



# Partnering for Smallholder Inclusive Market Opportunities in the Mekong



Australian Government  
Australian Centre for  
International Agricultural Research



Australian Government  
Department of Agriculture  
and Water Resources





# Developing Smallholder Inclusive Value Chain Models for Local and Global Markets

Inception workshop  
9 December, 2015

Wendy Umberger, Ph.D.,  
Director and A/Professor

Global Food Studies



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of ADELAIDE



Australian Government  
Department of Agriculture  
and Water Resources

# Aims

- To develop an understanding and to explore existing business practices between private sector and smallholders in agrifood sectors;
  - To determine the roles of other agencies (public, private, NGOs, funding agencies) in food value chain development;
  - To determine factors leading to the success of business models; and
  - To identify strategies to collect information and evaluate the development of smallholder-inclusive business models.
-

# Overview of the project

- Funding from the Australian Government's Economic Diplomacy Fund (EDF)
  - Case studies of smallholder inclusive business models documenting the experience of farmers
  - Sectors- dairy, meat, fish and horticulture
  - Six APEC member economies
    - Indonesia, China, Vietnam, Thailand, the Philippines and Cambodia (non-APEC).
-



# Background

- Globalisation of food systems
- Changing demands of consumers
  - New food products
  - Food safety
  - Quality
  - Convenience
- Supermarkets and processors require efficient food distribution systems
- New food value chains and business models for sourcing food
- Smallholders are impacted











# Food Safety Issues

- Foodborne pathogens / microbiological contaminants
- Environmental contaminants – dioxins, PCBs, heavy metals
- Natural toxicants – mycotoxins, phycotoxins, GMO
- Pesticide and drug residues
- Processing contaminants
- Allergens
- Additives – illegal dyes
- Authenticity
- Deliberate adulteration (food fraud)



FOOD for THOUGHT





## Traceability underlines Quality- and Food Safety Leadership.

### Star Farm:

- China's first agriculture consulting firm
- Initiated by METRO to train local farmers/manufacturers:
  - Good Agricultural Practices (GAP)
  - Good Manufacturing/Hygiene Practices (GMP/GHP)
  - Good Distribution Practices (GDP).
- Maintaining quality control directly at the source
- Fulfilling the "From Farm to Fork" promise
- Monitoring every process detail from farm to fork.



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# Nestle announces new animal welfare standards



Nestle will require suppliers to provide more space for farm animals, minimize pain in veterinary practices and welcome independent auditors. Above, Nestle world headquarters in Vevey, Switzerland. (Fabrice Coffrini / EPA)

By **DAVID PIERSON**



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# Kellogg boosts efforts to help battle climate change



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Nơi sản xuất	:	Các vùng của Dự án
Ngày thu hoạch và đóng gói	:	Các vùng của Dự án
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Dư lượng Nitrat	:	< 500mg/kg
Hàm lượng kim loại nặng	:	Dưới mức cho phép
Dư lượng Salmonella spp và E.coli	:	Dưới mức cho phép
Đơn vị giám sát và chịu trách nhiệm CLSP	:	Viện môi trường Nông Nghiệp
Đơn vị phân phối và chịu trách nhiệm SP sau phân phối	:	Công ty Biggreen Việt Nam

Khối lượng:









Rice of PAMCI-Organic Principles / Gạo theo phương thức hữu cơ-PAMCI

- Healthy and environmentally friendly: No pesticide, No herbicide, No growth stimulator, No chemical fertilizer (Only organic fertilizer), following SRI (System of Rice Intensification) method (無農薬・有機SRI農法栽培で育った安全で美味しいお米)
- We ensure traceability and guarantee safety of product. Please check our website: pamcisaferice.wordpress.com.
- Có lợi cho sức khỏe và thân thiện với môi trường: Không sử dụng thuốc trừ sâu, Không thuốc trừ cỏ, Không sử dụng chất kích thích sinh trưởng, Không phân bón hóa học (chỉ sử dụng phân hữu cơ), theo phương pháp SRI (Hệ thống thâm canh lúa).
- Chúng tôi truy nguyên nguồn gốc rõ ràng và đảm bảo an toàn của sản phẩm. Xin vui lòng tìm hiểu qua website của chúng tôi: pamcisaferice.wordpress.com.

