



Trung tâm Nghiên cứu & Phát triển Hệ thống Nông nghiệp
Centre for Agrarian Systems Research & Development

Short supply chains and governance: case of safe vegetables in Hanoi

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Agriculture in Hanoi, before and after enlargement in 2008

	2000	2006	2008	2010
Total area(ha)	92 098	92 200	334 470	334 470
Agricultural area (%)	48,5	41,4	57,6	56,4
Total population	2 736 400	3 216 700	6 232 940	6 451 909
Rural Pop (%)	42,2			59,0
GDP of Hanoi (Billion VnD)	39 944	110 736	178 535	
Agricultural part in GDP of Hanoi (%)	10,1	6,12	6,22	



1. Suburban agriculture in Hanoi: important but be menaced





Evolution of crop areas and livestock numbers in the new Hanoi

Crop area (ha)	2000	2009	Annual variation(%)	
			2000-2009	2009-15
Rice	236 689	206 890	-1,5	-3,4
Maize	34 927	18 411	-6,9	+5,9
Soybean	15 148	7 278	-7,8	+29,9
Vegetables	29 333	26 936	-0,9	+1,3
Fruits	9 139	13 530	+4,5	+1,7
Flowers and ornamental	3 552 (*)	4 288	+4,5 (**)	<i>n.d.</i>
Livestock (Head)				
Pigs	1 286 000	1 682 000	+3,0	+0,2
Cattles	139 758	198 752	+4,0	+2,2
Poulties	14 729 000	16 509 000	+2,9	4 +0,1



