

VINASAMEX., JSC

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# A case study of BioTrade in the *Mekong Region*

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# **ABOUT VINASAMEX**



**2012**

Established based on 10 years of experience in the field of cinnamon and staranised production

**03**

Factories in the North of Viet Nam (Yen Bai, Lao Cai, Lang Son Province)

# MAIN PRODUCTS



*Raw products:  
all kinds of cinnamon  
whole star anise*

1 Powder products can be used immediately or mixed to make spices



2 Essential oil products



3 The company's own branded retail products such as CinnKitchen, SpiceFest on e-commerce sites



# Main Markets



# VINASAMEX'S CERTIFICATES



## Certificates and Food Safety

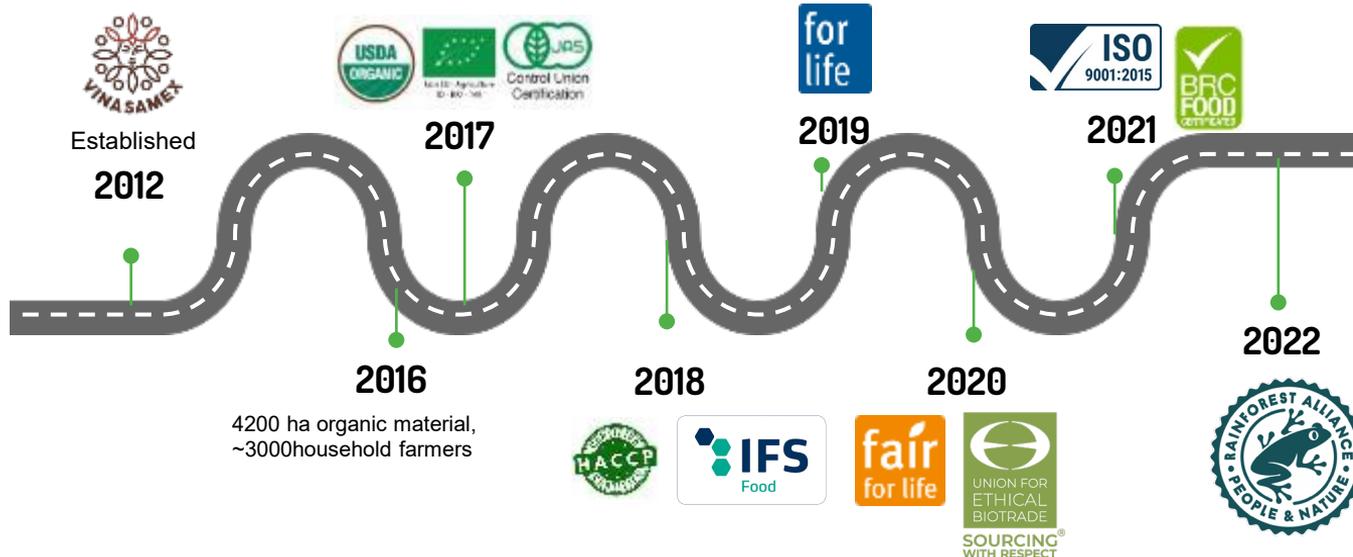
See Graphic.

