

# Case Introduction:

## Technical Cooperation Project on Development Planning of Agriculture Sector in Nghe An Province

2017.08.20

# Basic Information on Nghe An Province

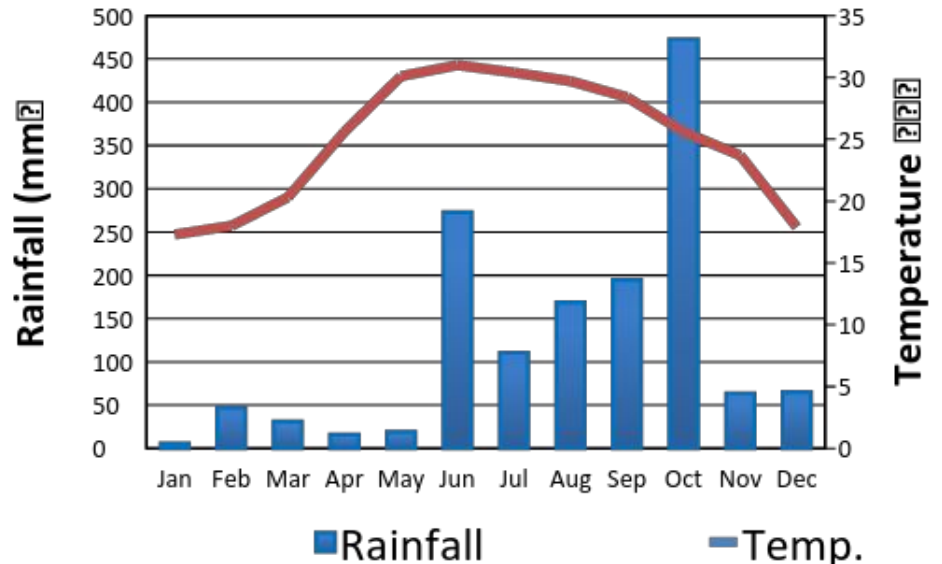


Population **3 million**

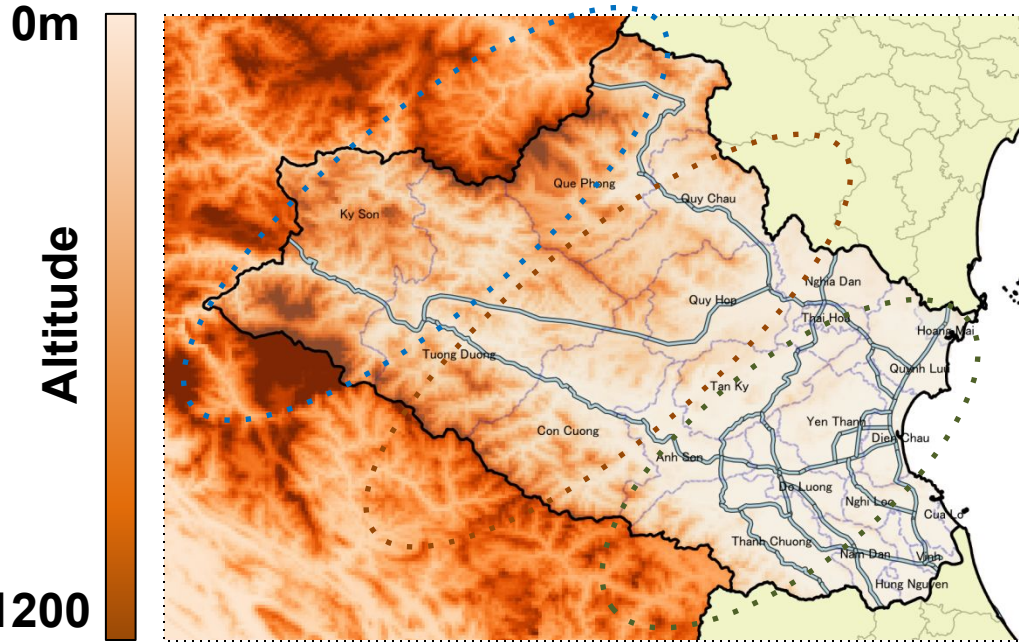
Land Area **1.65 million ha**

Land Use  
**Forest 75 %**  
**Cultivation Land 16 %**  
**Others 9%**

## Climate



# Agriculture in Nghe An Province



## *Hilly Area*



Orange



Tea

## *Flat Area*



Peanut



Rice

## *Mountainous Area*



Ginger



Passion Fruit

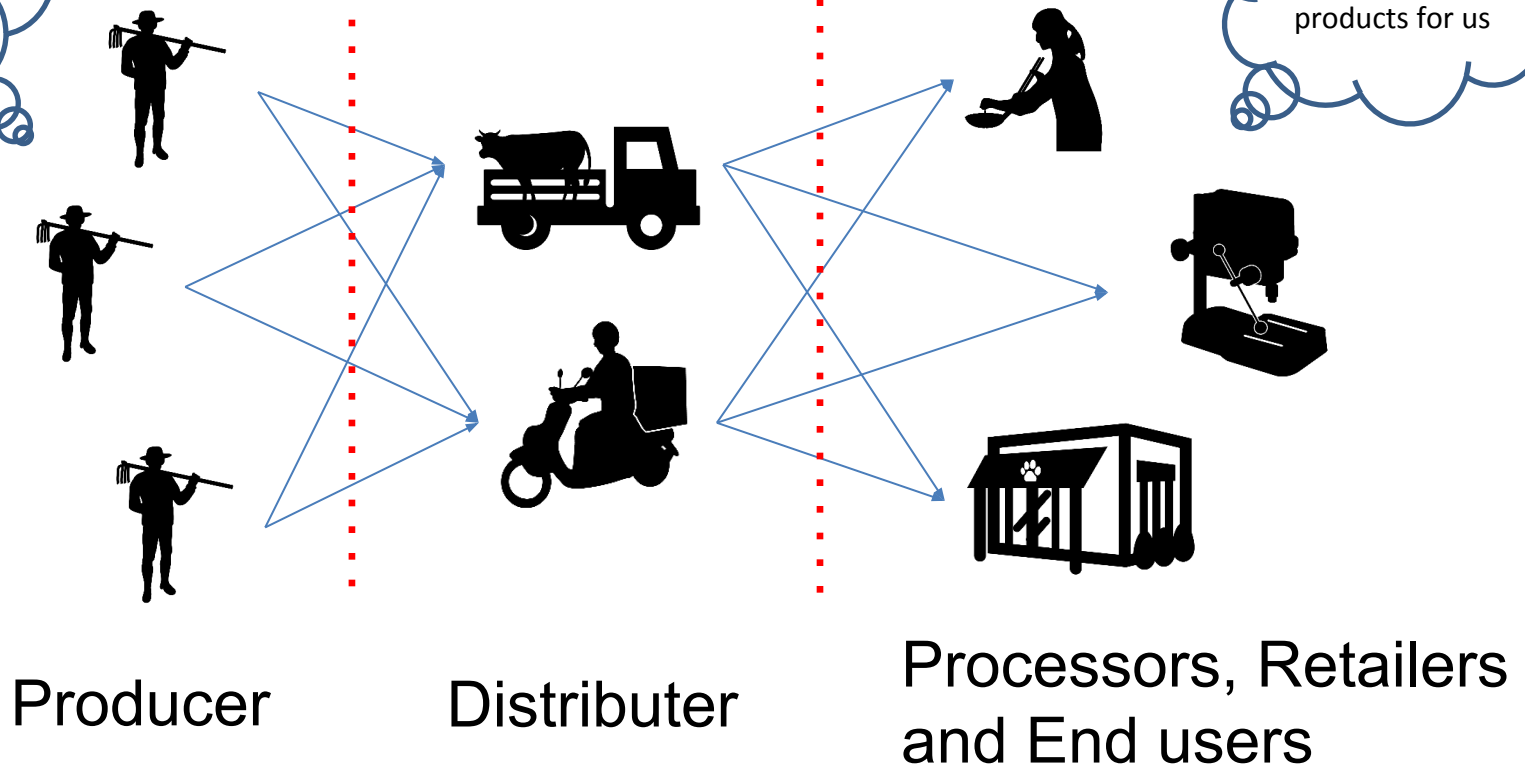
# Current Issue of Agricultural Products Marketing in Nghe An Province

## 3 issues to be solved

- Lack of communication among actors
- Lack of information on Market Needs
- Lack of production system to satisfy market needs

Can't gain much even we produce high quality products

Can't distinguish the suitable products for us



## Project Objective

This Project will develop "The Agriculture Development Master Plan (M/P) for Nghe An Province" and "Action Plan (A/P)" to achieve the goals of the M/P, through introduction of "Agricultural Marketing Platform" and "Contract Agriculture" which will enhance food value chain in Nghe An province.

