

About BRIA

The Better Rice Initiative Asia (BRIA) was a project jointly implemented by private partners in collaboration with Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) GmbH and public partners. A total budget of 10 million Euro for 4 years (October 2013–November 2017) comprised of seven million Euro, the largest share, provided by the private companies (mostly by BAYER and BASF) and 2.6 million Euro was made available by the German Federal Ministry for Economic Cooperation and Development (BMZ).

In association with

Public partners



Federal Ministry
for Economic Cooperation
and Development

develoPPP.de



Co-financing partners



Knowledge grows

Implementing partners



Deutsche Bank



JOHN DEERE

Local partners

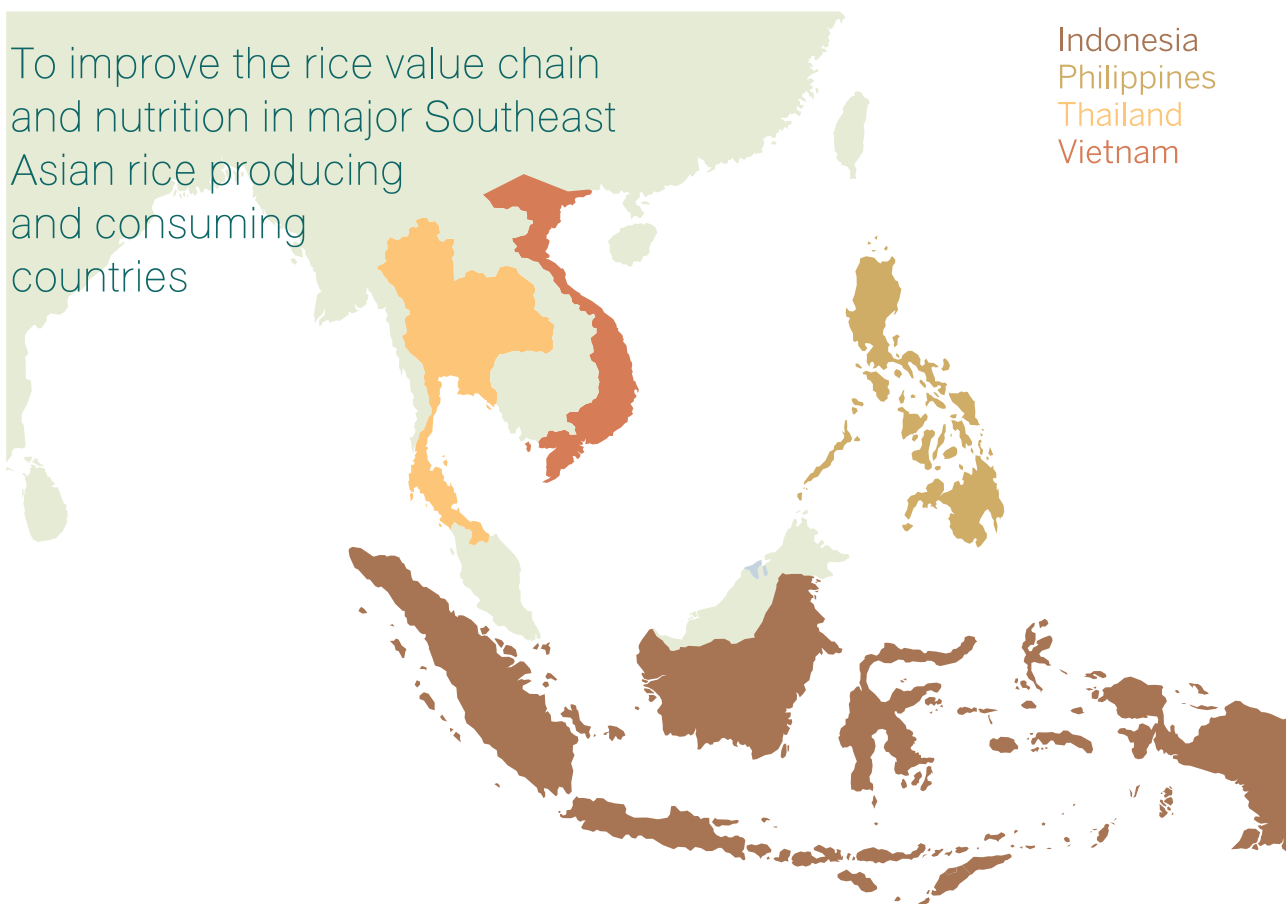


DEPARTMENT OF AGRICULTURE
PHILRICE
PHILIPPINE RICE RESEARCH INSTITUTE

BRIA Project in Southeast Asia

To improve the rice value chain
and nutrition in major Southeast
Asian rice producing
and consuming
countries

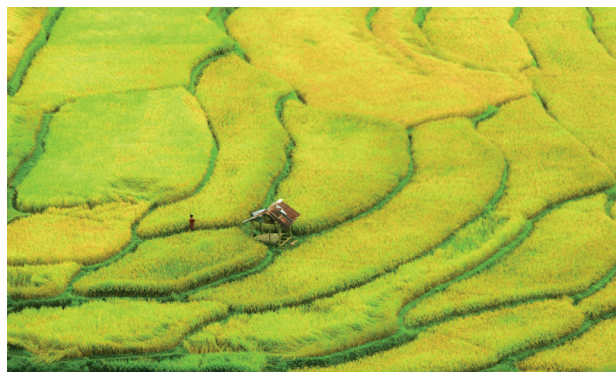
Indonesia
Philippines
Thailand
Vietnam



Contents

Executive Summary	4
Approaches	6
BRIA Indonesia	8
BRIA Philippines	10
BRIA Thailand	12
BRIA Vietnam	14
CropLife Vietnam	16
Case : Promoting Sustainable Rice Production through Market Linkage	18

Executive Summary



Project outcomes



20% higher income from producing safer and better rice

In overall, BRIA farmers gained a profit up to 20% higher than those outside BRIA or higher than the baseline. Two business models are carried on after the project ended, one is a seed producer programme and the other is the production of Sustainable Rice Platform (SRP) standard rice. The benefits to the farmers were estimated to be more than 200 million Euro by 2020, according to Net Profit Value (NPV).

