

# Forward sale using product traceability software & digital marketing

## A case study of mango in Dong Thap Province, Vietnam

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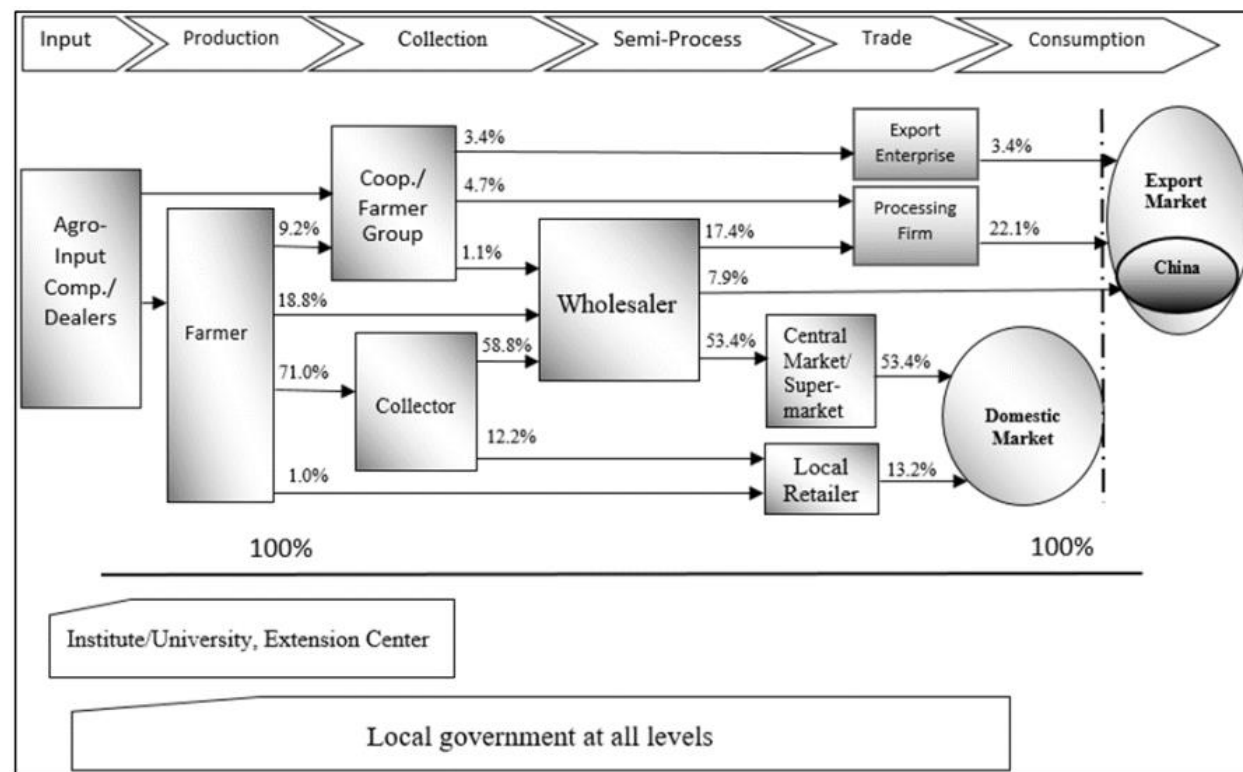




Background :



Dong Thap is located in the Mekong Delta, famous for mangoes, with more than 14,000 hectares of mango cultivation, accounting for 33.7% of the total fruit tree area of the province. The main mango varieties include Cat Chu, Hoa Loc, etc.