## Project Area

Nghe An Province, Vietnam

## Project Duration

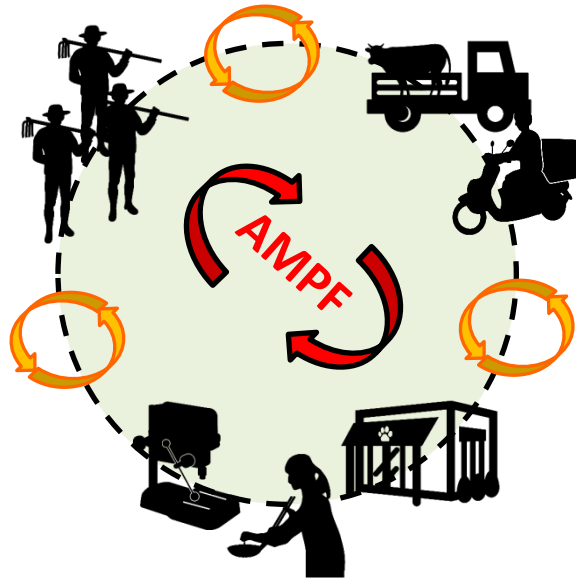
Mar. 2016 to Mar. 2019

## Project Implementation Organization

Nghe An PPC

Japanese International Cooperation Agency (JICA)

# PROJECT APPROACH

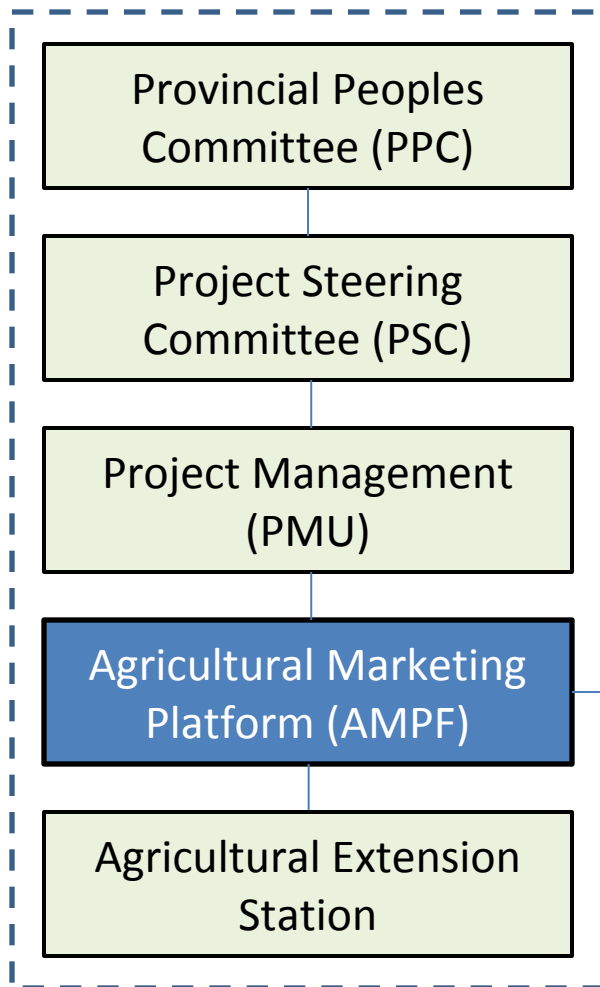


1. Establishment of Agricultural Marketing Platform (AMPF) for the Facilitation of Communication and Business Matching Among the Actors of Food Supply Chain