Guided by PAMCI-SAFERICE:

AEE (University of Tokyo 東京大学), Khoa Kế toán và Quản trị kinh doanh, Trung tâm Nông nghiệp Hữu cơ (Đại học Nông Nghiệp Hà Nội), JICA 国際協力機構  
Farmer group of thôn Thượng Phúc, Đồng Phú, Chương Mỹ, Hà Nội

#### THÔNG TIN VỀ BAO BÌ

Giống lúa/Variety: **BẮC THƠM SỐ 7**  
Mã sản phẩm/Serial code: **DR321511P2151717**  
Ngày thu hoạch/Harvested date: **28/1/15**  
Ngày đóng gói/Packaged date: **15/1/15**  
Trọng lượng đóng gói/Weight: **2** kg  
Chữ ký của nhóm nông dân/Farmer group's sign: **Hàng**  
Chữ ký của PAMCI-SAFERICE/PAMCI-SAFERICE project sign: **199**  
Chúng tôi chỉ đảm bảo chất lượng gạo nếu nó là sản phẩm có đầy đủ chữ ký/ We guarantee the rice quality if the package has signs.

#### ĐỊA CHỈ LIÊN LẠC

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Nguyễn Thị Nga - Nhân viên kỹ thuật  
Email: nga.pamci@gmail.com  
日本語: 井上 果子 (kako.pamci@gmail.com)  
**Hỗ trợ đặt hàng/ order support:**  
01678751060 - Mrs Trịnh Thị Nguyệt





**Dong Phu SRI Rice of PAMCI-ORGANIC Principles**  
(無農薬・有機SRI農法栽培で育った安全で美味しいお米)

No pesticide, no herbicide, no chemical fertilizer, Clean water from Bui river  
Technology transfer by University of Tokyo, Japan & HUA Vietnam (JICA support)







Beijing





# Bogor, West Java









# Wet Market Surakarta, Indonesia



Certificate 2014 / 2015



## Ca Mau Organic Shrimp Farming

Industrial Zone, Ward 8  
Ca Mau City  
VIET NAM  
Code: 98649

Certification covers the following products respective product groups\* purchased according to the approved farmers list (AFL):

organic: 2,695.40 ha with 443,723 kg of Black Tiger shrimp  
(Penaeus monodon)

By signing the producer contract with Naturland Association Ca Mau Organic Shrimp Farming has committed to run the operation according to Naturland standards in their currently valid version, to comply with Naturland standards and all applicable certification procedures, and to undergo inspection at least once a year.

After evaluation of all the requisite certification documentation, Naturland's Certification Committee herewith confirms that Ca Mau Organic Shrimp Farming has run the operation according to Naturland standards.

Naturland standards are certification standards for organic production and processing.  
Naturland is accredited under the European norm EN 45011/ISO 65.

Certificate-no.: 40508  
Date: 27.11.2014

Validity of certificate: until renewed or cancelled, but at the latest until 30.04.2016

Certification Committee International (Angelika Raitn)

Naturland - Association for Organic Agriculture  
Rheinheimer Weg 1  
82166 Gräfelfing, Germany  
Tel: 0049 89 89603210  
Fax: 0049 89 89603210  
a.raith@naturland.de  
www.naturland.de

\*This is a certificate of registration which does not specify the certification status of a specific lot or production and therefore may not be used as a product or transaction certificate. In case you need a separate product or transaction certificate, Naturland will gladly issue it upon your request.  
This certificate is issued within the scope of the ISO/IEC Guide 65 accreditation issued by the IOAS, Registration number: 20.



