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PSAV News Letter

Partnership for Sustainable Agriculture in Viet Nam - PSAV

MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT

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- Transitioning from brown agriculture to green agriculture

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- Decree 35/2025/NĐ-CP

THE COMING EVENTS

- Workshop on research findings: Rapid assessment of the current status of digital transformation in the vegetable value chains in Northern Vietnam.
- PPP Task Force on Fruits and Vegetables: Enhancing standards and quality compliance capacity to promote Vietnam's fruit and vegetable exports
- Workshop on promoting Public Private Partnership: EUDR and Sustainable transition - Challenges and Solutions for supply chains



1 PPP Task Force on Coffee:

Highlights of the Buon Ma Thuot Coffee Festival 2025

The 9th Buon Ma Thuot Coffee Festival, held from March 9-13, featured 17 diverse activities, including artistic performances, groundbreaking ceremonies for factories, and trade conferences, contributing to enhancing the value of Vietnamese coffee. The Event attracted over 250,000 visitors, including approximately 1,800 international tourists.



Honoring Vietnamese Coffee Beans

Speaking at the opening ceremony, Deputy Prime Minister Tran Hong Ha emphasized the Festival's significance in honoring Vietnamese coffee - a symbol of creativity and success - while affirming Buon Ma Thuot's position on the global coffee ap. The opening ceremony was notable attended by Ms. Vanusia Nogueira - Executive Director of the International Coffee Organization (ICO), and featured an impressive artistic program by Trung Nguyen Legend, combining music, modern lighting, and the cultural identity of Vietnam's Central Highlands.

A notable highlight was the recognition by the Ministry of Culture, Sports and Tourism awarding the certificate recognizing "Dak Lak's coffee cultivation and processing knowledge" as a National cultural heritage. This represents a major step for Buon Ma Thuot towards achieving UNESCO recognition as a "World's Coffee City".

Driving Forces to Develop the Coffee Industry

Within the Festival framework, the People's Committee of Dak Lak organized the international trade conference "Connecting and Elevating Vietnamese Coffee", bringing together nearly 800 delegates, including 200 international participants. Discussions focused on sustainable development strategies for the coffee industry and enhancing value through deep processing. Trung Nguyen Legend also presented its vision for building a coffee ecosystem, aiming to increase Vietnam's coffee industry revenue to \$20 billion/year.

Another important event was the groundbreaking ceremony for Trung Nguyen Legend's Energy coffee factory in Tan An Industrial cluster - the largest coffee factory in Southeast Asia, designed to meet Net Zero standards. This project will not only elevate the status of Buon Ma Thuot robusta coffee but also affirm Vietnam's position withing the global coffee value chain.

On the occasion of the festival, nearly 30 diplomatic delegations and international ambassadors visited the World

Coffee Museum and Coffee Village, experiencing the distinctive flavor of Buon Ma Thuot robusta coffee, significantly promoting Vietnamese coffee's image internationally.



Challenges of EUDR: Vietnam's Coffee Industry Proactively Adapts

In 2024, Vietnam's coffee industry achieved an export turnover of \$5.48 billion, despite a decline in production. However, the biggest current challenge is the EUDR regulation, which will take effect in 2026, requiring traceability and carbon emission reduction.

Climate change is affecting productivity, while businesses are required to make significant investments in monitoring systems for growing areas. Although the EU has extended the implementation timeline of the UEDR, the pressure to comply remains high - especially as this market accounts for 41% of Vietnam's coffee export volume.

Enterprises are accelerating the adoption of technology to meet EUDR requirements. Simexco Daklak has implemented a digital mapping system for traceability down to individual farming households, while EDE has successfully exported EUDR-compliant coffee to the US and Sweden. Ministry of Agriculture and Rural Development, in collaboration with Ministry of Natural Resources and Environment, is piloting a plantation and forest data system in several key districts, collecting information on 130,000 hectares of forest and 136,000 hectares of coffee to support businesses:

- Monitoring high-risk cultivation areas, especially those intercropped with forest.
- Developing a national database on coffee cultivation areas and natural resources.
- Digitizing and update cadastral map data to enable businesses to easily trace product origins.
- Supporting businesses in adopting sustainable certifications such as 4C, Rainforest Alliance, UTZ, and Fair Trade...