Status of making rice more nutritious to the poor has been

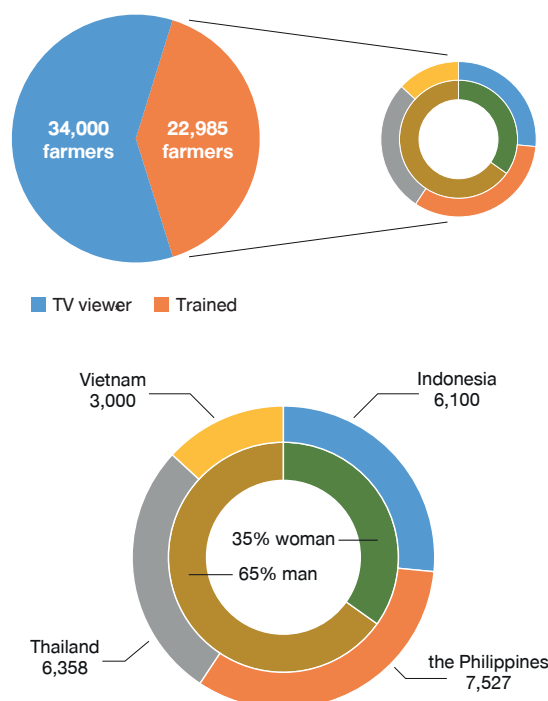
41% of adolescent girls who consumed fortified rice showed to reduce the prevalence of anaemia

improved through advocacy and capacity development. Promoting fortified rice in Indonesia has proved to the authority

35 food inspectors can test fortified food. Monitoring and inspection of fortified food are in place.

that it can reduce prevalence of anaemia if it includes in school meal programme. In addition, stakeholders are enthusiastic to produce fortified rice for the local market. A key milestone is that the monitoring and inspection of fortified food systems are strengthened.

Farmers reached by BRIA



In total 57,000 farmers were engaged with BRIA's direct and indirect activities, namely 6,100 in Indonesia through direct training, 7,527 in the Philippines by indirect training, 40,300 in Thailand (6,358 trained and 34,000 farmers viewed the TV broadcast) and 3,000 in Vietnam (direct trained).

Women account for 20%-50% or 35% average of total participations depending on the country due to tight work at home.

** estimated from an average of 130,000 viewers per episode*



Training and market linkage

More than 400 tons of rice seed were supplied to the communities from 150 farmers trained as seed producers in North Sumatra. Farmers in North Sumatra own less than 1 hectare of rice field, therefore, seed production could be the best model

150 farmers from 36 groups became seed producers with a higher profit



for small farmers.

In Thailand, Sustainable Rice Platform (SRP) standard, including traceability and farm dairy were introduced to farmers in the Northeast. Around 1,700 tons of SRP rice were produced

1,700 tons of rice complied with SRP Sustainable rice standard



in the wet season 2017/18 with a guaranteed buying. Many farmers in the Northeast changed from broadcasting to the use of a seedling machine (3% in 2015 to 35% in 2017), for higher yield and profits.

50,000 tons of rice passed the test on Maximum Residue Limit for the EU



In Vietnam, two sub-projects (BRIA Vietnam and CropLife Vietnam) promoted sustainable production through Integrated Pest Management (IPM). The Public Private Partnership (PPP) task force is set up as the working committee to promote better understanding among stakeholders. Half of paddy produced by the farmer groups sold to the PPP recorded for 50,000 tons at a higher price (US\$10/ton).

30% of advised farmers achieved 19% yield increase



BRIA Philippines worked closely with Agricultural Training Institute and PhilRice in the Philippines to train local extension staff to use a new learning model that suits with aged farmers.

Stewardship programme

20% less empty chemical containers in the field



A large number of farmers in Thailand conducted soil testing (80–90%) compared to less than 40% before. In Indonesia, a 36% reduction of fertiliser could be observed. Empty pesticide containers left in the field reduced from 81% to 52% in Indonesia, from 30% to 17% in Northeast (NE) Thailand and from 9% to 0% in Vietnam.

Evaluation of Public Private Partnership (PPP)

Moving toward more sustainable rice production requires a multi-stakeholder approach. The establishment of PPP has shown to be an effective platform to this regards.



It is conceivable that a bigger impact could have been achieved if less time had been required for the design stage, and less time would have been taken to constantly address the NGO and Parliamentary questions and the need to justify the project to the general public.

BRIA was instrumental in bringing together the private sector and the public sector to jointly implement measures at the country level (four pilot countries). This has created trustful relationships that can now be further developed by the stakeholders.

Evaluation scores

Relevance 12 (successful), effectiveness 14 (very successful), Impact 12 (successful), efficiency 13 (successful) and sustainability 10 (rather successful).

Overall, the BRIA technical cooperation is rated 'successful' with a total of 12 out of 16 points.

Approaches



Trainings



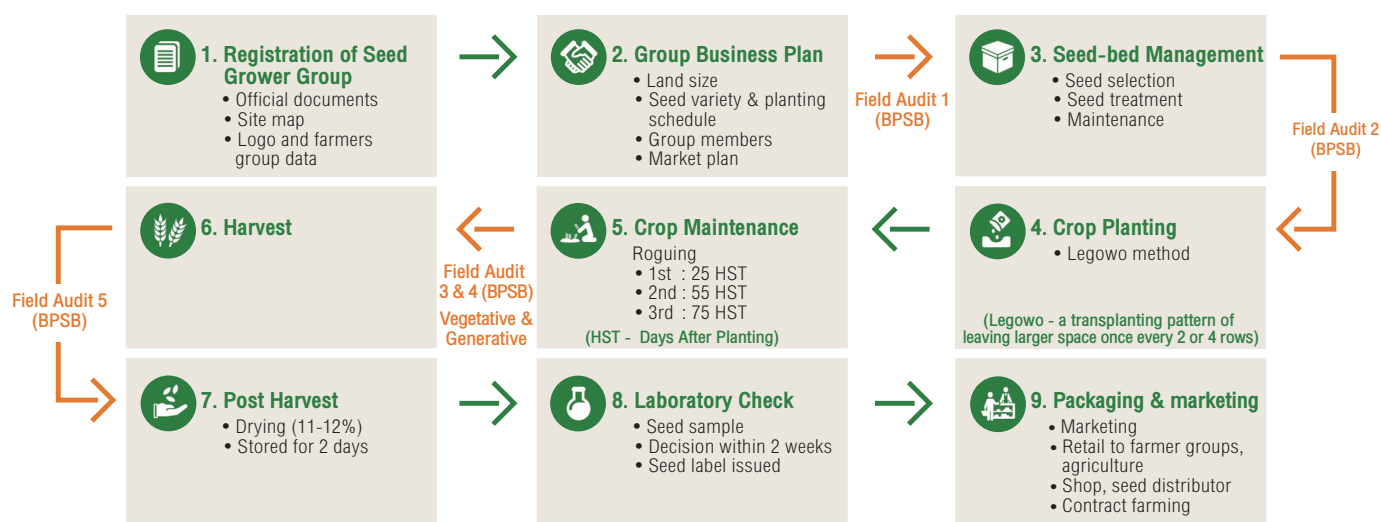
Trainings were major tools to promote capacity building for farmers. Trainings to the farmers were conducted in a small class in the community or village. Indirect training included TV broadcasting programmes in Thailand, School Day event in the Philippines and other non direct training to the farmers.

