

The case of Short and Small Supply Chain in Vietnam

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Founder of Bac Tom



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- 2010 – now: Bac Tom and NGOs (part time consultant)
- 2004 – 2010: Agri-chain consultant for NGOs (GRET, CIAT, Oxfam, Helvetas)
- 2002 – 2003: Larenstein (the Netherlands)
- 1997 – 2004: Researcher and Extensionist at Ministry of Agriculture



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- Scaling up
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Introduction of Bac Tom (1)

- Brand name is sourced from “The cabin of Uncle Tom”
 - Always loyal to the host and eco-produce
 - Brown as the major color to remind the soil and to promote slow food
- Founded in 2010 by an agri-chain consultant
- To promote fresh foods of high eco-quality
- 25 stores in Ha Noi
 - Selling at the spot
 - Home delivery

Introduction of Bac Tom (2)

- Staff and customers
 - ~ 90% are women
 - ~ 85% under 35
- Producers
 - ~ 90% are women
 - ~ 80% above 35
- Address: www.bactom.com; f: raubactom;
hotline: +84(0)912341144

Why friendly (1)?

- Natural foods. No procurement from industrial farms
- Procure directly from farms, particularly small and remote ones
- 60% of veggie organic, 40% "clean"



Chayote from Tan Lac Uplands (result of SADU project)



Why friendly (2)?

- Working with NGOs and government
 - to empower producers and build “healthy” farms as suppliers
 - to promote friendly environment standards and practices
- Disseminating the message of sustainable agriculture
 - by trainings and workshops
 - farm tours for families and pupils

Veco Team visited Bac Tom



Shipping veggie from farm to packaging house



Scaling up - opportunities

- Increasing concerns of clean foods thanks to an improved media and income
- NGOs and government agencies more active in market oriented agriculture
 - farmers earn more from healthy foods
 - consumers are more aware of good suppliers
- The institutional context are being improved for small entrepreneurs

Scaling up - challenges

- Small scale farming as majority
- No certification system for organic farming yet in Viet Nam
- Quality control and certification by government are not trusted by consumers
 - 80% consumers do not trust national certificates
- The majority in the market can not be traced
- Consumers get used to open and convenient markets

Recommendations (1)

- Reallocation for larger concentrated areas per household
- Organic standards and certification systems should be issued
- Standards are recognized in other countries in Mekong region
- Certification bodies should be empowered to be trusted by consumers
 - Capacity building
 - Marketing

Recommendations (2)

- Standards and certification systems for small farmers groups should be available
- More investment in promoting and marketing
- Farmers are empowered
- Disseminating the advantages of cold chains and good stores

Veggie farm in Luong Son



Intercropped with flowers



CÓ THÊM "HOA HỮU CƠ" BÊN NHỮNG RUỘNG RAU HỮU CƠ



Field tour to Xuân Thượng – Sóc Sơn



*Bac Tom
staff*

*Come back soon with the
photos please!*



See you SOON!

BÁCTÔM
Chuyên Thực phẩm sạch