Not only private enterprises, but also Nestle Vietnam - Co-chair of PSAV, has been actively promoting sustainable coffee production. The NESCAFÉ Plan supports farmers in reducing water use and pesticide application, while partnering with certification bodies to ensure responsible sourcing.

The proactive preparations of the coffee industry, along with innovative initiatives, will enable Vietnam to maintain its position in the global supply chain, meet stringent standards, and move toward sustainable development.

The Department of Crop Production issued temporary technical guidelines to comply with the EUDR regulations for coffee and rubber section

In accordance with the directives from the leadership of Ministry

of Agriculture and Environment stated in Official Notice 6530/TB-BNN-VP dated September 5, 2024, relevant specialized departments have been assigned the task of developing and issuing temporary technical guidelines to adapt to the EUDR for specific commodity sectors.

To support Vietnam's coffee and rubber sector in preparing to meeting EUDR requirements, the Department of Crop Production is taking the lead, in coordination with Department of Forestry, Forest Protection Department, Center for digital Transformation and Agricultural Statistics, and IDH, to develop a Plantation Area Database System. This system will enable traceability of products in compliance with the EUDR regulations for the coffee and rubber sector.

The development of the Plantation Area Database System

involves applying information technology to digitize data and information related to cultivation areas. This system will serve as a foundational tool for managing sustainable farming practices and ensuring that coffee and rubber production does not lead to deforestation of forest degradation. The Area Database System is being established to meet traceability requirements under the EUDR as well as other market demands, forming a platform for efficient production management and natural resource conservation. The EUDR is based on accountability and real world due diligence by all organizations and individuals involved in exported consignments. This guideline does not mandate the use of any specific tool; organizations, individuals, and businesses are encouraged to either develop their own systems or choose tools they deem most effective for their respective commodity supply chains.

2 PPP Task Force on Fruits and Vegetables:

Promote Public Private Partnership (PPP) models in sustainable potato value chains

On March 14th in Bac Ninh, the PPP Task Force on Fruits and Vegetables and the PSAV Secretariat organized the conference "Realizing the 2025 Action Plan for the Food Innovation Hub Vietnam (FIH-V)".

Effectiveness of the Linkage Model

The PPP Task Force on Fruits and Vegetables with the National Agricultural Extension Center, PepsiCo, Syngenta, and various other partners, has implemented a sustainable potato production model since 2019. This model applies high-tech solutions to increase productivity, reduce environmental impact, and improve farmers' income. In the 2024-2025 winter-spring crop season, the implementation area has been expanded to 350 hectares in the Red River Delta.

At the 2025 Potato Harvest Festival, the average yield reached 23-26 tons per hectare - an increase of 8 tons/ha compared to the previous levels. Precision irrigation technology helped save 3,170 m³/hectare, while the use of drones reduced the amount of pesticide solution by over tenfold. As a result, farmers saved approximately 2 million VND/hectare in production costs, while ensuring that the quality of potatoes met PepsiCo's global standards.

3 PPP Task Force on Fisheries:

Sustainable production and marine resource conservation

Vietnam's fisheries sector moves toward green transition

Green transition is not only a challenge but also an opportunity for Vietnam's fisheries sector to achieve sustainable development. The adoption of modern aquaculture practices that minimize environmental impact and produce high-quality products is helping to shape a "green future" for the industry.