2. Implementation of the Pilot Project Regarding Contract Agriculture for the Creation of Sustainable Food Value Chain

## Approach 1: Establishment of Agricultural Marketing Platform (AMPF)



Project Implementation Structure

### Role of AMPF

- Organizing or Participating the exhibition on the agricultural crops and commodities produced in Nghe An for the **promotion of those products and the facilitation of the business matching.**
- **Support farmers and buyers to conduct sustainable contract agriculture** by providing technical assistance and consultation.
- Provide technical assistance to the farmers or agricultural enterprises **to produce the agricultural products which satisfied the specific needs of the market.**



# Activities of AMPF



Arrangement of Exchange Meeting

A	B	C	D	E	F	G	H	I	J
No.	Name	Province	District	Commune	No of member	Contact Person	Contact Tel No.	Product Name	Area (ha)
1	HTX Vinh 1	Nghe An	Vinh	Phuong Vinh Tan	100	Ho Thi Trang	975531111	Rice	182
2	HTX Vinh 2	Nghe An	Vinh	Phuong Vinh Tan	500	Nguyen Thi Hai Anh	975532222	Rice	87
3	HTX Vinh 3	Nghe An	Vinh	Phuong Vinh Tan	250	Nguyen Thi Hong Thai	975533333	Orange	30
97	Dịch vụ NN & Điện rừng Lâm	Nghe An	Thanh	Thanh Lam	500	Bui Van Binh	0965031987	bean	30.0
12	HTX chuyên giống cây giống	Nghe An	Quê Phong	xóm Hải Lâm II, xã Quê Sơn	10	Hồ Văn Khương	01296169454	breed	6.0
1	HTX DVNN xã Giai Xuân	Nghe An	Tân Kỳ	UBND xã Giai Xuân	530	Nguyễn Văn Lâm	01628596509	casava	150.0
4	HTX DVNN Hương Sơn	Nghe An	Tân Kỳ	xã Hương Sơn	1.100	Nguyễn Văn Hòa	01674880834	casava	200.0
34	HTX DVNN & EN Mỹ sơn	Nghe An	Đô Lương	Xóm 7-Mỹ sơn	115	Đào Văn Chương	097354523	casava	70.0
32	HTX Long Hòa	Nghe An	0	0	0/0	0	0	casava	N/A
52	Dịch vụ NN Thanh Khê	Nghe An	Thanh Khê	Thanh Khê	125	Nguyễn Khắc Hòe	1692212547	casava	70.0
73	Dịch vụ Nông nghiệp & DN	Nghe An	Thanh	Thanh Tùng	100	Phan Văn Đình	975536179	casava	80.0
83	Dịch vụ NN Thanh Xuân	Nghe An	Thanh	Thanh Xuân	800	Nguyễn Quang Tuấn	0978710928	casava	N/A
91	Dịch vụ NN & Điện rừng Lâm	Nghe An	Thanh	Thanh Lâm	700	Nguyễn Văn An	0962076778	casava	100.0
96	Dịch vụ NN & Điện rừng Lâm	Nghe An	Thanh	Thanh Lâm	500	Bui Van Binh	0965031987	casava	120.0
12	HTX CP DVNN Nam Nghi	Nghe An	Nam Đàn	Nam Nghi	30	Nguyễn Trần Nam	0979612489	casava	50.0
97	HTXDNN-Tiểu thủ công	Nghe An	Kỳ Sơn	Khoá 2, thị trấn, Mộong Xứn	21	Nguyễn Văn Luận	0947599444	casava	10.0
021	HTX DVNN Kim Liên	Nghe An	Yên Thành	Xã Kim Thành	643	Nguyễn Sô Sơn	01632716789	casava	125.0
130	HTXDNN Thạch Ngạn	Nghe An	Cần Cầu	xã Thạch Ngạn	10	Nguyễn Đình Quốc	01670318511	casava	8.0
0	HTX Nông nghiệp và Dịch vụ Đ	Nghe An	Tương Dương	Bản Phòng, xã Thạch Giám	10	Kha Lê Hoàng	0912341904	cattle	10 con
3	HTX Nông nghiệp và Dịch vụ	Nghe An	Tương	Bản Na Tông, xã Tam Thái	16	Lô Văn Nhuận	01255051342	chili pepper	2.0
35	HTX CP DVKhánh Sơn1	Nghe An	Nam Đàn	Khánh Sơn	31	Nguyễn Hòa	01688664167	chili pepper	10.0
9	HTX Nông nghiệp và Dịch vụ Đ	Nghe An	Tương	Bản Phòng, xã Thạch Giám	10	Kha Lê Hoàng	0912341904	cow	50 con
9	HTX Nông nghiệp và Dịch vụ Đ	Nghe An	Tương	TT Hòa Bình	20	Nguyễn Văn Thạch	01642765096	cow	20 con
103	HTX chăn nuôi bò sữa Nghĩa	Nghe An	Tân Kỳ	xã Nghĩa Hợp	9	Nguyễn Hùng Sơn	01685476665	cow	62.0
141	HTXDV Chăn nuôi Bình Sơn	Nghe An	Anh Sơn	Xóm 11, xã Bình Sơn	7	Nguy Đình Kỳ	0966715483	cow	N/A
0	HTX dịch vụ Bán Vụ	Nghe An	Tương	Bản Vẽ, xã Yên Na	11	Lê Trung Kiên	0947075991	fish	N/A
73	HTX giống thủy sản Đô Lương	Nghe An	Đô Lương	Thịnh Sơn	12	Trần Văn Mạnh	0978127108	fish	7.0
10	HTX DVNN và NTTTS xã Trù Lê	Nghe An	Quê Phong	hải Đón, xã Trù Lê	20	Vũ Văn Phong	0978490892	fish	12.0
51	HTXNN Thông Nhất	Nghe An	Vinh	Số 143 - D. Nguyễn Trường Tộ - Phường Đông Vinh	623	Nguyễn Văn Minh	0988968789	fish	35.0