Urban growth and peri-urban agricultural

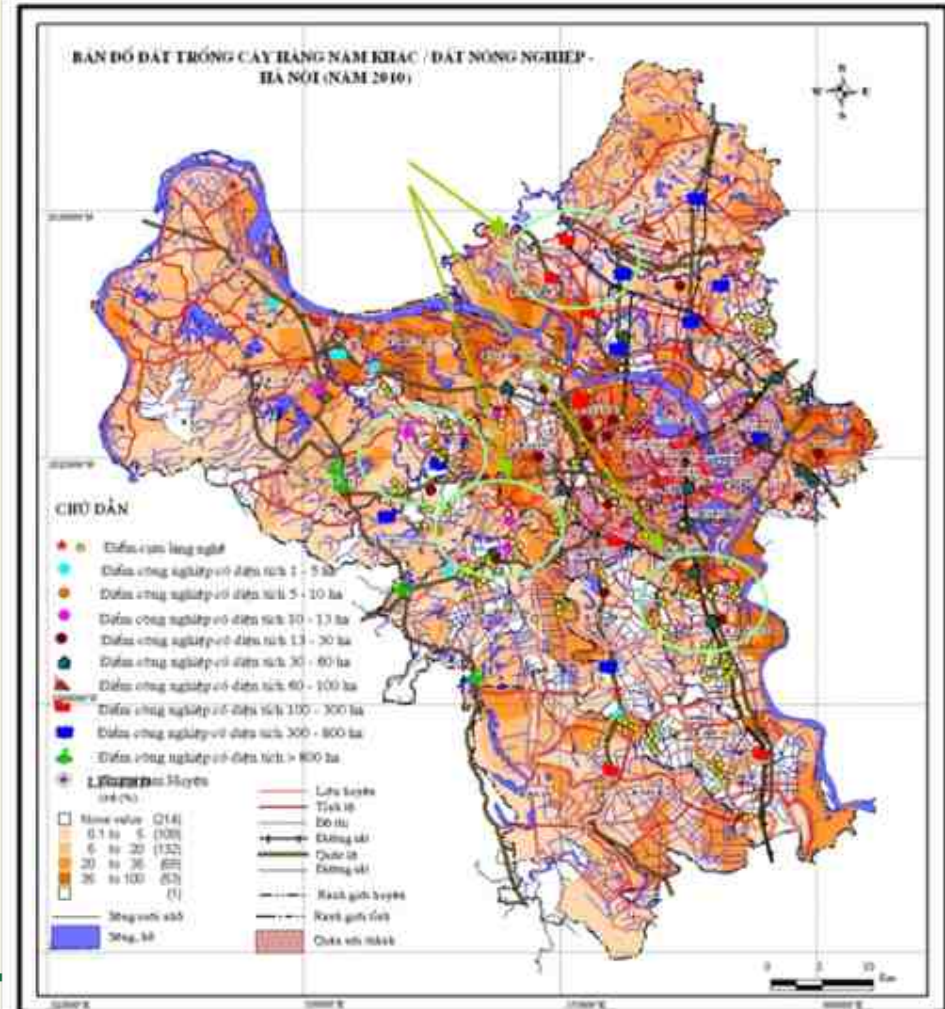
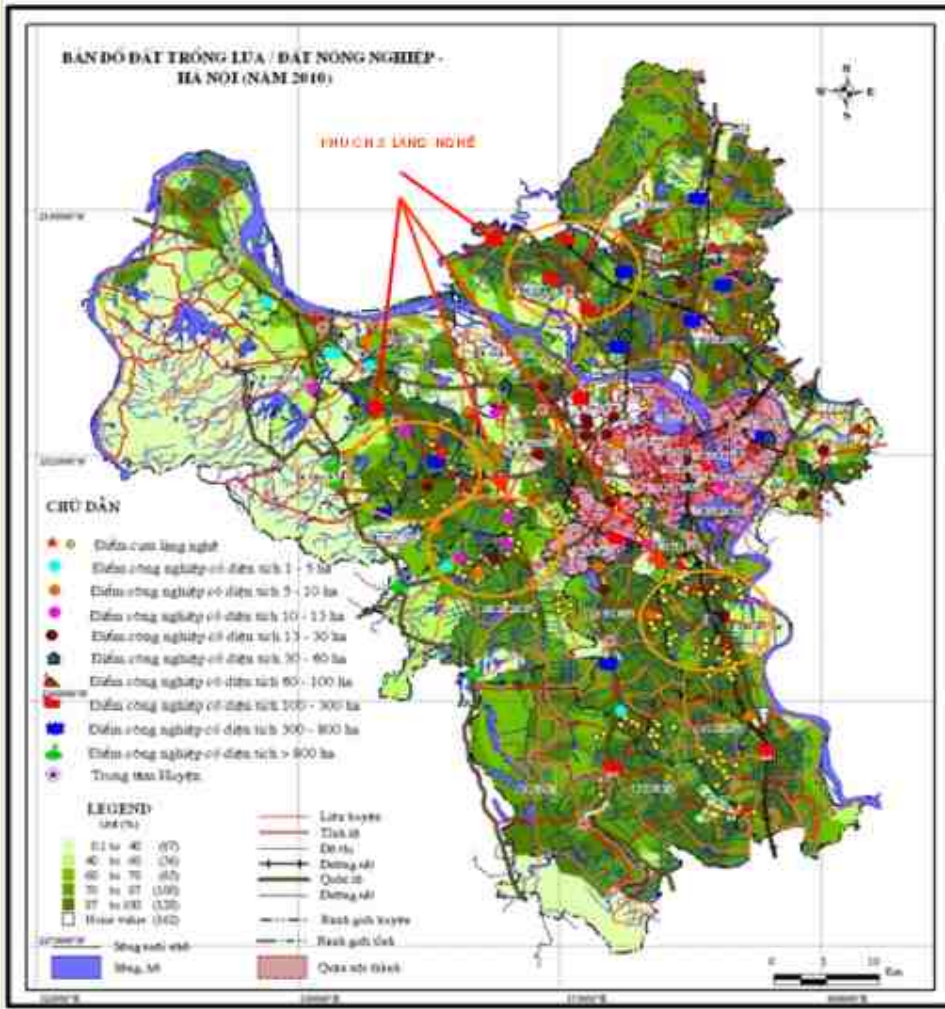
- In the proximity of the city, agriculture is reactive and intensify.
- But urban growth poses limits to their development:
 - ✓ Insecurity of land tenure for vegetables production
 - ✓ Distribution is not yet requesting quality
 - ✓ Livestock is pushed away from the city
 - ✓ Irrigation systems were destroyed



Diversity of agricultural peri-urban: New typology of farming systems in Ha noi

- T1: The old « green belt » of Hanoi
- T2: Dense areas of craft villages, with a "degraded agriculture"
- T3: Diverse farming villages and new « green belt » (vegetables, fruit orchards and agro-tourism)
- T4: Rice intensification
- T5: Strong agricultural diversification to high value (vegetables, flowers) or toward non-agricultural jobs
- T6: Diversified into livestock, tourism and diversified crops (tea)