Demoplot (demonstration plot) was also used to showcase BRIA practices to farmers.

Seed Grower Programme

With closely engagement with the farmer communities, lately seed producer programme was introduced to selected farmers after seeing opportunity in North Sumatra, Indonesia.

Seed Grower Programme of BRIA Indonesia



BPSB – Seed Certification and Inspection Center

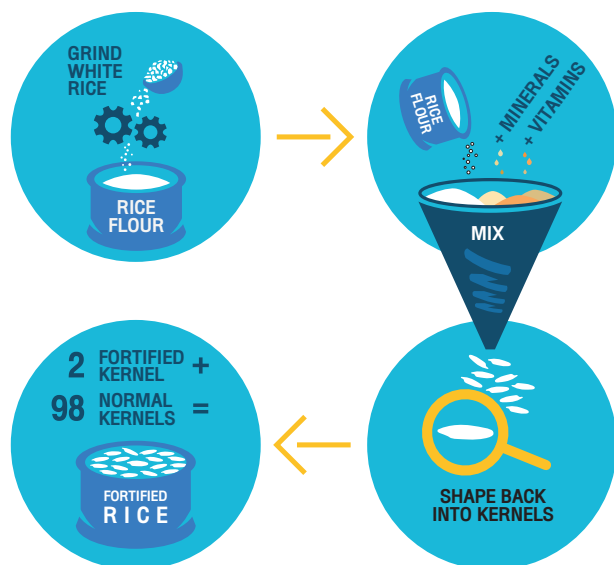
Youth



In Indonesia, a photograph contest was introduced to the youth and the public. A seed grower programme was approached to young farmers. In Thailand, school students were engaged to the TV programme and showing the video 'Farmers Love Seed'.

Age distribution of farmers under 35 years old are monitored in BRIA.

Nutrition



Production of fortified rice, adjusted from the Courtesy of World Food Programme

For better nutrition, fortified rice and fortified oil were being promoted as it is a cost effective solution to reach large populations in Indonesia. Key activities includes a consumer survey on the acceptance of fortified rice, clinical study to prove on the health claim and capacity building on monitoring and inspection for food inspectors.

Fortified rice used in BRIA pilot study has been a mixture of fortified rice kernels (FRK) and normal rice at 2% ratio.

FRK is a food product from an extrusion process of rice flour mixed with micronutrients comprised of iron, zinc, folic acid, vitamin B1, vitamin B2 and vitamin A.

Market linkage

Business development has been facilitated in Indonesia on seed production. The processes included training on intensive practices from production until harvest, the farmers will be inspected and backstopped by government authorities. BRIA coordinated the whole process until the farmers were certified as seed producers.

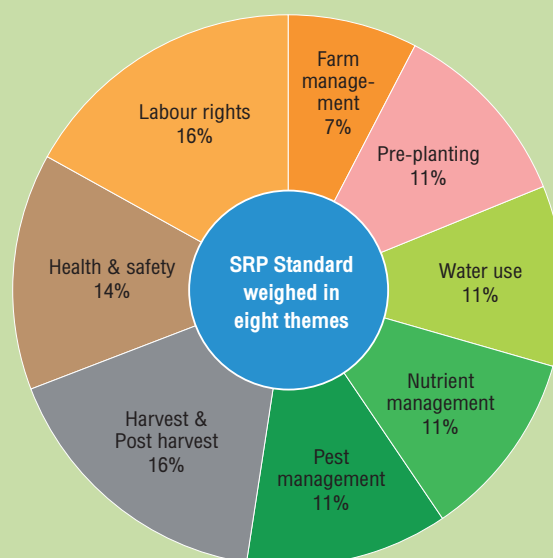
In the Philippines and Vietnam, agreements offer a premium price of around USD10 per ton for BRIA rice.

Sustainable Rice Platform (SRP) standard was introduced to Jasmine rice growing areas in Northeast of Thailand. Farmers were trained mainly on record keeping. Inspection by third party is arranged prior to harvesting to reassure a guaranteed buying by Olam.

What is SRP standard?

The Sustainable Rice Platform (SRP)'s Standard on Sustainable Rice Cultivation was launched in October 2015, co-founded by International Rice Research Institute (IRRI) and United Nations Environment Programme (UNEP). BRIA contributed to SRP standard on a multi-country field validation of the standard, assurance system and pilot testing.

The standard consists of 46 Performance Indicators (PIs), 160 recommended practices covering livelihood of the farmer, farm management, child labour etc.



Stewardship programme

Stewardship involves acts or approaches throughout the life cycle of chemical products to minimise the risk on health and increase a safe use and responsibility on social and environmental impacts.

BRIA contributes to the stewardship programme by promoting the use of protective coverages and responsible waste management to farmers such as how to empty chemical containers.

Woman empowerment

Although gender sensitivity has not been an issue in South-east Asia, women were encouraged to participate in all of BRIA activities.

The role of farmer's wife was studied in the Philippines and participation of women in activities was monitored.