Database Preparation



PR Activities



Arrangement of Pilot Project

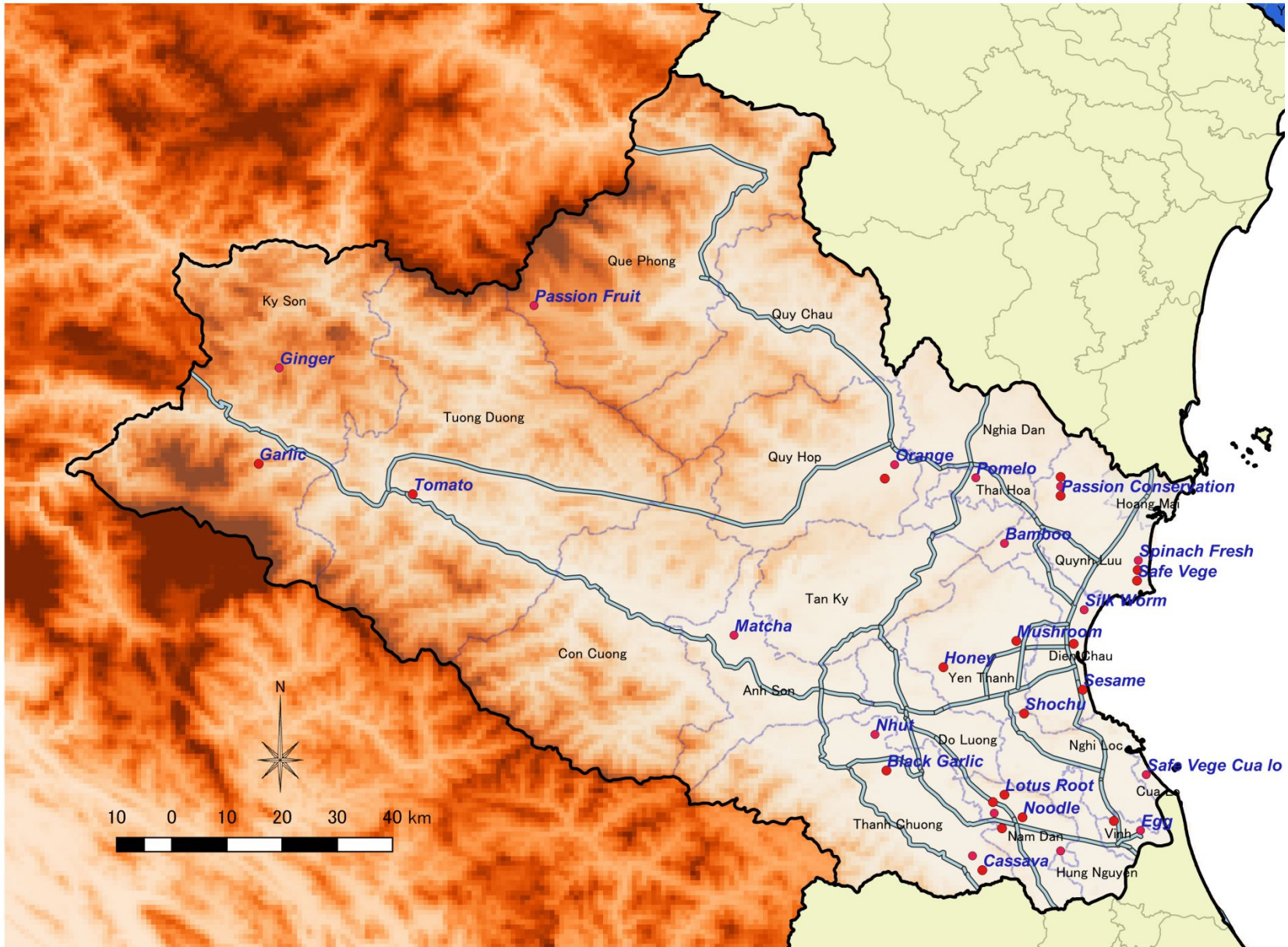


## Approach 2: Implementation of Pilot Project regarding Contract Agriculture

AMPF conducts the Planning and Implementation of **Pilot Projects** for the creation of FVC in order to check the feasibilities of Contract Agriculture in Nghe An province.

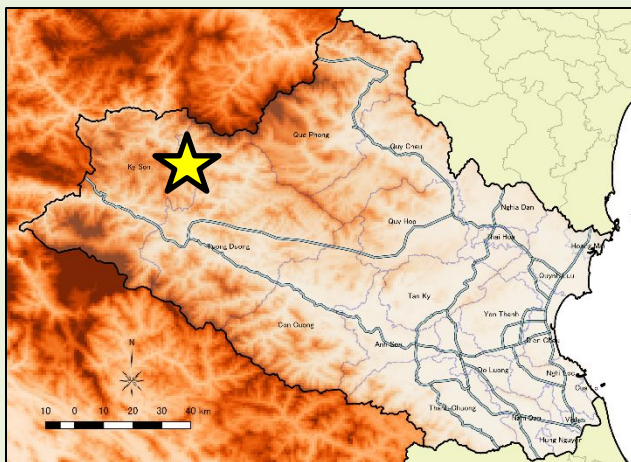
- To evaluate the domestic and international market demand for the preparation of pilot project.
- To provide technical support for the local farmers to produce the agricultural products which satisfied the specific market needs.
- To evaluate the efficiency of Contract Agriculture and finalize those results to make M/P and A/P