Development goals by 2030

By 2025, the fisheries sector aims to reach a total aquaculture area of 1.33 million hectares, with a production volume of over 9.6 million tons. By 2030, total production is projected to reach 9.8 million tons, including 7 million tons from aquaculture and



Mr. Nguyen Do Anh Tuan, Director General of the International Cooperation Department, Ministry of Agriculture and Environment: "PSAV has affirmed its important role in mobilizing investment resources and connecting the public and private sectors"

Prospects for Expansion and Sustainable Development

The Public Private Partnership model not only helps secure a stable supply of raw materials for PepsiCo's upcoming factory in Ha Nam, but also opens up opportunities for the export of Vietnamese potatoes. Experts believe that if this model continues to be refined and expanded, it will enable farmers to access sustainable value chains, improve their incomes, and enhance the competitiveness of Vietnamese agricultural products in international markets.

a reduced 2.8 million tons from harvest. Alongside this, the number of fishing vessels will continue to decline in order to protect marine resources.

To enhance marine conservation, Vietnam aims to establish 27 marine protected areas, 59 fishery resource protection zones, and numerous restricted fishing areas. In addition, the sector is promoting livelihood transition for fishermen, reducing the use of fishing practices that harm marine ecosystems.

Challenges in green transition

The trend of greening seafood production and consumption chain is becoming increasingly urgent. However, Vietnamese enterprises still face challenges in terms of capital, human resources, and technology. In addition, the lack of a unified set of green standards also poses obstacles to the integration process.

To support businesses, regulatory agencies need to promptly update information on green policies and collaborate with international partners to develop appropriate transition roadmaps.

Application of technology in marine farming

Vietnam is actively promoting the development of high-tech aquaculture, viewing it as a sustainable pathway. The Government has set a target for marine farming to reach 280,000 hectares by 2025, with a production volume of 850,000 tons and export revenue between \$0.8-1 billion. By 2030, production is expected to increase to 1.4 million tons, with export revenue reaching \$1.8-2 billion.

Provinces such as Quang Ninh and Khanh Hoa are actively transitioning to modern aquaculture models, applying composite plastic cages and advanced technologies to enhance production efficiency and reduce environmental impact. Major enterprises are also making significant investment in



sustainable aquaculture technologies, integrating them with processing and eco-tourism initiatives.

With great potential and a well-aligned development strategy, Vietnam has the opportunity to become a “aquaculture powerhouse” in Southeast Asia, contributing to the advancement of a green and sustainable economy.

4 PPP Task Force on Agro-Chemicals:



Promote Public Private Partnership in intercropping coffee with pepper

On the morning of March 6th in Buon Ma Thuot, the PPP Task Force on Agro-Chemicals under PSAV organized a workshop titled “Promoting Public Private Partnership: Solution to improve plant health in intercropped coffee and pepper farming models”. The event attracted over 100 participants, including representatives from regulatory agencies, businesses, research institutes, international organizations, and farmers from Central Highlands regions.

Optimizing sustainable farming models

Speaking at the workshop, a representative from the Ministry of Agriculture and Environment emphasized the important role of coffee and pepper in Vietnam’s agricultural economy. In 2024, coffee exports reached \$5.6 billion, a 32.5% increase, while pepper exports amounted to \$1.318 billion despite a decrease in volume, the value rose by 45.4%. Dak Lak currently accounts for 40% of Vietnam’s coffee cultivation area, playing a central role in the sector’s development.

Intercropping coffee and pepper helps optimize land use, increase farmers’ income, and protect biodiversity. However, challenges remain in managing plant health - particularly in implementing Integrated Pest Management (IPM), using crop protection products responsibly, and ensuring balanced nutrient application. These issues highlight the urgent need for sustainable solutions.

Cooperation and development orientation

The workshop served as an important platform for experts, businesses, and farmers to discuss solutions for improving the productivity and quality of coffee and pepper. The Ministry of Agriculture and Environment highly appreciated the support of Corteva Agriscience, GlobalGiving, and Grow Asia in advancing the sector. Strong collaboration and commitment among stakeholders will help scale up effective farming models, enhance the value of agricultural products, protect the environment, and ensure sustainable incomes for farming households.