BRIA Indonesia



Achievements

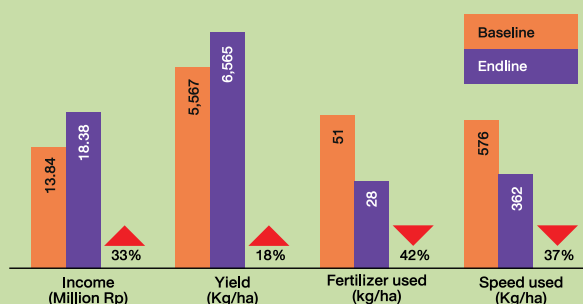


- BRIA practices were promoted to 6,100 farmers including young farmers (27%) and women (21%).
 - Row spacing planting pattern (Jaja Legowo) and soil test were the most adopted practices.
 - Average net income has increased by up to 33%, which are result from 18% yield increase and 42% reduction of seed usage.
- A total of 36 farmer groups have better income from seed business. One of the seed growers gained bank credit for the first time on his seed business.
- Two small food processings are able to produce fortified rice that the products supplied to the clinical study.
- After the training, 50% of 70 food inspectors can apply the knowledge for quality assurance of fortified palm oil.
- The clinical study has been completed and is the first step on health claim to promote fortified rice in school feeding programmes.
- Three nutrition messages have been developed; Balance diet pyramid, functions of the nutrients and vulnerable group of nutrition.

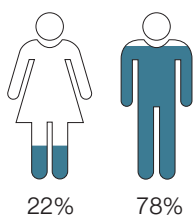
The awareness raising on diversified consumption was promoted to around 900 farmers (40% are female). A qualitative assessments showed 50% of the farmers recalled at least 3 nutrition messages.

Location		North Sumatra	East Java
Farm size per household (ha)	n/a	0.5	
Net income (USD/ha)	Baseline	920	
	Endline (demoplots)	1,340	1,390
		33% increase	
Grain yield (kg/ha)	Baseline	5,500	5,900
	Endline	6,600	6,460
		18% increase	
Farmers	Average Age	53	
	Young-Base	15% are under 35 years old	
	Young-End	27% are under 35 years old	
	Woman	22% of participants	

Farmer's average income (million rupiah)



6,100 farmers





Balance Diet Pyramid showing five food groups and their recommended portions per day,
Courtesy of Ministry of Health, Indonesia

36 farmer groups can produce rice seed and earn more

35 food inspectors have the capacity to test fortified food using a test kit

2% of multivitamins premix kernal was used to mix with normal rice to produce fortified rice for BRIA based on consumer acceptance survey conducted in Java

A clinical study conducted in a boarding school in North Sumatra provided a scientific prove that fortified rice can reduce the prevalence of anaemia in female students by 41% after consumption of fortified rice for 15 days.

An important step to promote fortified food to the public is that 50% of 70 goverment food inspectors improved the inspection process to be accurate and fast using test kit.

Contact details

Mr. Sulaiman Ginting
Focal Point BRIA Indonesia
E-mail: sulaiman.ginting@giz.de

Role of private partners

DSM for technical advice on processing of fortified rice and awareness raising on nutrition message

BASF Agriculture for all field coordinators and project managers under the agriculture component

BASF Nutrition for technical support on fortification of palm oil



Lessons learnt

Communication and creative idea to deliver the knowledge and technology is the key success of the programme.



Bosner Manulang, 57 years old

Tanjung Rejo Village,
Deli Serdang, North Sumatra.

He is one of the first batch participated in the seed grower programme. After getting information about Loan Access through BRIA Expo 2017, he then applied for a small loan capital to People Bank of Indonesia. Excitedly, he was approved for obtaining 25 million rupiah loan for his rice seed business.

Terrace Garden Blok B9 No.10, Komplek Citra Garden,
Jl. Jamin Ginting, Padang Bulan, Medan 20155 Indonesia

BRIA Philippines



Achievements



1. More than 240 Agricultural Extension Workers (AEW) were trained, 131 of them gave further training to the farmers with an estimation that one extension worker can teach other 100 farmers.
2. More than 7,500 farmers participated in the training through various classes and school days.
3. 11 market agreements were facilitated by PhilRice and Central Philippines University (CPU) on pilot scale. The linkage involved 2,100 farmers in Iloilo as of November 2017, accounting altogether for more than 86.8 thousand tons.
4. Training manual is well perceived by the Agricultural Training Institute and is also being used for their training. The modules were officially handed over to the Ministry of Agriculture by the German Ambassador to Department of Agriculture by the Deputy Head of Mission of the German Embassy Manila.

Farmers in the area are connected with AEW, 51% of farmers demonstrated increased knowledge. The income of the farmers increased by 20% (estimated) due to a nearly 20% higher yield (19%) compared with provincial average.

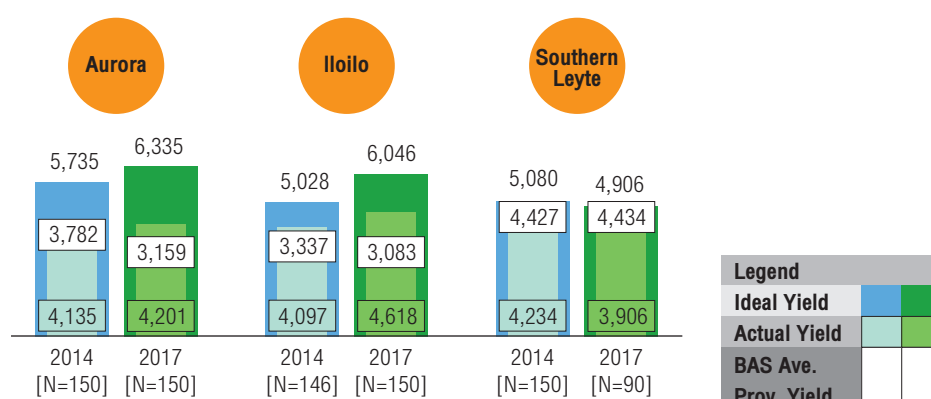
Location		Aurora	Iloilo	Southern Leyte
Farm size per household (ha)	Baseline	4.3	3.4	2.5
	Endline	2.4	2.4	1.5
Net income (USD/ha)	Baseline	714	532	907
	Endline	754	587	477
		20% increase		
Grain yield (kg/ha)	Baseline	4,207		
	Endline	4,400 (BRIA) 3,559 (Provincial)		
Farmers	Avg Age	59 years old		
	Young	5% are under 35		
	Woman	35% of participants		



**7,257
farmers**



Yield-Wet Season 2017/18 (in kg/ha)



84–88%

of farmers said government extension is their source of information on inputs and farm practices

19% higher yield compared with provincial average

18% of farmers let their making decision on seeds and chemicals to the wife

A higher number of farmers have a better knowledge on topics, which were identified as lacking in the baseline survey such as postharvest management, marketing information and financial management, according to endline survey.