## Pilot Projects conducted in Nghe An Province : 38 projects





# Pilot Project: Improvement of ginger production to meet international market demand



Pilot Site: Ky Son district

Pilot Duration: March 2017 to March 2018

Producer: **Farmers in Ky Son**

Processor: **Nafoods**

Buyer: **Japanese Trading Company**

## Current Cultivation Varieties



Too Small



Too White Color

## Buyer's Requirement



Big and Yellow Color



## Ginger Paste Products

# Pilot Project: Improvement of ginger production to meet international market demand



Big and Yellow Color

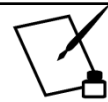
## Target Crops

Local Farmers and Cooperative



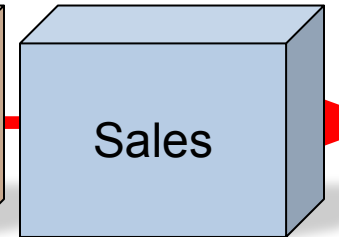
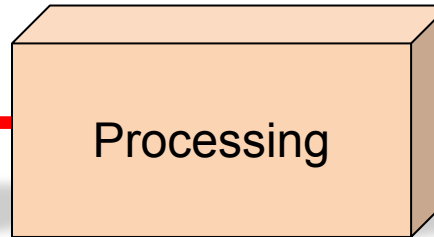
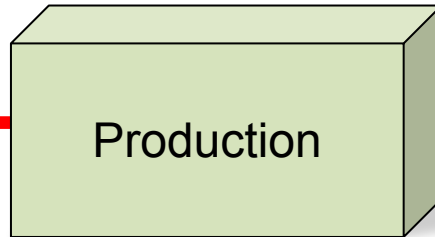
Contract