Plant Production and Protection Department along with CropLife Vietnam signed a cooperation plan to implement the SPMF project - year 2

On January 17, 2025, the Plant Protection and Production (under the Ministry of Agriculture) and CropLife Vietnam officially signed a cooperation plan for the second year of the Sustainable Pesticide Management Framework (SPMF) program.

In 2025, the two parties will coordinate to implement the following key activities:

- ❖ Enhancing pesticide management capacity: Promoting training programs on environmental risk assessment of pesticides, establishing pesticide residue indices, and

classifying and managing next-generation plant protection products.

- ❖ Strengthening pesticide quality management: Disseminating legal regulations related to the trade of pesticides on digital platforms, supporting the detection and handling of counterfeit products.

- ❖ International experience sharing workshop: Organizing specialized workshops on the management of next-generation plant protection products, including biopesticides and biostimulants.

- ❖ Development of online training platforms: Continuing to enhance and expand training contents to improve awareness and skills in the safe and effective use of plant protection products.

- ❖ Guidance on responsible pesticide usage and pilot model development: Implementing the fourth year of the Responsible Pesticide Use Guidance Program, while developing a pilot model for collecting used pesticide packaging funded by the Environmental Protection Fund in Dong Thap province.

- ❖ Strengthening communication efforts: Enhance awareness campaigns on the role of crop protection products and promoting the adoption of new technologies for sustainable pest management.

The continued collaboration in implementing the SPMF program not only enhances the effectiveness of pesticide management in Vietnam but also contributes to promoting safe and sustainable agricultural production.



SPMF is a collaborative program between the Plant Production and Protection and CropLife Vietnam – implemented over a five-year period (2023-2028). The program aims to promote a systemic transformation in the management and sustainable use of crop production solutions

5 PPP Task Force on Pepper and Spice:

VIPO 2025: Risk management and value enhancement for Vietnam's pepper and spice industry

A key highlight of the conference was the signing of a cooperation agreement between VPSA and the China Spice Association (CSA), aimed at enhancing the exchange of market information, food safety standards, supporting business connections, and developing a shared trade platform.

The conference also honored outstanding export enterprises of 2024 and outlined the strategic direction toward 2030: adjusting the pepper cultivation area to 80,000 - 100,000 hectares, increasing the percentage of GAP - certified farms to 40%, enhancing traceability, and developing 5,000 hectares of organic pepper.

Ran until March 5, VIPO 2025 served as a vital forum for businesses to exchange development strategies, connect with partners, and expand markets - further affirming the position of Vietnamese pepper and spices on the international trade map.

Great potential, not without challenges

Mr. Nguen Quy Duong - Deputy Director General of the Plant Production and Protection Department, stated that Vietnam's pepper cultivation area has reached 110,500 hectares, with an average yield of 2.6 tons/hectare - doubled the global average - resulting in a total output of 200,000 tons. In 2024, pepper exports reached \$1.32 billion, making a significant contribution to the agricultural economy.

In addition to pepper, Vietnam is also a major producer and exporter of spices such as cinnamon, star anise, ginger, and turmeric. With nearly 200,000 hectares of cinnamon (accounting for 20% of the global area) and 55,000 hectares of star anise (ranking second in the world), spice exports in 2024 reached approximately \$400 million. Mr. Duong noted that the demand for natural and organic spices is rising rapidly, creating numerous opportunities for Vietnamese businesses to grow in a sustainable direction.



However, the industry faces many challenges such as climate change, pests and diseases, stringent quality standards, and rising transportation costs. According to Ms. Hoang Thi Lien - President of VPSA, the sector is shifting from raw exports to deep processing to increase value, but an effective risk management strategy is essential for this transition.