Rice vs other annual crops in 2010 (% of agricultural area)





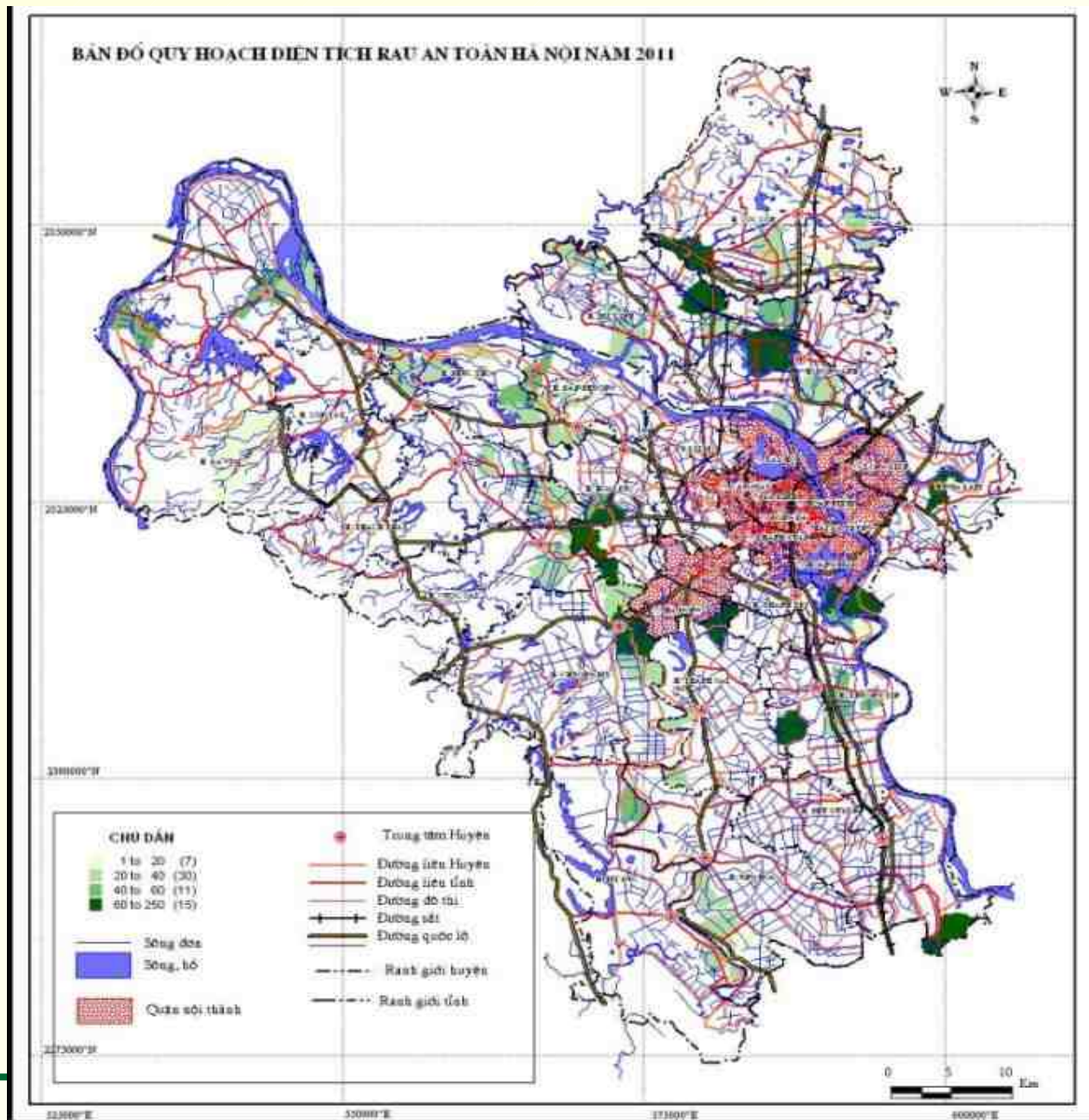
Policy voluntary for safe vegetables production in Hanoi

- Vegetable is the most sensible for food safety
- Supporting programs began in 1995, but struggle along
- In 2008, VietGAP, the voluntary standard, is launched, but upto 2010 only 115 ha
- The high cost of VietGAP is best suited for large farms, while 70% of farmers in the peri-urban have less than 1000 m².