Chu mango value chain in the Mekong Delta, Vietnam

Source: KHVT Truong and SF Sidique (2022)



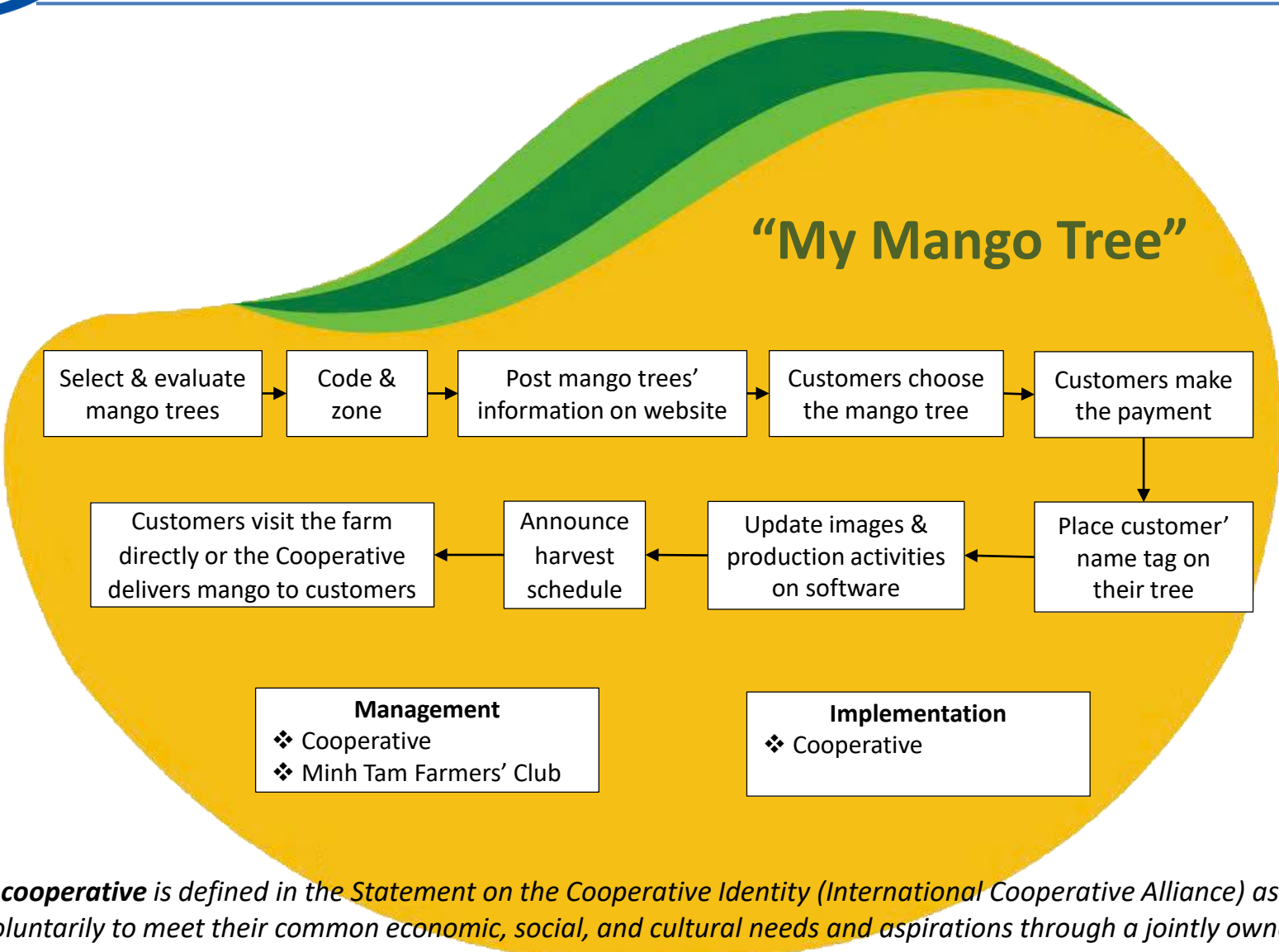
Targets :

- Farmers' income:
  - ✓ Increasing farmers' income (no intermediate but direct sale to consumers);
  - ✓ Diversifying farmers' income (including production (wholesale, direct sale), and tourism);
  - ✓ Stabilizing farmers' income (selling in advance even if mangoes are not harvested yet, not influenced by the fluctuation of market prices)
- Market understanding:
  - ✓ Improve farmers' awareness of customers' demand through engagement and conversation with customers as tourists coming to farmers' houses;
- Technology adoption:
  - ✓ Gradually learn and apply digital technology - product traceability software and digital marketing, which is low-cost and easy to use.





# Proposed Method: "My Mango Tree"



To spread the word to many potential customers, **digital marketing** (social media, video clips, pictures) is used.