Nghe An Foods Co., Ltd



Contract

Japanese Trading Company



Planting yellow ginger for pilot project



Pre-processing



Processing for Ginger Paste



Sales to Japanese market

# Matcha Pilot Project (1)

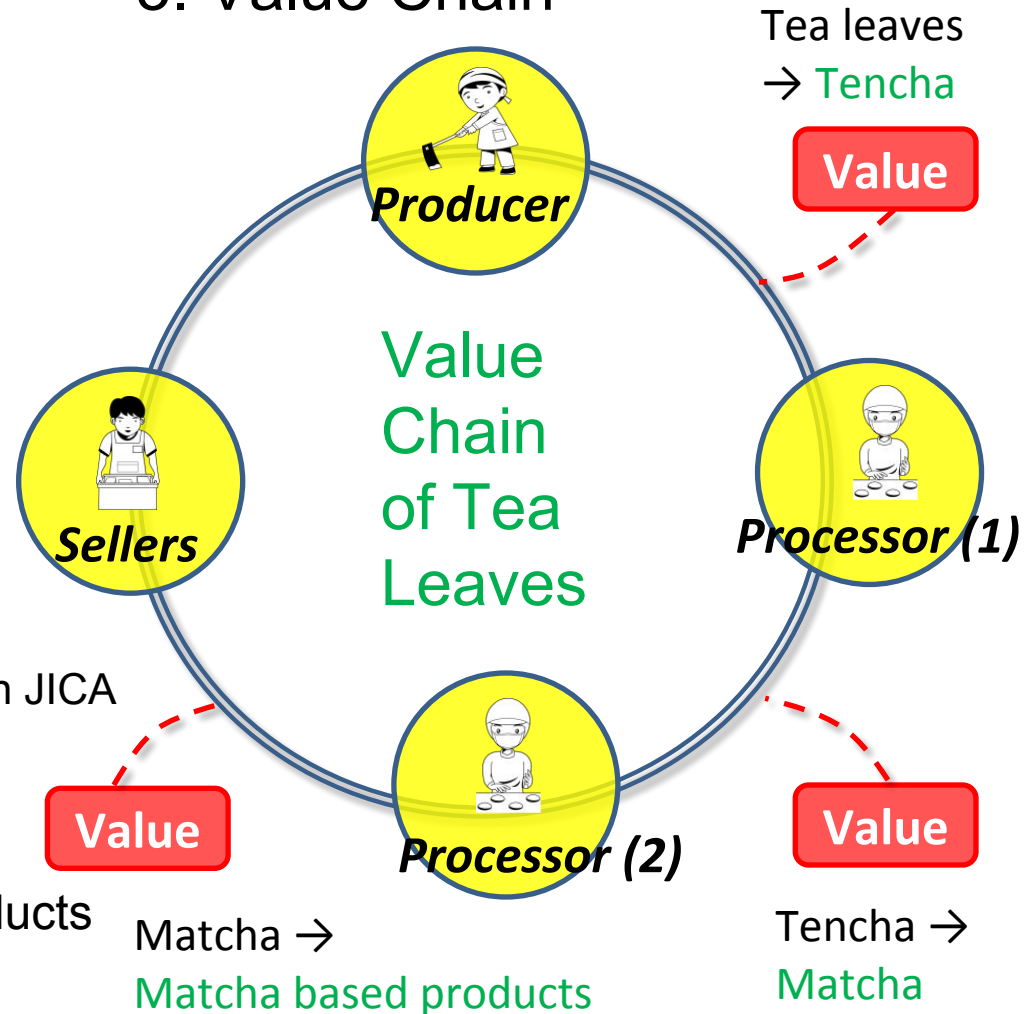
## 1. Back Ground

- Nghe An prov. is famous with tea
- Matcha demand is being increased
- Invested by Japanese Company