The role of women in some areas are restricted, according to the final survey. Women in Aurora and Iloilo are more conservative in decision-making, whereas women in Southern Leyte are more proactive. In Southern Leyte, around 40% of farmers said their wife make the decision on buying seed and chemicals, comparing to 18% on average.

Role of private partners

Yara for training on soil nutrient management and inputs for the demonstration plots

Bayer for training on farm record, inputs for demonstration plots and licensing fee for two training modules



Lessons learnt

Training and custom changing requires continuous monitoring and mentoring as it is about changing behaviour and outlook.

It is important to understand the limitations of the adoption as it is due to the current resources and ecosystem of the farmers.



Isabelito,
Farmer in Baler, Aurora

With the technology package from BRIA, I learned about PalayCheck, Good Agricultural Practices, and Farming as a Business. Now, I am practicing these technologies and I can see the improvements in my farm and in myself as a farmer.

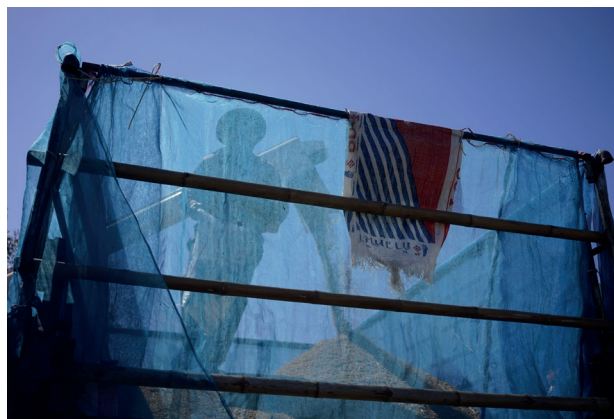
Contact details

Matthias Radek
Focal Point BRIA Philippines
E-mail: matthias.radek@giz.de

GIZ 2B PDPC Bank Centre,
V.A. Rufino Street corner L.P. Levis Street,
Salcedo Village, Makati City, 1227 Philippines



BRIA Thailand



Achievements

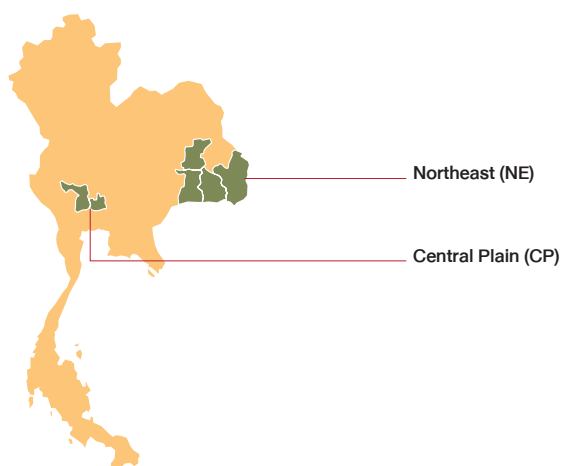


1. The problem of straw burning reduced from 52% to 9% in the Central Plain (CP). Soil testing which is the fundamental practice for soil & nutrient management was fully adopted by 89% from 5% of farmers in CP and 82% from 36% of ones in the northeast (NE).
2. More than 500 lead farmers and more than 6,300 farmers were directly trained. More than 35% of farmers in NE adopted seeding machine which uses much less of rice seed compared to broadcasting.
3. An application of WHO 1a & 1b listed chemicals was not found. An authority of the Department of Agriculture, confirmed that chemicals in the list are no longer registered for rice.
4. A successful recommendation showed that farmers reduced the seed rate by around 40–50% depending on the region. In consequence, the income has been increase by around 20% in the wet season 2017/18.
5. Eventhough training materials focus on pre-harvest practices, three factsheets on post harvest recommendations were developed in association with experts from the Rice Department and are used for farmer training.
6. Low participation by the young generation has not changed on direct training, but the indirect approach (TV

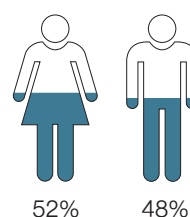
Location		Northeast	Central Plain
Farm size per household (ha)	n/a	4.5	5.6
Net income (USD/ha)	Baseline	940	1,000
	Endline (demoplots)	21% increase	
Grain yield (kg/ha)	Baseline	2,654	5,277
	Endline	non-significant (5% increase)	
Farmers	Average Age	54 years old	
	Young	<5% are under 35	
	Woman	52% of participants	

Programme) proved that it attracts attention from young students. The DVD of the same series was later shown to 42 schools with 1,064 students. Most students would like to try rice farming (4.09 out of 5) after watching the video.

7. In the wet season 2017/18, a total of 1,500 tons of sustainable paddy under BRIA were sold to Olam. Due to the small volume, the SRP standard rice was monitored during milling with a mass-balance system.



6,358 farmers



Item	Demonstration average				Baseline average			
	Drilling (seed & grain) (n=20)	Seed & grain (drilling & broadcast.) (n=25)	Seed (drilling) (n=18)	Grain (drilling & broadcast.) (n=7)	Broad cast. (seed & grain) (n=636)	All methods		
						Seed & grain (n=1,023)	Seed (n=396)	Grain (n=627)
1. Variable costs (baht/rai)	2,708	2,641	2,725	2,425	2,932	3,277	3,954	2,848
2. Yield (kg/rai)	447	436	451	399	378	386	397	379
Increase (%)	n.a.	n.a.	n.a.	n.a.	18.36	13.02	13.53	5.34
3. Cost/kg (baht)	6.06	6.05	6.05	6.07	7.77	8.49	9.96	7.51
Decrease (%)	n.a.	n.a.	n.a.	n.a.	21.95	28.68	39.29	19.16
4. Price (baht/kg)	13.89	13.00	14.20	9.53	13.44	13.74	15.15	12.81
5. Income (baht/rai)	6,205	5,674	6,400	3,806	5,075	5,306	6,014	4,858
6. Gross margin (baht/rai)	3,497	3,033	3,675	1,381	2,143	2,030	2,061	2,010
Increase at original prices (%)	n.a.	n.a.	n.a.	n.a.	63.18	49.4	78.4	31.3
Increase at baseline prices (%)	n.a.	n.a.	n.a.	n.a.	53.90	65.3	99.1	33.9

Efficient usages of inputs were demonstrated, with new practices showing a 5% higher yield and lower production costs.