- ❖ A **cooperative** is defined in the *Statement on the Cooperative Identity (International Cooperative Alliance)* as an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.
- ❖ A **Farmers' Club** is a form of voluntary association of farmers to share and exchange experiences, new techniques in production, and update market information. At the same time, it is a channel for exchange and sharing between farmers and authorities and unions, solving local socio-economic problems.





# Proposed Method: Product Traceability Software

MobiFone 11:47 AM 37% facefarm.vn

| (1)      | (2)           | (3)                    | (4)    |
|----------|---------------|------------------------|--------|
| Hình ảnh | Ngày làm việc | Công Việc - Tình trạng | Vật tư |
| 1        | 10/07/2021    | Bao trái               |        |
| 2        | 09/07/2021    | Tưới Amistar           |        |
| 3        | 09/07/2021    | Tưới Ridomil           |        |
| 4        | 03/07/2021    | Tưới thuốc Antracol    |        |
| 5        | 27/06/2021    | Tưới thuốc Mecomil     |        |
| 6        | 19/06/2021    | Tưới thuốc Antracol    |        |
| 7        | 19/06/2021    | Tưới Cyrus             |        |

Production logging:  
 (1) Images  
 (2) Dates  
 (3) Production activities  
 (4) Input (fertilizers, pesticides, etc.)

Each mango tree will be given a unique identifier through a QR code

- ✓ Farmer's name
- ✓ Contact phone number
- ✓ Email
- ✓ Address

Information on mango tree: Tree variety and age, identification code, selling price, ownership period, and images







# Proposed Method: **Tourism**



2



1



1. Thu Ngoc Hau's house of worship
  2. Tu Mach's Farm with "My Mango Tree"
  3. Ba Hau's Farm with "My Mango Tree"
  4. Mango Trail Farmstay
  - 5 ...
  - 6 ...
- 



4



3





- ❑ Create a **new agricultural business model**, i.e. a combination of forward sale and tourism, by ICT application (product traceability software and digital marketing, which is low cost and easy to use) for mango farmers in Dong Thap Province (Vietnam);
- ❑ To mobilize **local resources** following the asset-based community development approach (ABCD) and **external support** (experts in various fields such as digital technology, agricultural economics, etc.) to establish a sustainable and responsible community-based enterprise.



Monthly meeting of Minh Tam Farmers' Club at a member's house (rotational basis)

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Minh Tam Farmers' Club

Commune People's Committee





## 1. Targets

### Farmers' income:

- ✓ Increasing farmers' income (no intermediate but direct sale to consumers);
- ✓ Diversifying farmers' income (including production (wholesale, direct sale), and tourism);
- ✓ Stabilizing farmers' income (selling in advance even if mangoes are not harvested yet, not influenced by the fluctuation of market prices)

### Market understanding:

- ✓ Improve farmers' awareness of customers' demand through engagement and conversation with customers as tourists coming to farmers' houses;

### Technology adoption:

- ✓ Gradually learn and apply digital technology - product traceability software and digital marketing, which is low-cost and easy to use.

## 2. Method (idea)

Create a new agricultural business model, i.e. a combination of forward sale and tourism, by ICT application (product traceability software and digital marketing, which is low cost and easy to use) for mango farmers in Dong Thap Province (Vietnam).

## 3. Scientific and societal impact

To mobilize local resources following the asset-based community development approach (ABCD) and external support (experts in various fields such as digital technology, agricultural economics, etc.) to establish a sustainable and responsible community-based enterprise.





## 1. My Mango Tree

[https://www.facebook.com/watch/?v=258853733791764&extid=CL-UNK-UNK-UNK-AN\\_GK0T-GK1C&ref=sharing&mibextid=Nif5oz](https://www.facebook.com/watch/?v=258853733791764&extid=CL-UNK-UNK-UNK-AN_GK0T-GK1C&ref=sharing&mibextid=Nif5oz)

## 2. Bicycle Tour around My Xuong Commune

<https://www.facebook.com/reel/298760959670170>

## 3. Ba Hau's Farm

<https://www.facebook.com/watch/?v=1382882319290584>