Promoting cooperation and sustainable development

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PSAV AND GROW ASIA ORGANIZED A TRAINING COURSE ON DIGITAL TECHNOLOGY IN RICE VALUE CHAIN



On March 25, 2025, in Can Tho, PSAV in collaboration with Grow Asia, organized a “Training course on digital technology in the rice value chain”. This Event was held within the framework of the Memorandum of Understanding (MoU) between PSAV and Grow Asia, aiming to Promote collaboration through a Public-Private Partnership model in agriculture. The training course seeks to bridge existing gaps between digital technology solutions and the real needs of farmers, assess the level of understanding and accessibility to digital tools, and connect stakeholders to foster cooperation and scale up initiatives. Mr. To Viet Chau - Deputy Director General of the Department of International Cooperation under MARD emphasized: “Vietnam is becoming a bright spot in applying digital technology to agriculture, particularly mobile-based solutions.

According to the latest research, 75% of farmers are willing

to use mobile applications in their production, reflecting a strong demand for technology to optimize supply chains, enhance product value, and adapt to climate change”. As the economy center of the Mekong Delta - Vietnam’s key rice production region - Can Tho was selected as the training location. The Mekong Delta contributes 55% of the country’s rice output and over 90% of exports. Applying digital technology to rice value chain not only increases product value but also improve farmer’s livelihoods. Vietnam is honored to be the first country to implement this training program, laying the groundwork for future sessions in the Philippines and other countries in the region. Mr. To Viet Chau expressed hope that the training would open new opportunities for farmers to access advanced technological solutions. While also promoting collaboration among businesses, innovators, and policymakers in the digital transformation of the agriculture sector.

9 KEY ISSUES FOR VIETNAM'S AGRICULTURAL DEVELOPMENT

On December 31, Prime Minister Pham Minh Chinh chaired the 2024 Farmers' Dialogue Conference, which attracted over 4,500 delegates. The conference received nearly 3,000 questions and comments from farmers, cooperatives, businesses, and experts, focusing on issues related to policies, land, credit, planning, and agricultural trade.

The Prime Minister emphasized the transition from agricultural production to the development of an agricultural economy, calling for the establishment of a supportive ecosystem. He also reaffirmed that agriculture remains a pillar of the national economy, with agro-forestry-fishery export turnover expected to reach \$62.5 billion in 2024. The Prime Minister proposed 9 key focus areas to promote ecological agriculture, modern rural development, and a civilized farming community:



1. Institutions and Policies - Reform mechanisms to remove bottlenecks and encourage development.
2. Planning - Strengthen planning of raw material zones and industrial clusters serving agriculture.
3. Land - Unlock land resources, while also utilizing marine and underground space.
4. Capital and Insurance - Support agricultural credit and insurance based on a contributory-benefit model.

5. Markets - Expand exports, build agricultural brands, and meet consumer preferences.

6. Science, Technology & Digital Transformation - Apply AI and develop agricultural databases.

7. Human Resource Training - Improve skills and promote sustainable labor transformation in agriculture.

8. Agricultural Culture - Develop cultural industries and internationalize national cultural values.

9. Public-Private Partnerships (PPP) - Encourage enterprises to participate in supply chains and invest in agriculture.

The Prime Minister called for the joint efforts of the entire political system, businesses, and the people to help Vietnam's agriculture sector achieve the goal of reaching \$100 billion in export value in the future.

TRANSITIONING FROM BROWN AGRICULTURE TO GREEN AGRICULTURE



On the morning of March 12, 2025, Agritechnica Asia 2025 - a leading international agricultural exhibition-officially opened at the Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City. With the theme "Advancing Green Innovation in Southeast Asia," the event is co-organized by the German Agricultural Society (DLG) and Vietnam's Ministry of Agriculture and Environment (MARD). It brings together cutting-edge farming technologies and solutions, contributing to innovation and progress in the agricultural sector.

