Role of alliances of farmer organisations

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