

PHOTO REPORT

—Vietnam

Stemming the impact of...

Putting Moc Chau growers on the map

MOC CHAU—A multifaceted project, funded by the Australian Centre for International Agricultural Research, is helping forge links between growers in Moc Chau and retailers around Vietnam.

by John Baker

Vegetable growers in Moc Chau, north-west Vietnam, are seeing improvements in crop production and market returns as a result of a project supported by the Australian government.

The project, funded by the Australian Centre for International Agricultural Research, involves collaboration between farmers, production and market research organisations, as well as the commercial sector, including three retailers in Hanoi: Metro Cash & Carry, Fivimart and Big Green.

Project leader Gordon Rogers says farmers are not only identifying what is required in the market, but working to satisfy those needs.

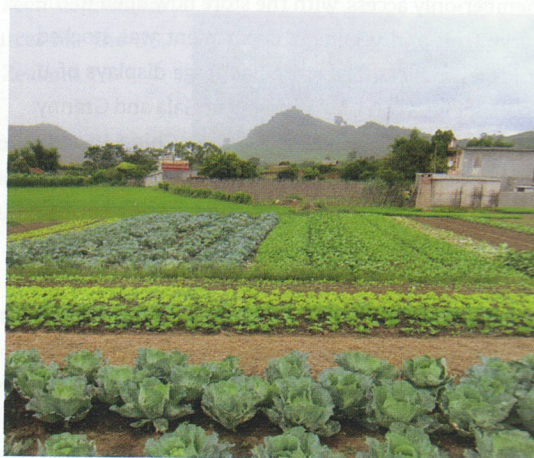
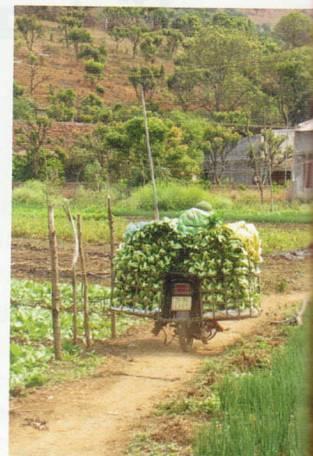
An early step in the process was to survey Hanoi retailers and consumers about their requirements for tomatoes, cabbage, lettuce and other crops being grown in Moc Chau.

The results were very clear: consumers wanted fresh, safe products, along with clear identification of the origin of production; retailers wanted reliability of supply.

The results have been used to improve farming practices including the effective and safe use of pesticides and fertilisers, which has led to the development of safe vegetable certification.

The project has also helped to open market access to supermarket retailers in Hanoi.

Market research has led to the development of a logo for use by those farmers producing safe vegetables, enabling retailers and consumers to easily identify products from Moc Chau. **A**



TOP LEFT—Vegetable growers in Moc Chau are already seeing benefits
 TOP RIGHT—Delivering to a central collection point
 SECOND ROW LEFT—Practices such as greenhouse growing are being adopted
 SECOND ROW RIGHT—Simple crop growing structures improve quality
 THIRD ROW LEFT—An excellent field of Moc Chau vegetables
 THIRD ROW RIGHT—Certifications feature prominently on retailer ticketing
 BOTTOM— Vietnam project coordinator Nguyen Phi Hung (left) with project leader Gordon Rogers