TRANSITIONING TO A GREEN AND SUSTAINABLE AGRICULTURE

Speaking at the opening ceremony, Deputy Minister of Agriculture and Environment - Mr. Tran Thanh Nam emphasized that despite numerous challenges, the agriculture sector achieved a 3.3% growth rate in 2024, continuing to serve as a pillar of the economy with export turnover exceeding \$62 billion. However, for sustainable development, the sector must undergo a strong transition from the mindset of brown agriculture to green agriculture, by adopting mechanization and advanced technologies to enhance added value.

One of the key initiatives is the project titled "Sustainable

Development of One Million Hectares of High-Quality, Low-Emission Specialized Rice Linked to Green Growth in the Mekong Delta by 2030." According to the Deputy Minister, this project will help restructure the rice sector, optimize the value chain, and reduce environmental impact through synchronized mechanization.

Mr. Tran Thanh Nam also highly appreciated the role of Agritechnica Asia in connecting businesses, farmers, and organizations applying agricultural technologies, contributing to accelerating the modernization of the sector.

INTERNATIONAL COOPERATION TO FOSTER INNOVATION

Held in Vietnam for the first time, Agritechnica Asia 2025 presents an opportunity for Vietnamese businesses to access new technologies and expand regional and international cooperation. Ms. Katharina Riehn, Vice President of DLG, affirmed that DLG has always been at the forefront of connecting scientists, enterprises, and farmers, while also developing agricultural machinery testing

standards to ensure the highest quality and performance. She also expressed DLG's commitment to collaborating with Vietnamese research institutes and universities to strengthen training capacity and introduce new technologies in food safety, mechanization, and digital transformation-contributing to the modernization of Vietnam's agriculture sector.

Research Findings Workshop (April 2, Hanoi): Presentation of research results on the export agricultural value chain, with the theme "Rapid Assessment of the Current Status of Digital Transformation in the Vegetable Value Chain in Northern Vietnam".

- PPP Workshop for the Fruits and Vegetables Working Group (April 10, Da Lat): Discussion on solutions to enhance standard and quality compliance, aiming to promote the export of Vietnamese fruits and vegetables.

- Video Production: Create a video clip sharing the findings of the review on the current status of Vietnam's fruit and vegetable sector, focusing on the topic "Technologies and Innovations Currently Being Applied." The final product is to be completed and delivered by April 15, 2025.

- Upcoming Workshop (April 18, Ho Chi Minh City): "Promoting Public-Private Partnerships: EUDR and Sustainable Transition - Challenges and Solutions for the Supply Chain."

NEW POLICIES TO SUPPORT AGRICULTURAL ENTERPRISE

1. Decision 68/QĐ-BCĐTW on the Communication Plan for the 2025 Rural and Agricultural Census, issued by the Central Steering Committee for the 2025 Rural and Agricultural Census.

The decision was issued on January 24, 2025.

Scan the QR code to view the full context of the Decision:



2. Decision 708/QĐ-BNN-KHCN of 2025 on the List of Agricultural Technical Advances, issued by the Minister of Agriculture and Rural Development.

This decision was issued on February 18, 2025

Scan the QR code to view the full context of the Decision:



3. Decision 389/QĐ-BNNMT of 2025 on the Assignment of Duties to the Leadership of the Ministry of Agriculture and Environment

This decision was issued on March 12, 2025.

Scan the QR code to view the full context of the Decision:



4. Decision 372/QĐ-BNN-CCPT on the Action Plan for Ensuring Quality, Food Safety, Increasing Processing, and Developing Markets for Agro-Forestry-Fishery Products in 2025, issued by the Minister of Agriculture and Rural Development.

This decision was issued on January 17, 2025.

Scan the QR code to view the full context of the Decision:



5. Decree 35/2025/NĐ-CP stipulating the functions, tasks, powers, and organizational structure of the Ministry of Agriculture and Environment.

This decree was issued on February 25, 2025.

Scan the QR code to view the full context of the Decree:



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