

Malica

Markets and agriculture linkages for cities in Asia



MALICA orientation for food quality promotion and policy in Vietnam

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Hanoi, 11-12/12/2007

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-dimensional 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