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STOP AI

4 JANUARY 2010

VIETNAM: PROJECT WORK PLAN

CERTIFIED FREE-RANGE POULTRY SUPPLY CHAINS – PHASE 2

PILLAR ACTIVITIES – (I) ANIMAL RESPONSE

BACKGROUND & INTRODUCTION

This Work Plan (WP) proposes a continuation of the pilot poultry supply chain work initiated in Vietnam in late 2008 through subcontracts with local veterinary consultancy firm ASVELIS and local marketing consultancy firm MDI. Phase I work has focused on the development of Good Animal Husbandry Practices (GAHPs) and Good Slaughtering Practices (GSPs) for the production, processing, and marketing of safe/hygienic free-range chicken products in Vietnam. Emphasis has been on the suppression of AI and other poultry diseases through a disciplined approach to on-farm biosecurity and food safety principles in the slaughterhouses – however, disease suppression is part of an overall package meant to maximize production efficiency and profitability for the farmers. Both of these subcontracts are scheduled to expire on January 31, 2010 – thus we are proposing a Phase 2 strategy to continue and expand the pilot poultry supply chain activities.

Deliverables under the ASVELIS subcontract have been met and actually exceeded, burn rate is on schedule. We propose an extension of ASVELIS' subcontract with “new funding” through September 2010. Most of the deliverables under the MDI subcontract will be delivered on time, but their burn rate has been slow, and some deliverables will need more time to mature in order to achieve impact – thus we are proposing a “no-cost” extension of their subcontract through March 31, 2010 – after that, their services will be terminated and ASVELIS will execute any remaining marketing work that is needed through September 2010.

Communications with USAID/Vietnam have revealed that they are highly positive about the outcome of this STOP AI activity, and wish for its extension through 2010. So far, the following major deliverables have been executed, or are on track for execution in January:

- Marketing survey work of consumers and retailers
- Establishment of project “umbrella standards” associated with an “umbrella logo” (= “*Naturally Vietnam*”)
- “Kick off” workshops in North and South to launch project for all stakeholders
- Design and implementation of a free-range “farm records” handbook to facilitate farmer compliance with production and biosecurity protocols for “project certified” chicken
- Regular briefings of USAID, FAO and MARD (Dept. of Livestock Production/Dept. of Animal Health) on project progress and opportunities

- Development and capacity building of 3 free-range supply chains in the South, each with a small scale slaughterhouse built by the stakeholders and co-financed with STOP AI
- Development and capacity building of 4 free-range supply chains in the North, 2 of which will have small scale slaughterhouse built by the stakeholders and co-financed with STOP AI (by Jan. 31st)
- Creation of project website, brochures, bulletins to inform USAID, FAO, MARD, and participating stakeholders of all important project developments
- Creation of a project-supported “wholesale shop” for the Northern supply chains (January)
- Creation of linkages between project producers and retail establishments to encourage contracting for free-range products
- Implementation of “tasting events” in North and South for prospective retail buyers
- Site visit for MARD officials (January).

The project is viewed by USAID and some key MARD officials as an excellent example of how medium size poultry operations in Vietnam can simultaneously pursue the objectives of more disciplined production/processing of poultry products in high demand by the consumer, while making improvements in disease suppression, food safety, and improved animal and human health. Eventual expansion of this model to other “Sector 3” type farms, whether “free-range” or not, should allow the poultry sector in Vietnam to become less reliant on foreign imports, less reliant, on national vaccination programs, and become more compliant and aligned with international standards on animal health and food safety.

ACTIVITY 1: PHASE 2 PROJECT IMPLEMENTATION AND MANAGEMENT

Project implementation will be pursued as follows:

- **Capacity Building for Farms and Slaughterhouses:** Supply chain participants in each of the existing six supply chains (Vung Tao, Phu Giao, Go Cong, Dinh Hoa, Bac Giang, Ha Giang) and slaughterhouses will continue to receive technical assistance through field visits and inspections. Capacity building will focus on GAHPs, GSPs, and solidification of market linkages. A minimum of an additional 3 supply chains will be set up between February and September 2010. If appropriate, each of these chains will also have a dedicated small scale slaughterhouse set up with the support of the project. As in Phase 1, the project provides the design of the facility, essential hygienic equipment, and training. The stakeholders provide or build the structure on their own.
- **Site Visits and Seminars:** Several site visits for government officials, FAO/World Bank officials, and staffers of USAID and other USAID projects will be arranged in order to give the project more visibility. Debriefings will be used to capture impressions from “outsiders” in an attempt to improve aspects of the activity. Additionally, the local implementation team (perhaps with the participation of some select foreign experts) will conduct a series of provincial seminars on the production free-range poultry under highly biosecure conditions.
- **Marketing Support:** Marketing assistance for the 6 existing Phase 1 supply chains will be supported and amplified as needed. Marketing relationships for the 3 new Phase 2 chains will be initiated from scratch. Support mechanisms will be similar to those used in the past: brochures and informational materials; branded packaging and point-of-sale promotional materials; facilitated meetings between the producers, STOP AI staff, and potential retailers; establishment of “wholesale” shops as needed; website

maintenance; tasting events; trade fair participation if appropriate; and market research as needed with hotel/retail/catering (HORECA) sector.

- **Certification, Monitoring, and Evaluation:** The prevalent certification to be applied to the supply chains and their products will be that of internal “project” certification, i.e., strict compliance with the project’s “umbrella” standards in order to gain approval for use of the “Naturally Vietnam” project logo. At some point, third party certification firms based in Vietnam will be invited to observe and evaluate our internal compliance methods, and to determine whether or not our methods are compatible with third party certification mechanisms present in Vietnam. If the evaluation indicates that our chains would benefit from such certification, we will pursue some level of formal “third party” certification from Vietnam-based firms.
- **Closure Workshop:** There will be a facilitated final project workshop (Hanoi, September) which will bring all the chain participants together with the project administrators, select expatriate experts, government officials, and donor representatives to discuss the major lessons learned from the pilot experiences of Phase 1 and 2. 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. Alignment of project accomplishments with potential new MARD policies for the poultry sector will be discussed.