



# USAID | STOP AI

FROM THE AMERICAN PEOPLE

29 FEBRUARY 2008

## VIETNAM WORK PLAN

### PILLAR ACTIVITIES – (I) ANIMAL RESPONSE

Based on communications with USAID Vietnam/Rep Office personnel and USAID/RDMA regional personnel in Bangkok, the STOP AI Project proposes two basic activity areas during 2008/2009 to assemble and pilot one or more certified “native poultry” supply chains in order to demonstrate the viability and advantages of increased supply chain biosecurity and certification to the Government of Vietnam.

This work builds on recently-implemented AI work in Vietnam under USAID’s RAISE SPS Project. Under RAISE SPS, DAI initiated AI market restructuring work in Vietnam by analyzing urban consumer preferences for poultry products in late 2006/early 2007. Over 300 households were interviewed in the Ho Chi Minh City area in the wake of new government regulations and private sector restructuring stimulated by the AI crisis. This work complemented FAO consumer survey work in the North under their PPLPI Project. Both these studies indicated that there was a high level of consumer interest and demand for certified “native” poultry products vs. certified “industrial” or “commercial” poultry products. Additionally, RAISE SPS completed USAID AI Commodities Training in Vietnam. Two trainings were held in April of 2007 in Hanoi and Ho Chi Minh City. In total, 62 human and animal health professionals were trained on the proper use and disposal of USAID AI Commodities.

### ACTIVITY I: RECONNAISSANCE AND DESIGN

The primary components of this activity are as follows:

- Activity Manager orientation trip with USAID/RDMA and implementing partners. (Completed in November 2007).
- Recon/Design trip whereby an expatriate Technical Team will meet with implementing partners and potential supply chain participants in the North and South in late February/early March 2008. If appropriate, a small project “steering committee” will be set up to include relevant MARD Departments (such as Animal Health, Livestock Production), FAO, and other donors. Local management entities will be screened for use in the implementation process, and will be selected upon concurrence with the steering committee and implementing partners. Decisions will be made as to the number, scope, and geographical focus of the pilot supply chains. A detailed draft implementation plan and budget will be the major outputs and will be presented to the Mission approx. 30 days after the trip.

## ACTIVITY 2: PROJECT IMPLEMENTATION AND MANAGEMENT

The project will be managed through a close working relationship between the STOP AI Activity Manager and the Lead Supply Chain Specialist. They will provide overall project objectives, desired outputs, and technical and budgetary guidance to the local management entities. The local management entities will be responsible for the organization of the supply chain participants and supply chain product flow. The local entities will also organize all local workshops and training events, including venue selection/prep, invitation of attendees, and production of any training materials. In general, project implementation will be pursued as follows:

- **Kickoff Workshops:** After local management entities have been selected and contracted, Project Implementation (“kickoff”) Workshops will be held in the agreed upon geographical areas of focus. All key stakeholders, support groups, and government/donor counterparts will participate. Some limited technical training of the chain participants will be included at these workshops. Infrastructural support needs of the farmers and input suppliers will be determined and cost sharing mechanisms will be discussed.
- **Capacity Building:** Supply chain participants will receive technical assistance through seminar-based training using ex-pat and local expertise at stakeholder “assembly” meetings. The Project will assemble all the stakeholders to transparently discuss progress and future concerns. While assembled, trainings will be arranged for selected members of the chain, e.g., “Business planning” for farmers, “HACCP” for slaughterhouses, etc. The training topics of highest interest to the chain participants will be determined during the “kickoff” meetings.
- **Certification, Monitoring, and Evaluation:** A program will be put in place by the local management entities to incorporate aspects of government and private sector voluntary certification along the supply chains. Government officials will focus on AI and other vaccinations, purity of seed stock, general poultry health, and slaughterhouse registration/HACCP. Private sector certification (third party) will focus on aspects of feed quality, and overall chain biosecurity and food safety aspects. Certification support will be implemented through workshops and frequent chain monitoring by local, qualified third party firms.
- **Marketing Support:** The local management entities will be responsible for working with the chain participants to develop and test branding mechanisms for the pilot products. Potential forms of marketing support might include the development of distinctive packaging materials, seal of quality “branding,” and retail store promotion.
- **Closure Workshops:** These facilitated workshops will bring all the chain participants together with the project administrators, select expatriate experts, and donor representatives to discuss the major lessons learned from the pilot experience. The group will be asked to brainstorm and develop a set of ideas that might promote sustainability of the pilot product lines, and replication of the entire pilot model in other localities.