

VISION

Ngong (Goose) - An Bien Food aims to become a participatory sustainable agricultural product ecosystem (farmers, customers, experts, processing factories, distribution systems, local authorities ...) and can be replicated to other areas.

MISSION

Accompanying and building sustainable agricultural ecology.

PROJECT

THE SHARING FIELD

OVERVIEW

- Value chain: rice, nuts and other agricultural products.
- Operation Model, Market: Cooperation in planting and processing, distributing rice and nut products and organizing farm tours.
- Accompanying the construction and distribution of farmers' branded products such as Mr. Hoa's cassava, Uncle Phuc's Oranges, etc.
- Product features: Accompanying farmers to produce original, safe and nutritious Vietnamese products.

Project Location: In the period 2021-2022, the Sharing Field project will focus on connecting the raw material areas- the field in Hai Phong and the enzyme rice model in Thanh Hoa.

Project's Background:

- Challenges in developing a chemical-free farming model.
- Challenges in limiting plastic packaging, farmers want to produce organic products but are worried about the consumption and demand.
- Customers are more concerned about health and the environment while tightening their spending.

PROJECT'S SUMMARY

Connecting customers to participate directly in the production process by purchasing products in advance to finance farmers from the beginning of the production season, thereby stabilizing output, creating sustainable ecological livelihoods.

PROJECT'S OBJECTIVES

Connecting the sustainable consumer community to create stable output for non-chemical agricultural products, thereby replicating the chemical-free farming model and creating sustainable ecology and livelihoods for farmers.

MAIN ACTIVITIES

Developing raw material areas



Building a sustainable consumer community



Completing the production process



Connecting consumers