The use of a seeding machine has become a common practice in Northeast area due to the recommendation by BRIA Thailand. This technology helped reduce seed rate by half, from 25 to 10 kg per rai.

62.5 kg per ha is the seed rate that BRIA farmers use, 60% lower than before

1,000 farmers complied with SRP's Sustainable rice standard



Wassana Aphaikhot,
Lead farmer,
Ubonratchathani

Contact details

Mr. Atthawit Watcharapongchai
Focal Point BRIA Thailand
E-mail: Atthawit.watcharapongchai@giz.de

Role of private partners

BASF for TV production, broadcasting, questionnaire to the viewers and sponsored for baseline and endline survey.



Bayer for all trainings in the Northeast

Olam for guaranteed buying, arrangement with the mill and product traceability

Deutsche Bank for business analysis of farmer models

John Deere donated a combined harvester to a farmer group

Lessons learnt

Major reason that prevents farmers from using new technology is the lack of confidence on the technology itself, suitable weather conditions to apply the technology and access to it at affordable price are necessity.



Capacity of the farmer group is the key success of the implementation and this could sometimes mean leadership of leader in the group.

Before BRIA came, everyone was doing everything by themselves. We do not know what the rice consumer wants. But after joining the project, we know who we are going to sell to and get guarantee buying.

We can plan and therefore we have to arrange ourselves as a group in order to achieve the target. Now we know what the consumer wants.

BRIA Regional Secretariat Office
39/1 Soi Sukhumvit 13, Klongtoey Nua, Wattana district,
Bangkok 10110 Thailand



Achievements



1. More than 22 agricultural cooperatives farmer groups signed the agreements referred to as Public Private Partnership (PPP) model (here as model) with private partners where 3,000 households in the Mekong Delta benefited from.
2. Farmers (72%) expressed their satisfaction on the linkage with the enterprises. However, the volume selling through the linkages was still on a pilot scale and was lacking a strong buying commitment from the companies.
3. Although there were interests on Sustainable Rice Platform standard from stakeholders, buying agreements for this standard have not been developed by now.
4. By the time of completion of the project, 48,000 tons of high quality rice have been produced. All 74 samples from this lot in Winter/Spring 2017 from 5,600 ha passed the Maximum Residue Limit (MRLs) test for the European Union.
5. Recommendations and performance of the PPP models have been documented and handed to MARD (Ministry of Agriculture and Rural Development) for PPP development policy in agriculture. Similarly, the report on assess-

Location		Dong Thap	Kien Giang	Hua Giang
Farm size per household (ha)	n/a	1.4	3.4	1.3
Net income (USD/ha)	Baseline	Winter-Spring		997
		Summer-Autumn		593
	Endline	Average increase		20.8% increase
Grain yield (kg/ha)	Baseline	Winter-Spring		7,900
		Summer-Autumn		6,000
	Endline	In BRIA		Reduced 18 to 32%
		Outside BRIA		Relatively no changes
Farmers	Average Age	49 years old		
	Young	13.7% are under 35		
	Woman	26% of participants		

ment of agricultural cooperative in Mekong Delta is referred in the action plan of the Decision 445/ QD-TTg on piloting a new agricultural cooperative model in the Mekong Delta.



3,000 farmers



26%



74%

Economic performance in rice production between farmers in and out of BRIA project in Winter-Spring 2016/17

Indicators	Unit	Coops of Hoa Thuan (Kien Giang)			Communes of Truong Long A and Truong Long B (Hau Giang)			Coops of Binh Hiep B (Dong Thap)		
		in BRIA	Out of BRIA	Diff.	in BRIA	Out of BRIA	Diff.	in BRIA	Out of BRIA	Diff.
Used rice seed	kg/ha	n/a	n/a	n/a	140	150	-10	150	195.3	-45.3
Used fertiliser	Mil. VND/ha	n/a	n/a	n/a	3.45	3.38	0.07	3.5	3.74	-0.24
Pesticide cost	Mil. VND/ha	n/a	n/a	n/a	1.55	1.98	-0.44	3.55	3.56	-0.01
Production cost	Mil. VND/ha	16.27	18.07	-1.81	14.32	15.62	-1.31	18.35	17.67	0.68
Rice yield	ton/ha	6.3	6.1	0.2	6.1	5.9	0.2	6.42	6.15	0.26
Paddy selling price	1000 VND/kg	n/a	n/a	n/a	5.92	5.9	0.02	5.5	4.7	0.8
Profit	Mil. VND/ha	16.81	13.22	3.59	21.8	19.87	1.93	16.94	11.25	5.69

In Vietnam, activities that engaged women in the field are re-transplanting, weeding and removing impurity. Only 26% of female farmers could join the training due to a tight house keeping schedule.

40% increase of gross margin compared with those outside BRIA in Mekong Delta due to preferences for BRIA rice (good variety and safe production practices).

74 samples from 5,600 ha passed Maximum Residue Limit for exporting to the EU

48 thousand tons of high quality rice was produced as safer and preferred variety through PPP model

Role of private partners

Bayer for training, meetings and almost all activities.



Lessons learnt

Linkage between farmer and trader is best to utilise on promoting high quality products and in a large scale. However, a real drive from each partner is needed for a sustainable model.



