MALICA orientation for food quality promotion and policy in Vietnam

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Some trends of food markets in Vietnam

- Signs of imperfect correlation between food supply and demand
- Starting time of concentrated retailing and processing
- Increasing role of agri-product quality standard
- Consumers begin to participate in quality control and be partners of producers.
- New actors in rural area and re-arrangements of responsibility in the value chain (farmer group, coops, enterprises, etc).
- Government is building the law and strategy for food safety and quality promotion.
Malica objectives

- To build capacity on market analysis and city/countryside relationships of public and private decision-makers in Vietnam by research-action, training and communication.
- To promote stakeholders’ relationships in value chains (farmers, traders, consumers, agri-business)
- To promote the management of food quality and food safety by institutional and technological
- To promote collective action for small and poor producers
Research activities

- Dynamics of the domestic market and impact of WTO and regional commitment

- Guaranteeing food safety and quality through private and public institutions

- Food distribution chain, quality and poverty
Present involvement in research and development projects

- IFAD/Malica project on “Linking rural poor rural households with supermarkets and other quality chains”: June 2007-June 2009
- Impact of Wto on domestic food chains (Cirad funding)
- End of activities for Duras (pork marketing) and M4P (street vendors), possible second stage
Training programmes

*For researchers and public officials*

- Institutional economics applied to intra-chain coordination.
- Quality control.
- Survey methods.
- Scientific writing.

*For producer groups*

- Agro-ecology, organic agriculture.
- Quality management and promotion.
- Responsible marketing.
Nature of targeted Food quality

- **Food safety** (Safe vegetables...)

- **Specific quality related to origin**
  (Green and organic vegetables, mountain Hmong beef, special fruits and rice...)
Food safety as a multi-dimentionnal problem

- Public health (public good)
- Value chain (actors’ cooperation, consumer support…)
- Financial (production cost, marketing cost, standardisation and control cost…)
Policy recommendation for food safety and origin protection

- Joint responsibility of public administrations and private agents (incl. Farmer organisations)
- Legislative framework should differentiate:
  - Public (generic standards): obligatory minimum level of non toxicity
  - Private (specific standards): stricter requirements; voluntary codes of practices; e.g. organic vegetables, AsianGap
- The control of food safety requires negative incentives (sanctions) and positive incentives (preventive measures)
- Public-private product-process food safety control has to be tested in different commodity chains.
- Third-party certification institution for quality management in the value chain needs to be promoted
Policy recommendation for food safety and origin protection

Important steps of action:
- Assessments of consumer and traders’ demand for quality criteria
- Farmers’ collective action on joint protocol design and control
- Farmers-Traders-Consumers exchange of information and commitments on quality
- Sanctions on frauds by relevant administration to be established in Vietnam
Policy recommendations for collective action and food quality promotion

- Collective action is crucial for food quality control:
  - Collective internal control decreases the cost of external control
  - Closer relations between farmers, traders and consumers reduce uncertainties related to quality
- Various models of collective quality management need to be:
  - Evaluated by researchers
  - Advocated by policy makers
  - Disseminated by training to farmers and local institutions
- Regulatory and accounting system of cooperatives and associations needs to be improved