



Naturland Organic Shrimp in Vietnam

Provincial or similar 2001

Naturland Organic

Global/Transnational/International 2000

Ca Mau, Vietnam
Aquaculture

The project's primary subject: Shrimp aquaculture farmers using extensive production techniques

Additional focus points of the project: Mangroves forests

Main governance mechanisms that the project uses: price premium, direct payments, new market access, non-monetary regulations (making access to the resource contingent on following rules), legal compliance (government)

Target market of the resource or product: The Swiss organic market.

Introduction

Naturland Organic does certification of shrimp aquaculture in Ca Mau province of the Mekong Delta of Vietnam. Naturland is used to promote the management of mangrove forest cover in mangrove-shrimp integrated production systems. More than 800 farms are certified in a number of municipalities. The government is promoting Naturland certification as a way of increasing control over producers in this region while providing an economic benefit for mangrove management.

Actors involved in creating the project: government resource agency national level, government resource agency subnational office, international agency (state membership), private corporate (foreign), private corporate (domestic), parastatal/state-owned firm (domestic), transnational certifying organisation, national development agency

Actors regulated by the project: small-scale producers, corporations, government (sub-national)

Main goals of the project: maintain/improve forest ecologies, maintain/improve coastal ecologies, protect a specific species/biodiversity protection, pollution control, improve livelihoods, protect/improve working conditions, traceability

The scheme promotes the use of native shrimp species, improved water quality, low stocking densities, while prohibiting antibiotics and the use of artificial feed. It also regulates employee working conditions and housing, and local fishers' access to open water.

Scope of the project:

History of the project:

Organic certification was promoted by the Vietnam Association of Seafood Exporters and Producers (VASEP) who brought together the Ca Mau Department of Fisheries, and sought funding from the Swiss Import Promotion Program (SIPPO). Tam Giang municipality was selected because of LNT 184 forest company. Once implemented the Institute for Market Ecology (IMO) was included as an external auditor, and the Ca Mau Frozen Seafood Processing Import Export Corporation (CAMIMEX) as an exported to Co-op supermarkets in Switzerland. In 2012, Dutch SNV and IUCN took the project over.

History of the scheme:

Is the project currently active?

Yes

Regulation and compliance

Parties that were involved in creating the project:

Vietnam Association of Seafood Exporters and Producers (VASEP)

Swiss Import Promotion Program (SIPPO)

LNT 184 Forestry Company

Naturland Organic

Ca Mau Frozen Seafood Processing Import Export Corporation (CAMIMEX)

Institute for Market Ecology (IMO)

Dutch SNV

IUCN

Who are being regulated by the project:

Small scale farmers producing shrimp need to comply with organic standards.

CAMIMEX export company needs to set up traceability scheme.

Provincial government needs to conform to organic requirements.

Means of monitoring compliance:

internal monitoring system/self-reporting (first-party certification), third-party certification/monitoring by an independent auditor

Monitoring organisation:

IMO and the provincial government.

Consequences of failing compliance:

denial of market access

Assessment of the project*

no assessment available

Additional researcher comments:

Sources:

Omoto R, 2012 Small-scale Producers and the Governance of Certified Organic Seafood Production in Vietnam's Mekong Delta Department of Geography, University of Waterloo, Waterloo

Ha TTT, Bush SR, Mol APJ, Van Dijk H, 2012, "Organic coasts? Regulatory challenges of certifying integrated shrimp-mangrove production systems in Vietnam" The Journal of Rural Studies 28 631–639

Vandergeest, P., Ponte, S., & Bush, S. (2015). Assembling sustainable territories: space, subjects, objects, and expertise in seafood certification. Environment and Planning A, 0308518X15599297.

1/19/2016

*All assessments of the project are made by the researcher or the authors of the main sources.