CASR@D

Planned Areas for the production of safe vegetables in 2011



Source:
Departement d'agriculture
de Hanoi



2. **The peri-urban in supplying Hanoi**

Restructuring of wholesale markets

- In 2002, Hanoi had 6 wholesale markets for vegetables, but only 2 (Dich Vong et Phia Nam) were planned markets.
- In 2011, markets merged. There are 4 wholesale markets in city: Long Bien, South of the city, Nga Tu So, Dich Vong and 2 wholesale markets in peri-urban areas.
- The number of wholesalers has increased.
- The quantity marketed by wholesalers increased from 180 to 200%.

Vegetable wholesale markets in Hanoi





Change of product origin sold on the wholesale market

The peri-urban plays an important role for the supply of **winter** vegetables, but production is moving away from the peri-urban areas to other provinces.

For the **summer**, the origin was diverse:

- 📦 Tropical leaf-vegetables come from peri-urban districts and neighboring provinces of Hanoi.
- 📦 Subtropical vegetables are imported from China and mountain regions of Vietnam.

Vegetables retail practices in Hanoi

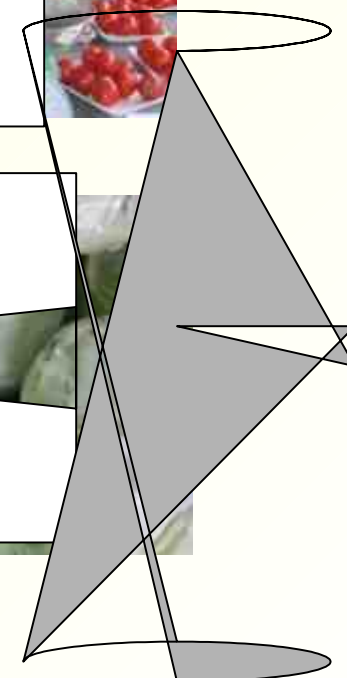
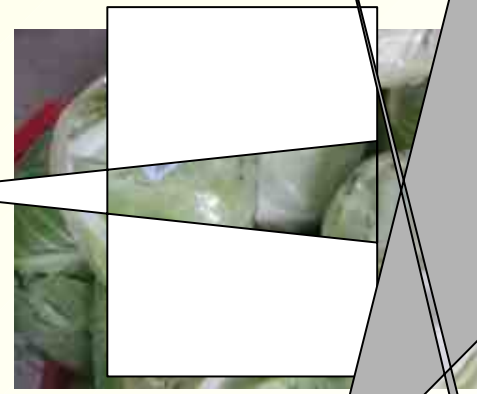
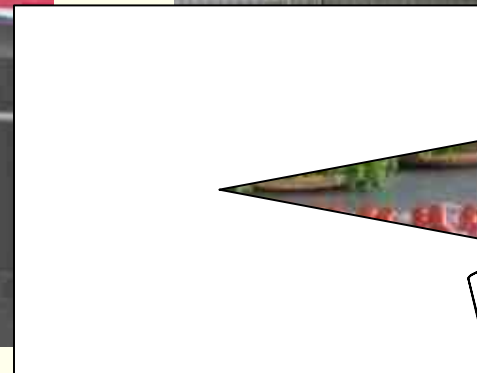
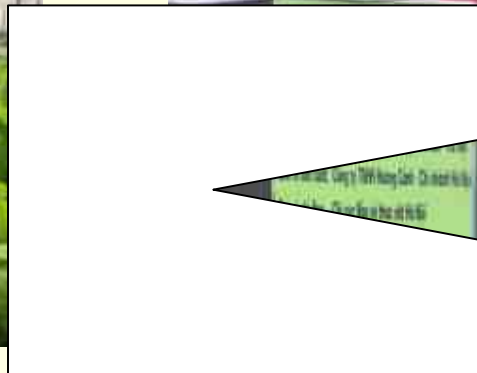




3. Innovative examples: between urban demand and production of proximity areas – “from farm to table”

- **Huong canh Company** (Van duc, Gia lam district)
 - Vegetables VietGAP certified since 2010: 2,5 ha of safe vegetables production and 7 groups of 30 producers under contract.
 - Modern packaging unit with strong investment
 - Network of 37 supermarkets and quality shops : 50-70 ton/day in 2011.
- **Organic vegetables groups** (Thanh Xuan, Soc Son) :
 - Land security of 3 ha, technical support in the long run, PGS quality control system, private service to coordinate production with the market.