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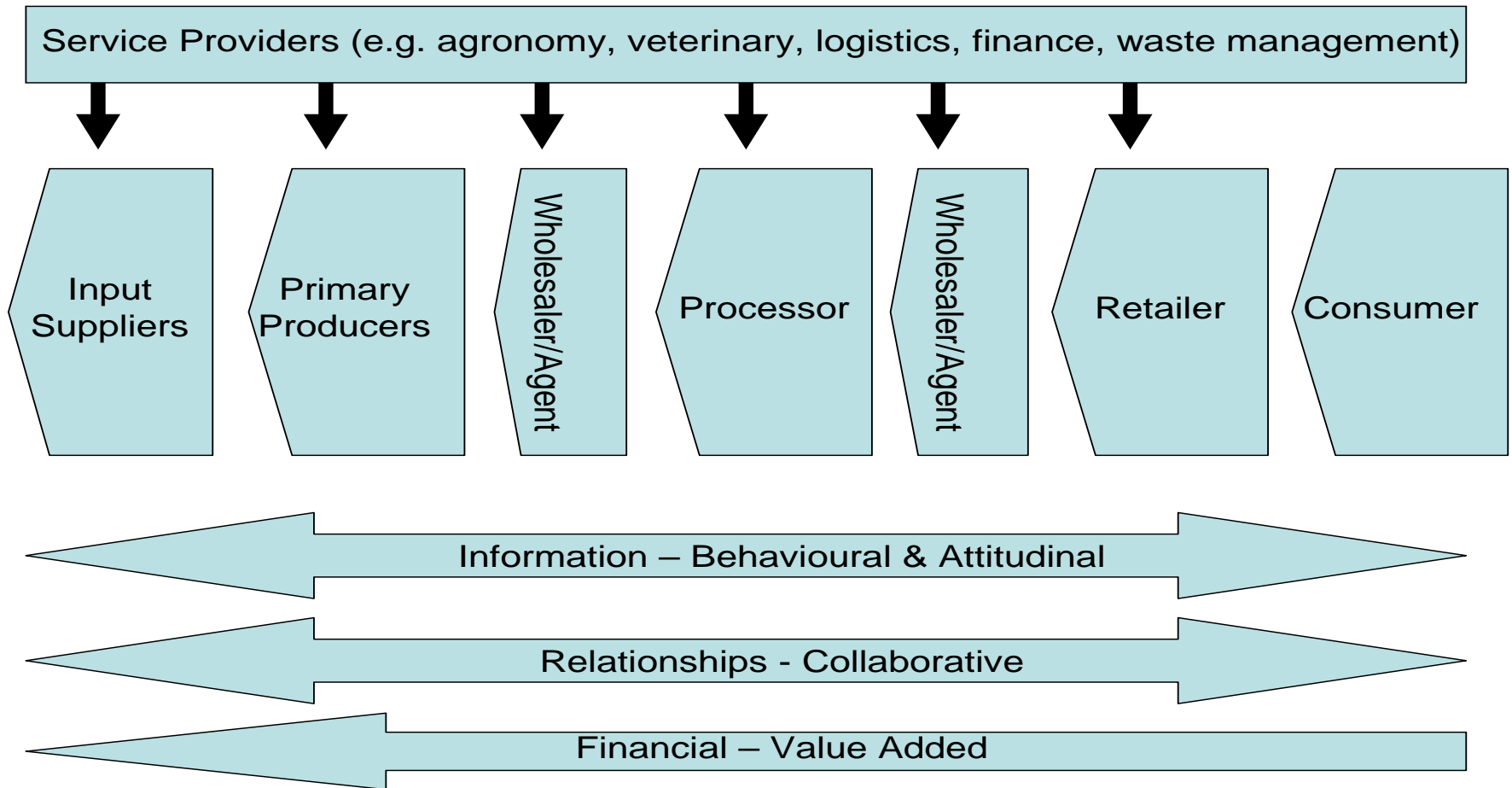
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# Food Value Chain





# Project Goal and Objectives

**Overall Goal: *To enhance the inclusiveness of smallholders in global food value chains.***

1. To identify opportunities for developing alternative food value chain business models by providing an improved understanding of
    - current challenges and opportunities facing smallholders' inclusiveness in global food value chains,
    - challenges related to gender dynamics,
    - existing private sector engagement with stakeholders and
    - the role of the public sector.
-

# Objectives (Continued)

2. Complete a cross-sector, cross-economy comparative analysis to identify alternative business models.
    - Examine the adaptability of alternative business models across sectors and across economies.
    - Consider the ability of models, which exist and function efficiently in one sector (e.g. dairy) to be applied to another sector (e.g. horticulture) and potentially across economies.
    - Consider multi-purpose business models, which enable smallholders to participate in both domestic and international food value chains and also scale-up operations to become commercially viable business units.
  3. Facilitate knowledge exchange between participating economies
    - build the capacity of relevant bodies in participating economies
-





Thank you!

<http://www.adelaide.edu.au/global-food>

<http://www.adelaide.edu.au/global-food/blog/wendy.umberger@adelaide.edu.au>

# Discussion Questions

**Overall Goal: *To enhance the inclusiveness of smallholders in global food value chains.***

1. What do we need to know?
2. What information is missing?