

EXPERIENCE NOTE

# ORGANIC AGRICULTURE MARKET: A KEY TO CLIMATE CHANGE ADAPTATION

UNLOCKING THE  
POTENTIAL OF ORGANIC  
FARMING FOR CLIMATE  
ADAPTATION AND  
RESILIENT COMMUNITY  
LIVELIHOODS IN THUA  
THIEN HUE PROVINCE,  
VIETNAM

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# EXECUTIVE SUMMARY

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The Organic Agriculture (OA) intervention in Thua Thien Hue (TT Hue) province in Vietnam, as a key component of a broader climate change adaptation and resilience project (VIE/433), demonstrates a compelling example of how targeted initiatives can foster resilience against climate change while enhancing community livelihoods. This initiative exemplifies the integration of sustainable agricultural practices within a larger strategy to mitigate climate risks and support vulnerable communities. Key success factors for this OA intervention included a robust legal framework for OA production, a favourable economic and environmental context, and strong institutional support from local government agencies and the Vietnam Organic Agriculture Association. As part of the overarching climate adaptation project, the OA initiative leveraged coordinated efforts between the Provincial People's Committee, Department of Planning and Investment, and various cooperatives and farmers' associations to ensure effective implementation and alignment with broader resilience goals.

The project encountered challenges such as initial scepticism from conventional farmers, delays in establishing the Provincial Coordination Board for the Participatory Guarantee System, and the absence of well-developed OA markets. These constraints were addressed through extensive Information Education and Communication campaigns, pre-agreed output prices with private companies, and the development of local and online sales channels. Despite setbacks caused by the Covid-19 pandemic and natural calamities, the project received an extension and additional funding to continue its activities, further demonstrating its critical role in the wider climate change adaptation framework.

Key lessons learned from the project highlight the importance of transitioning from the Vietnam Good Agricultural Practices to organic production, which proved smoother due to existing practices that reduce chemical use. The collaboration between cooperatives and private businesses was essential for market access and scaling up production. Focusing on products with longer shelf lives, like organic rice and peanut oil, provided more reliable income for farmers compared to fresh vegetables, which faced market volatility and short shelf life. Additionally, equitable profit-sharing models and the use of local bio-products for fertilizers and pesticides were critical for maintaining farmer motivation and sustainability.

Sustainability and upscaling of the OA models remain a challenge post-project. While the established building blocks and institutions continue to function, ongoing financial support from government and projects is necessary until the OA market matures. The TT Hue Organic Agriculture Association and the Department of Agriculture and Rural Development will play pivotal roles in ensuring the continuation and expansion of OA practices. The preparation of five-year district plans and proposals for further funding, such as those to the Green Climate Fund, are steps towards sustaining these efforts.

The project demonstrated that developing an OA market from scratch within a short timeframe and limited budget is feasible with a structured approach focusing on awareness, capacity building, production models, post-production processes, and certification mechanisms. This initiative has significantly increased awareness and engagement in OA, produced marketable organic products, and established a trusted certification system. However, for long-term sustainability, continuous support and adaptation to local conditions are crucial.