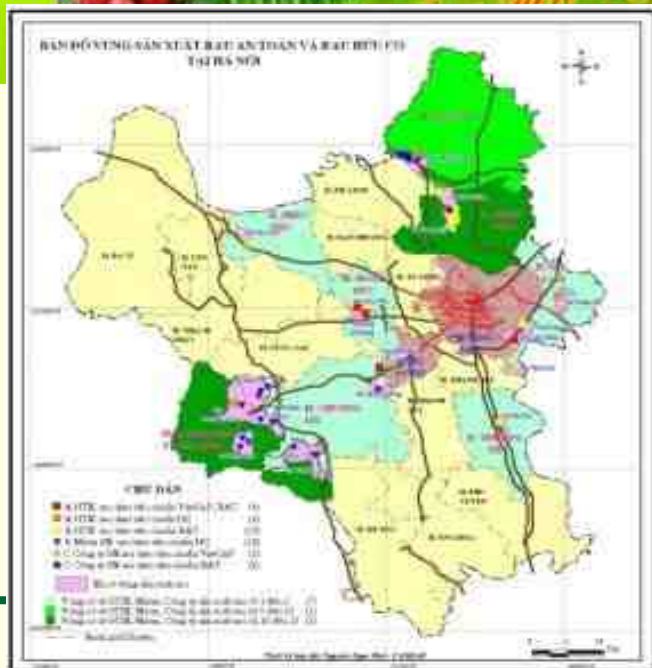
Value chain vegetables certified VietGAP Huong canh



4. Governance action initiatives in Hanoi



MAPPING ON RETAILERS AND DISTRIBUTORS OF SAFE & ORGANIC VEGETABLES IN HANOI



Improving the knowledge of consumers on safe vegetables by

VECO - CASRAD – VINASTAS



Objectives of collective actions

- ❖ Safe vegetable becomes an burning concern of the society in recent years because of the alarmed situation of toxicity and negative impacts of unsafe vegetable on consumers' health
- ❖ In spite of many efforts of government but the supply chain of safe vegetable in Hanoi is not worked ü consumers cannot find safe in shops: lack of coordination
- ❖ To promulgate and improve the knowledge on safe vegetable and organic we establish: **Map of Retailers and Distributors of Safe and Organic Vegetable in Hanoi.**



Method of data collection

- Step 1: Survey 180 shops on the distributing situation and the origin of safe vegetable ü 60 shops/areas
 - Step 2: 8 districts in sub-urban of Hanoi are surveyed for production areas
 - Shop: encode the information, position in Google Map,
 - Production zone: Geographical Information system, Mapinfo.
-



Safe Vegetables shops mapping

Shops' information:

- Web site

<http://rausach.nguoitieudung.com.vn/home/default.aspx>

- position: Google Map

📖 Informations: number of shops by districts, vegetables sorts, telephone, vegetables sources from production areas, quality controls...