## 2. Concepts

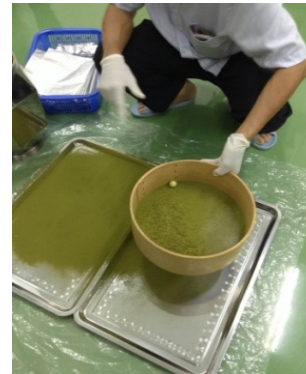
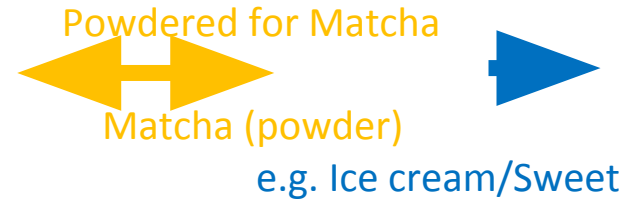
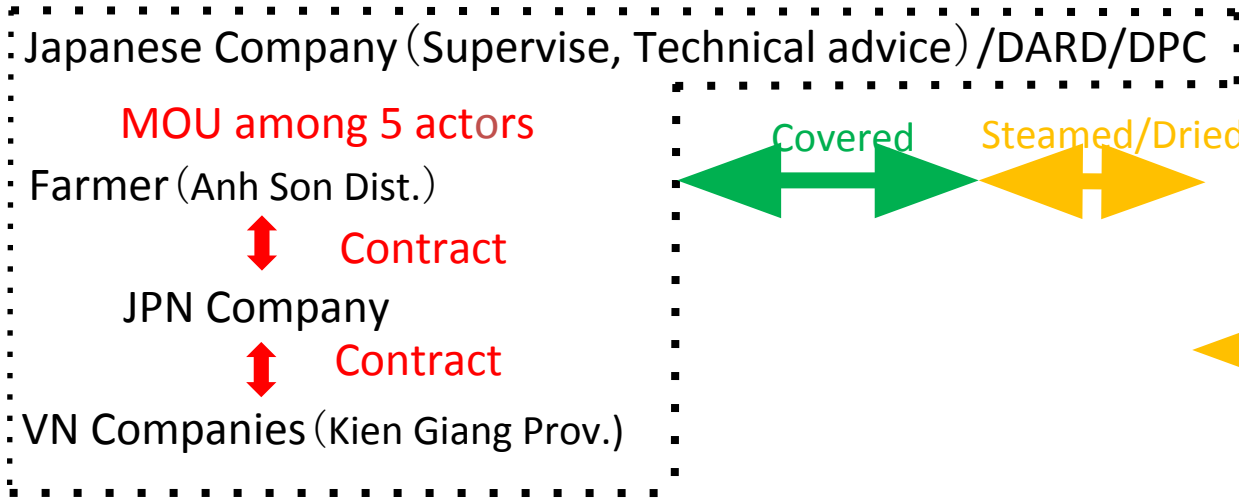
- **Private – Public** Partnership  
Supported by DARD, DPC
- **Private – Private** Partnership  
Japanese Co. – Vietnamese Co.
- Introduction of **Foreign Capital**  
Supported by JPN Co. in cooperation with JICA
- Value Chain to **Big Market**  
Nghe An to South Vietnam  
e.g. Ho Chi Minh City
- **Value Added** to Traditional Agri-Products  
Value added to Nghe An tea leaves

## 3. Value Chain





# Matcha Pilot Project (2)



## **Expected Results and Future Perspective**

- Establishment of AMPF would provide the opportunity to obtain the specific needs of the domestic and international buyers, which could create more trade channels for the local farmers in Nghe An province.
- Facilitation of Contract Farming would create favorable condition to let the local farmers to produce agricultural products which satisfied the needs of the market as well as the trade transaction of the agricultural products becomes more sustainable.
- Strengthen of the capacity of AMPF would be necessary for the continuous creation of FVC in Nghe An province.

Thank you