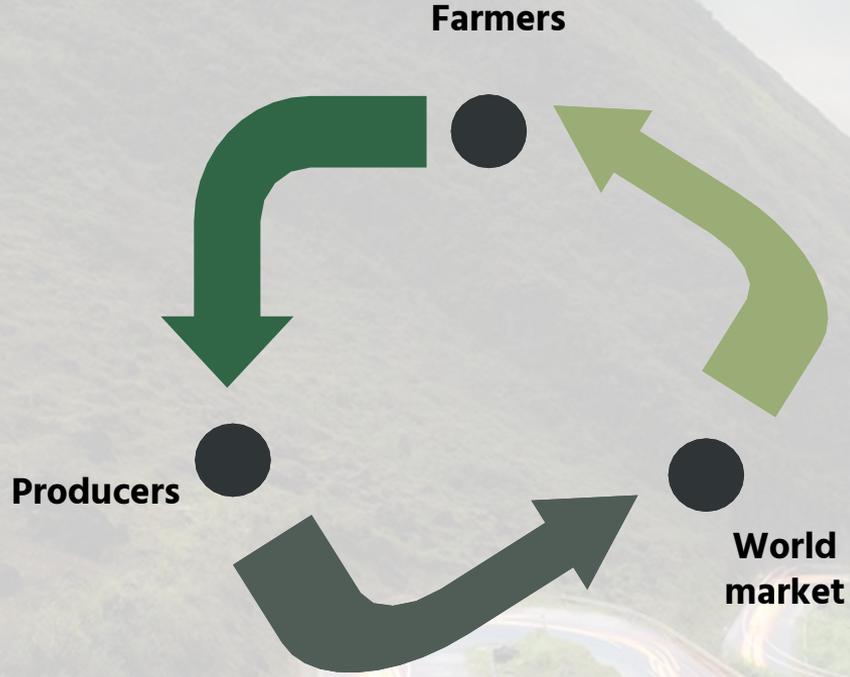
## Organic certification

- International third-party
- Expensive cost
- Passport to export to high-end market

## PGS (Participatory Guarantee Systems)

- Lower cost
- Carry out by stakeholders
- Ensure transparency





**COMMITMENT**



3,000  
farmer  
households

300  
local jobs

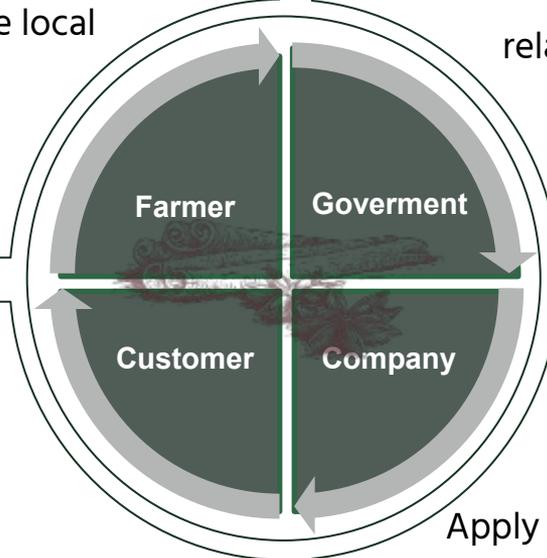
*Paying 10% bonus of purchase price to organic farmers.*

Build a value chain with the people, provide technical training, sign **product off-take contract** to control quality from the first stage of raw materials.

# SUPPLY CHAIN MODEL

Applying the 4-house model: it is indispensable to mobilize help and support from the local government first.

Next, learn more about the customs and traditions of the local farmers, create relationships and trust from the authorities and farmers to form the value chain.



Training, guidance, accompanying and helping farmers.

Apply a management system for traceability.

# Sharing Values, Time and Knowledge ...

- Do not use pesticides or chemical fertilizers.
- Sustainable harvesting.
- Using organic ingredients, natural fuel.
- Waste gas, waste treatment.
- Training for farmers annually, raising awareness of international organic and fairtrade standards.



# Biodiversity Action Plan



## FUTURE

**Target:** Biodiversity conservation as well as social impact in the next 3 - 5 years.

**Plan:** Extend the use of Renewable Energy to minimize impact on the environment.

The touch of nature





Continue to sow and expand the raw material production areas...

**Future:**

- 10 hectares in Quang Tri
- 500 jobs
- stable and sustainable income for at least 20,000 farmer households





# 3 YEARS ACTION PLAN

**2022**

Planting material  
GMOs



**2023**

Invasive plants in planting areas  
Use of agrochemicals - use of banned agrochemicals



# 3 YEARS ACTION PLAN

2024

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- Protect areas of high natural value in the farm/wild collection site and its proximity - protected areas
  - Species presence on the farm/collection site and in its proximity - at risk
  - Original use of the land (before January 2024) and beginning of cultivation activities - ecosystems degradation
  - Crop performance suitability of crop patterns
  - Water use - water conditions
  - Soil management soil conditions
  - Waste management waste



# THANK YOU FOR YOUR LISTENING!

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