Certified production areas in the map

Production zones in dots with their characteristics

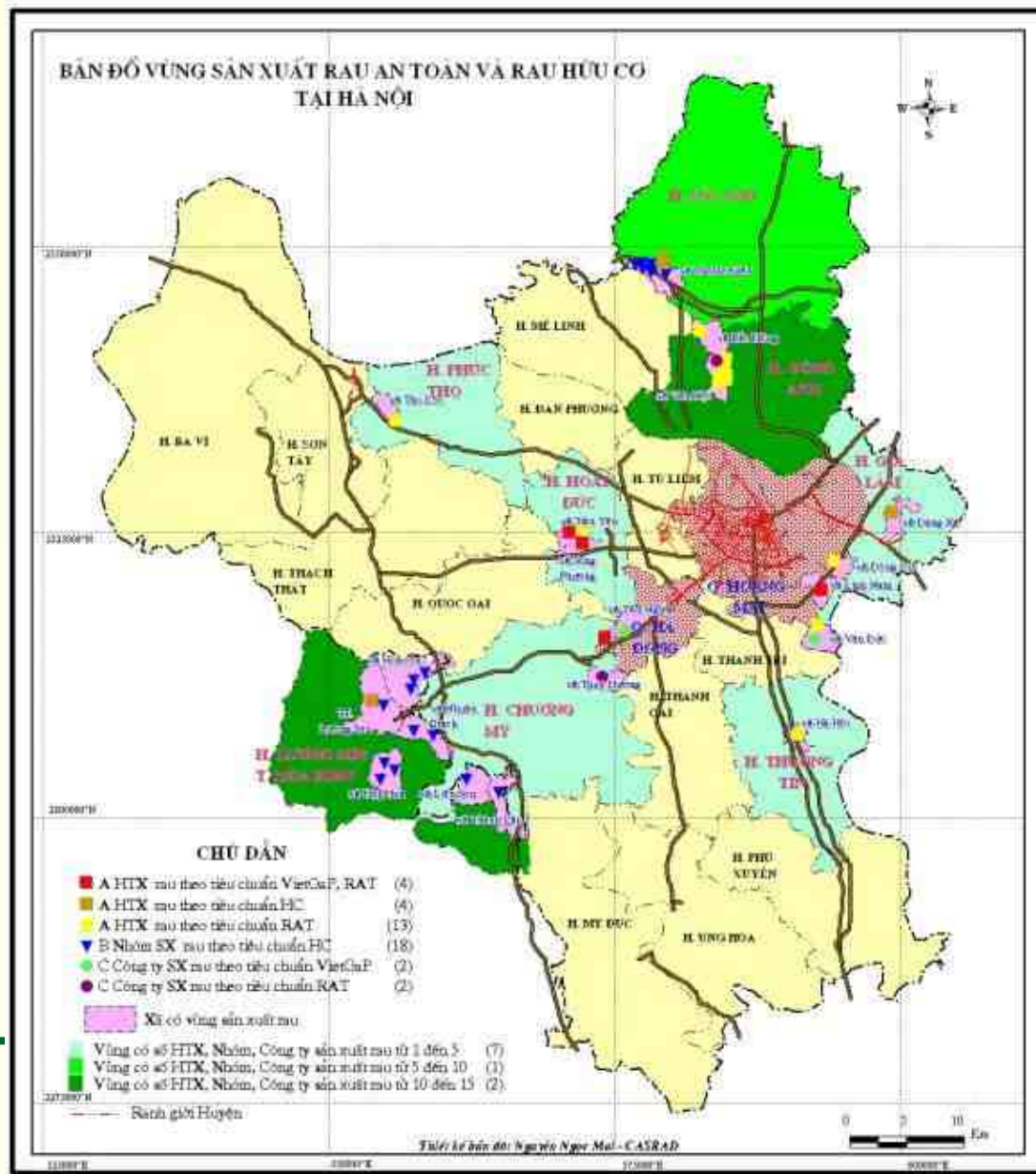
II.2.1. production units:

- cooperative
- production group
- production company

II.2.2. Certificate

- VietGAP
- Organic vegetable
- Safe vegetable

II.2.3. Quality control: associations, protection vegetal officers, certifications...



Production areas in Internet

Firefox - HTX rau Tiên Lê

rainach.nguoi tieudung.com.vn/htx-rau-tien-le/xung/?.aspx

Google

Live TV Sport HD TVU Streams

WEB SEARCH

HỘI BẢO VỆ NGƯỜI TIÊU DÙNG VIỆT NAM

Địa chỉ liên hệ

Đừng ăn đâu tra rau an toàn, rau hữu cơ tại Hà Nội

Cửa hàng rau | Đăng ký | Vùng sản xuất rau

Thông tin vùng sản xuất

HTX rau Tiên Lê

Mã: 103A

Nguyễn Khắc Đào
 Liên hệ: 01688354563
 Địa chỉ: Tiên Lê, Tiên Yên, Hoài Đức, Hà Nội
 Sản xuất theo quy định rau VietGAP (5.5 ha); RKT (24.5 ha)

