



## **TERMS OF REFERENCE**

### **Video Production on Participatory Guarantee System (PGS) in Vietnam**

**May 2013**

#### **1. BACKGROUND**

Safe food production in general, and safe vegetables production in particular, is receiving Government attention and encouragement in Vietnam. In the last two years, the Government has issued the Law of Consumer Protection, the Law of Food Safety, and the National Strategy for Food Safety, as well as circulars and decrees, to underscore its importance. Vietnamese farmers are gradually improving their production process in order to meet safety standards but much has to be done, particularly among small-scale producers, which characterize majority of farmers in Vietnam.

The GlobalGAP, EuroGAP and VietGAP have been put into implementation by the Government but the study by CASRAD (2012) found out that it is very difficult for small-scale farmers to apply such standards due to complex indicators and high implementation costs. As asserted by the same study, it is necessary to have policies and quality assurance system suitable for small-scale farming households, instead of rigid and complex applications of practices required by the three GAPs mentioned above.

Furthermore, the government has actively promoted VietGAP (Vietnam Good Agricultural Practices) as a tool for food safety standard but this system is too expensive and complicated for smallholder producers to comply with, and to a large extent does not work effectively in favor of small-scale vegetable producers. An alternative system suitable to smallholder producers is needed. The Participatory Guarantee System (PGS), as experienced by VECO and ADDA<sup>1</sup>, presents a better choice for smallholder vegetable producers but has not been officially recognized by the Vietnamese Government. Without any official recognition, the PGS cannot be used widely in the country. Various initiatives on PGS are gaining grounds but more could be done towards its institutionalization in Vietnam.

Over the past 4 years, VECO Vietnam has promoted PGS for safe vegetable chains in the Provinces of Lang Son and Phu Tho. Farmer organizations of safe vegetables in these two provinces have been applying the PGS and are running respective Local Coordinating Committees (LCCs) who are tasked to enforce the standards and procedures set-forth in the PGS. Having been convinced with the advantages of this internal guarantee system, PGS logos have been developed and displayed prominently in selling stalls that were established around the cities of Viet Tri (Phu Tho Province) and Lang Son (Lang Son Province). Vegetables sold by members of the farmer organizations are now commanding 15-30% higher selling prices compared to vegetables produced through conventional methods. Through the support of VECO, the PGS is now replicated in Vinh Phuc Province and a manual on PGS has been

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<sup>1</sup> ADDA = Agricultural Development Denmark Asia

developed. PGS is also being promoted in other six provinces in North Vietnam by VECO partners, ADDA and PGS Network of Vietnam.

With the financial assistance of VECO, IPSARD<sup>2</sup> and CASRAD<sup>3</sup> produced in 2012 a Policy Brief on “Management and Safety Certification for Vegetable Production of Smallholder Farm Households in Vietnam” aimed as a tool for influencing policy and decision makers on PGS. It recommends (a) diversification of certification systems for safe vegetable production suitable for the conditions of producers, (b) speed-up establishment of documents to narrow the gaps in food safety management of small-scale production, and (c) encourage and facilitate socialization of food safety management, as well as promotion of food safety to small-scale farmers and consumers. This advocacy intervention needs to be sustained and broadened to effect more meaningful changes in the policy environment, and specifically to have PGS institutionalized in Vietnam.

### **Collaboration with Both ENDS**

Both ENDS is an independent non-governmental organization (NGO) that works towards a sustainable future for our planet. It identifies and strengthens civil society organizations (CSOs), mostly in developing countries that come up with sustainable solutions to environmental and poverty-related issues. Building on such effective alternatives, Both ENDS create and support strategic networks capable of promoting social-environmental interests. At the same time it directly influences policies and promotes its vision in fora that matter, both on national and international levels.

In its meeting and discussions with VECO Vietnam in late 2012, Both ENDS agreed to cooperate on the theme of PGS certification system. Further it expressed willingness to assist in producing a video on PGS. Both ENDS is co-funding this video production.

## **2. DESCRIPTION AND PURPOSE OF THE VIDEO**

### **The twin purpose of the video is:**

- a. Advocacy tool – to influence policy and decision-makers to officially recognize PGS as a quality assurance system for smallholder vegetable producers in the country, building on concrete evidences from the field.
- b. Educational tool – to promote food safety, and consumption of safe and organically produced vegetables. This video can be used by consumer associations and other groups and organizations advocating for food safety and healthy food consumption.

### **Content of the video:**

- a. Issues, challenges and opportunities on food safety and consumption of vegetables in Vietnam.
- b. What is PGS, how does it work, what are the benefits & for whom, & usability? Best practices on PGS from field experiences of VECO, ADDA, and PGS Network Vietnam.

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<sup>2</sup> IPSARD = Institute of Policy and Strategy for Agriculture and Rural Development

<sup>3</sup> CASRAD = Center for Agrarian Systems Research and Development

- c. Action points towards scaling-up of PGS at the national level and institutionalization of PGS within the Government policy system.

**Copyright:** VECO and Both ENDS are the owners of the video and public showing by other parties will be allowed in line with the two purpose stated above (i.e., advocacy and educational).

### 3. PROCESS AND METHODOLOGY

#### Selection of video-maker

An external professional video-maker (individual or organization) will be hired to produce the 10-minute video following the criteria below:

- a. Proven track record in producing high quality short/compact videos
- b. The mission statement aligns with development goals of VECO
- c. Prior experience of working with an INGO
- d. Familiarity with the context and conditions of smallholder producers in Vietnam
- e. English proficiency

An announcement of this TOR will be made and selection of the video-maker will be done by VECO during the first half of June 2013.

Interested video-maker will submit a letter of interest, together with a brief general program of work with proposed budget on or before June 17, 2013, to the following:

Regional Representative  
 VECO Vietnam  
 No. 4, 249A Thuy Khue St., Tay Ho District  
 Hanoi, Vietnam  
 Email: [eduardo@veco.org.vn](mailto:eduardo@veco.org.vn)

#### Production schedule:

a. Scouting of shoot locations	June 20-22, 2013
b. Script development by video maker & review by VECO VN & HO	June 24-30, 2013
c. Field work and on-site shooting	July 1-19, 2013
d. Post production	July 22-31, 2013
e. Screening of draft video by VECO	Aug 1, 2013
f. Delivery of final output to VECO	Aug 8, 2013

**Supervision and Coordination:** The VECO Regional Representative will have overall supervision of this video production. Day-to-day coordination and supervision is tasked to a VECO team led by Ms. Do Thu Phuong. She will serve as the VECO focal person for this project and the contact person by the video-maker.

#### **4. Logistics**

VECO VN will assist in logistical arrangement and coordination of field trips during scouting of shoot locations and field work for on-site shooting.

#### **8. Expected Output**

The final output will be a high quality (HD) 10-minute video in Vietnamese and English languages. The video will be delivered to VECO in the form of 2 DVDs for reproduction, together with an internet clip and HDD with original footage on or before August 8, 2013. Copies of all pictures taken during the days of the shooting will be shared with VECO.