Mr. Hung Tien Cuong,
farmer from Dong Thap

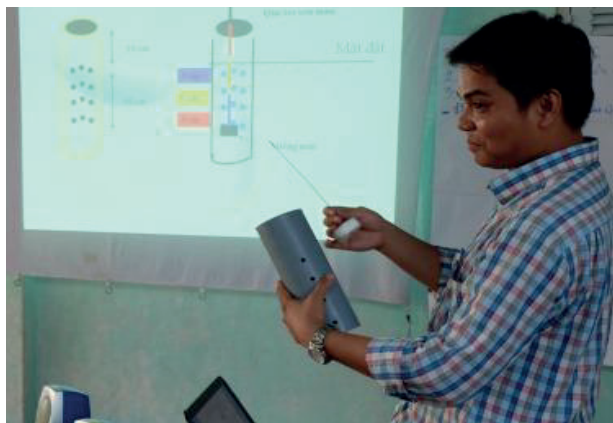
Before,I have never measured pesticide when I used it. I was only thinking that it helps to protect my crop and yields, I did not think that it can affect my health. It was when we could not sell our rice to the exporter that I realised (on how to use chemicals effectively).

Contact details

Dr. Christian Henckes
Focal Point BRIA Vietnam
E-mail: Christian.henckes@giz.de

GIZ
Room K1A, No.14 Thuy Khue Road, Tay Ho,
Hanoi, Vietnam

CropLife Vietnam



Approach



Two IPM curriculums were specifically developed; one for farmers and the other one for crop protection retailers.

Training of Trainers (ToT) and later training to farmers were organised in three provinces namely Dong Thap, Hau Giang and Kien Giang for different groups of farmers from BRIA Vietnam.

An intensive awareness raising was carried out by distribution of the materials to universities, authorities, associations, mass media & press and IPM clubs as well as roadshows.

Achievements



Previously, there was no Integrated Pest Management (IPM) training programme for retailers. The manual now has already been adopted as an official part of the National IPM Programme. For instance, IPM training manuals for farmers and retailers have been published on the website of Plant Protection Department for dissemination use throughout the country.

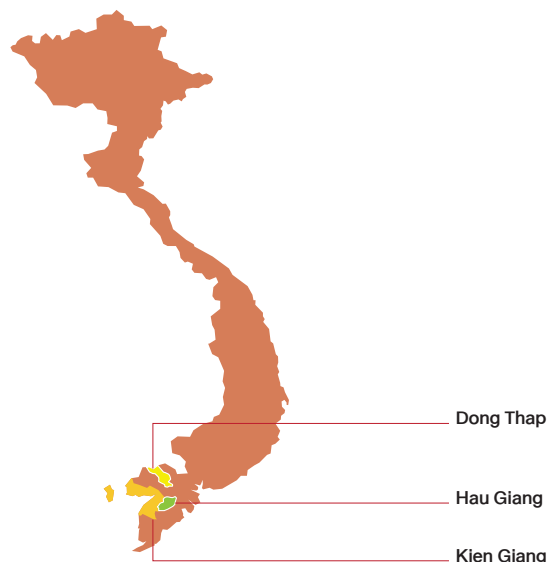
Almost 14,000 farmers reported reached from direct training by 3,000 farmers (15% women). Additional officers were financed by the provinces and the private sector, so that altogether more than 17,000 farmers and officers were reached by the project.

Training to retailers exceeded 1,000 participants compared with the 300 according to the plan.

A conscious campaign on IPM has been successfully implemented in order to reinforce and broaden the impact of the project.

In conclusion, the project has had a strong contribution towards making rice farming more sustainable in the Mekong Delta by improving farmer's income, and at the same time, it has a positive effect on the environment and long term effect to the health of the farmers.

The training system has been adopted as an official part of the National IPM Programme.



**3,000
farmers**



15%



85%

Margin calculation

Descriptions	Direct			Indirect		
	Before IPM	After IPM	Changed	Before IPM	After IPM	Changed
Land Preparation	1,347,512	1,338,854	-1%	1,330,996	1,305,843	-2%
Irrigation	731,296	715,304	-2%	732,809	719,241	-2%
Sowing	343,612	334,480	-3%	317,152	314,391	-1%
Weeding	381,303	333,352	-13%	364,803	321,268	-12%
Fertilisation, spraying	1,565,967	1,224,103	-22%	1,676,125	1,382,033	-18%
Other labour	916,029	839,565	-8%	822,587	787,952	-4%
Harvest	2,129,641	2,123,761	0%	2,120,754	2,104,715	-1%
Seed	2,251,730	1,742,636	-23%	2,317,824	1,924,705	-17%
Fertiliser	4,062,563	3,459,456	-15%	4,093,589	3,622,723	-12%
Pest Control	3,162,416	2,324,548	-26%	3,247,768	2,673,405	-18%
Total Expense	16,892,069	14,436,058	-15%	17,024,406	15,156,277	-11%
Yield	6,595	6,615	0%	6,511	6,503	0%
Paddy price	5,063	5,120	1%	5,107	5,165	1%
Revenue	33,395,186	33,871,447	1%	33,250,278	33,587,537	1%
Gross margin	16,503,117	19,435,390	18%	16,225,872	18,431,260	14%

25–33%

reduction of pesticide use

14–18%

higher income



Hung Van Tu
Rice Farmer

"My family suffered serious depredation because of the complete loss, not even a single rice grain left."

Van Tu has been a rice farmer for over 25 years, after IPM training, he learnt how to attract natural enemies of planthopper to protect his crop.

Contact details

Mr. Ole Henriksen
Senior Advisor
Deutsche Gesellschaft für Internationale
Zusammenarbeit (GIZ) GmbH

Women in Mekong Delta

Women largely contribute to the household income and livelihood security. Traditionally, the first stage of rice cultivation is undertaken by men and the later stage by females, but in recent years females can be seen involving in all stages due to lack of male labour; this includes pest control activities.

In rural areas 28% of households are headed by women.



Role of private partners

CropLife International co-funded with GIZ



Lessons learnt

Linkage between farmer and trader is best to utilise on promoting high quality products and in a large scale. However, a real drive from each partner is needed for a sustainable model.



ASEAN Sustainable Agrifood Systems (SAS)
9th floor, The Landmark, 5B Ton Duc Thang, Ho Chi Minh
City, Vietnam
T. +84 2838239811

Case

Promoting Sustainable Rice Production through Market Linkage



Approaches



BRIA integrated SRP into ongoing implementation in all four countries in various approaches, namely,

1. benchmarking towards national and international standards,
2. use of the guideline to improve current farm practices,
3. building capacity on management for farmers to take roles on monitoring and managing their farm,
4. gaining market access because a sustainable rice standard helps in making the product outstanding from the others.