Cơ sở vật chất

Hệ thống nhà lưới 2.5 ha sử dụng để sản xuất các loại rau ăn lá; hệ thống tưới bằng nước giếng khoan, nhà sơ chế và bể lọc để sơ chế rau, hệ thống phân kiểm soát chất lượng, nhà vệ sinh và kho chứa thuốc trừ sâu

Cửa hàng tiêu biểu

Chuỗi Hapro
 Địa chỉ cửa hàng: 40 Hàng Bò
 Điện thoại cố định:
 Hotline
 Email:
 Website, mạng xã hội:

Cửa hàng Công Đoàn
 Địa chỉ cửa hàng: 25 ngõ 92 Nguyễn Sơn
 Điện thoại cố định: 438734041
 Hotline: 015410475
 Email:
 Website, mạng xã hội:

Chuỗi Fyrmart
 Địa chỉ cửa hàng: TCT Group, 15A Hàng Cột



Now: 30°C Thu: 34°C Fri: 34°C

1:40 PM 4/19/2012



New tendency: Sale online, home and office deliveries, direct supply to collective restaurants, canteens

CÔNG TY CỔ PHẦN THỰC PHẨM AN TOÀN HÀ NỘI
Địa chỉ: Số 10 Đường Trần Hưng Đạo - Phố Lò Đúc - Quận Hai Bà Trưng - Hà Nội
ĐT: (04) 26484822 | Email: rauantoanvn@gmail.com

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- LỢI ÍCH CỦA RAU AN TOÀN**
- + Không thuốc BVTV
 - + Không chất kích thích
 - + An toàn cho môi trường
 - + An toàn cho người sản xuất
 - + An toàn cho người tiêu dùng

NHÀ CUNG CẤP
RAU AN TOÀN TIÊU CHUẨN VIETGAP
MUA HÀNG



LỢI ÍCH KHI SỬ DỤNG SẢN PHẨM CỦA CHÚNG TÔI

1. Cam kết cung cấp thực phẩm sạch có nguồn gốc rõ ràng.
2. Chất lượng sản phẩm đảm bảo tốt nhất.
3. Sức khỏe của bạn và gia đình bạn sẽ được đảm bảo.
4. Có hợp đồng và hóa đơn mua hàng, có chính sách bảo hành sản phẩm.
5. Miễn phí sơ chế đối với tất cả các mặt hàng tươi sống.
6. Giao hàng tận nhà với chi phí thấp nhất.
7. Giảm mọi chi phí trung gian để đảm bảo giá sản phẩm luôn cạnh tranh.
10. Tiết kiệm 90% thời gian chuẩn bị cho bữa ăn gia đình.
11. Quản lý tài chính một cách thông minh, tránh lạm chi.
12. Đơn giản, thuận tiện phục vụ mọi thời tiết.



<http://rauantoanvn.com>



**FOOD SAFETY ADVOCACY
FOR SMALL HOUSEHOLDERS
PROGRAMME**



FOOD SAFETY CONTROL CAN IMPLEMENT FOR SMALL HOUSEHOLDERS



PGS



NO COST FOR CERTIFICATE



VIETGAP



HIGHT COST FOR CERTIFICATE AND TOO COMPLECATE

Dragon fruit- Bình Thuận. VietGAP

Which food safety institutions suit with small farmers?



And Communicate with consumers !



Conclusions

- Safe vegetables plays a crucial role in peri-urban, it supplies from proximity regions to urban.
- The production is under urban governance. So it requires an alliance between the urban demand and a multifunctional approach.
- Respect agricultural zoning for land security
- The approach by the 'value chain', investments and support integrated logistics are needed to strengthen the distribution of vegetables safety.
- Need to define clear food supply policy for the city



3 key – points to succes between peri-urban agriculture and urban needs

Planning by integrating urban needs & peri-urban agriculture

- ❑ Declination of Agricultural Masterplan: Land security
- ❑ Integrated support for new villages specialized
- ❑ Logistics platforms appropriated
- ❑ Managing irrigation and flood risk

Develop products of quality

- ❑ Stimulate less costly standards than Vietgap
- ❑ Transfert information to consumer

Take into consideration new urban requirements

- ❑ Services related to rural tourism
- ❑ Stimulating direct sales and processed products.



Thanks for your attention!