



# Naturland Organic Shrimp in Vietnam

Provincial or similar 2001

Naturland Organic

Global/Transnational/International 2000

## Ca Mau, Vietnam Aquaculture

**Subjects of the Project:** Shrimp aquaculture farmers using extensive production techniques, Mangrove forests

**Main 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)

**Involved parties:** 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, Small-scale producers, Corporations, Government (sub-national)

**Target market:** 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.

**Main goals of the project:** Maintain/improve forest ecologies, Maintain/improve coastal ecologies, Protect a specific species/biodiversity protection, Improve livelihoods, Protect/improve working conditions, Traceability  
Maintain/improve forest ecologies, Maintain/improve coastal ecologies, Protect a specific species/biodiversity protection, Improve livelihoods, Protect/improve working conditions, TraceabilityNarrative

### **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.

## 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

**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.

1/9/2016

---

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