Thailand

The audit verified that 28 farmers of Bua Ngam Community Rice Centre (CRC), and 43 farmers of Klang CRC can be considered as “working towards sustainability.”

The first crop of SRP verified rice produced in Ubonratchathani province was 230 tons following the “mass-balance” process.

For the second crop in 2017/18, around 1,000 farmers from 20 farmer groups complied with the standard. Around 1,500 tons of SRP rice were delivered to the appointed mill from 26.5% of the complied farmers due to logistic challenge and social factors.

A total of THB 15.5 million (USD480 thousand) were bought from the farmers including a maximum top up of THB 150 per ton (USD4.6 per ton), depending on the quality of the paddy, the participation score and the compensation for the distance from the farm to the mill. The result of the testing has proven that Thai farmers are capacitated enough to participate in the SRP standard programme.

In total, BRIA farmers produced more than 1,700 tons of sustainable rice according to the standard of SRP.



บันทึกเกษตรกร
Farmer's Diary

โครงการผลิตข้าวที่ยั่งยืน (SRP Project)

ภายใต้ความร่วมมือระหว่างกรมการข้าว GIZ และ OLAM

ปี ถึง

ชื่อเกษตรกร นามสกุล

ที่อยู่ บ้านเลขที่ ตำบล

อำเภอ จังหวัด

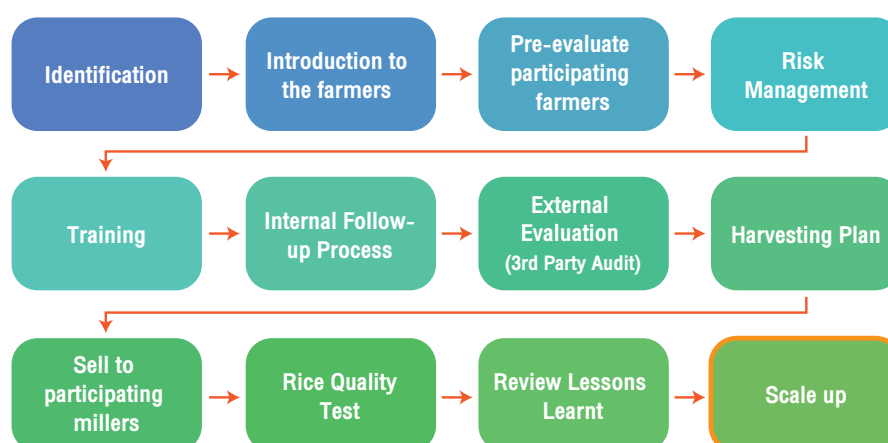
โทรศัพท์ แฟกซ์ (ถ้ามี)

หมายเหตุ: 1. หน้า 1 และ 2 เป็นแบบฟอร์มสำหรับบันทึกข้อมูลเกษตรกรและผลผลิตข้าว



In Thailand, score against SRP standard is 84% due to lack of land levelling and farm diary

Process of the Implementation of SRP in Thailand



Vietnam

BRIA Vietnam did not do the farmers' survey, but organised a stakeholders workshop to introduce SRP and bring the experiences from other countries (by a team of GIZ and SRP) for the Vietnamese rice stakeholders. Feedbacks from stakeholders and counterparts were that SRP has a high potential to be recognised at the global market. Moreover, the standard is not too complicated to implement and could be a potential to bring up Vietnamese rice to higher market level.

Philippines and Indonesia

The pilot testing in these countries was the assessment between practices by BRIA farmers and ones recommended by SRP. Farmers' survey was conducted using the SRP data collection template. For the Philippines, the survey was conducted with 68 farmers in Iloilo in January 2017, the compliance of the farmers was 64–71 % of the total score. In Indonesia, a total of 1,202 farmers were assessed. BRIA farmers in Indonesia were complied with 70.95 of the SRP standard. The area that still needs to be improved is mostly in the farm management.

Status of the implementation in four countries

	Thailand	Philippines	Indonesia	Vietnam
Year started	2016	2017	2016	2017
SRP rice produced (tons)	1,700	0	0	0
Farmers trained on SRP (persons)	1,435	n/a	n/a	n/a
Farmers introduced to SRP	1,435	68	221	upto
Farmers sold back SRP rice (persons)	526	n/a	0	0
Incentive selling price	4-8 USD/ton		n/a	
Buying arrangement	Guaranteed buying & Voluntary selling		n/a	
SRP Compliance	84%	54%-70%	71%	n/a
Evaluation/Inspection	3rd party		Internal assessment	
SRP requirements vs BRIA training	60%	68%	50%	60%

Contact details

Ms. Astari Widya Dharma
Regional Project Coordinator
E-mail: astari.dharma@giz.de

Mr. Atthawit Watcharapongchai
Focal Point BRIA Thailand
E-mail: atthawit.watcharapongchai@giz.de

BRIA Regional Secretariat
39/1 Soi Sukhumvit 13, Klongtoey Nua,
Wattana district, Bangkok 10110 Thailand



“BRIA helped to establish a direct contact between public agencies and private sector. This didn’t exist before and that was highly appreciated.”

Dr. Martin Märkl,

Senior Stakeholder Engagement Manager, Bayer

“Conflict and difficulties arise when there is lack of opportunities, BRIA hence has an indirect impact on peace and development...”

Peter Hauschnik,

Officer-in-Charge, GIZ Philippines

Way forward

A spilled out project after BRIA is Market Based Smallholders Value Chain (MSVC), commissioned by BMZ (The German Federal Ministry of Economic Cooperation and Development) through developPPP of GIZ to scale up the promotion of sustainable rice under partnership with the private sector. The total budget is € 3.5 million to work in former BRIA areas in Indonesia, Thailand and Vietnam from 2018-2021.

Contact:

Dr. Matthias Bickel

Director Agriculture & Food

Cluster-Koordinator Agrar-und Ernährungswirtschaft

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

T. Office +66 2255 4202 ext. 105

E. matthias.bickel@giz.de

I. www.asean-agrifood.org

www.snrd-asia.org

Address

GIZ Nana office

39/1 Soi Sukhumvit 13 Klongtaey Nua, Wattana Bangkok

10110 Thailand