



LAOS

# Improving Agri-food Products Quality Standards for Accessing International Market



## Relevance

Domestic and international markets require high quality agri-food products that meet quality standards (GAP, OA Standard, GMP, HACCP) and related certifications which are recognised and accepted by the target markets. However, these requirements are seldom met. Farmers lack capacity to meet product quality requirements and knowledge on how to access wider market. Marketing and distribution channels have shifted to digital, requiring agri-producers to have hands on with current technology. Digitalised market like e-commerce and other online platform have become crucial to reach more customers in the country, but also in international market.

## Objective

The project aims to improve the quality of value-added products along the value chain from upstream (farm level) to downstream (market level) through the implementation of international quality standards that highlight sustainable and environmentally friendly practices.

## Project Overview

Partner  
Mekong Lao Export & Import Sole Ltd

Duration  
January 2022  
to July 2023

Total Volume  
50,100 EUR



## Project at a Glance



The partnership of Mekong Lao Export & Import Sole Ltd and Agrinnovation Fund in ASEAN, implemented under GIZ, aims to improve quality and sustainability standards for agri-food products produced by smallholder farmers and processed as well as exported by the company. This comprehensive approach will involve different levels, from producer (smallholder farmers), processing, to trade (marketing and sales). It will cover several areas of respective agricultural value chain, such as improvements to meet international standards requirements through Good Manufacturing Practice (GMP), and new distribution channels, such as online shopping and e-commerce. Different actors along the value chain will be involved and can benefit from the planned activities.

Capacity building on organic agriculture standards for smallholder families will contribute to produce higher quality commodities and therefore, generating additional income. Through improvement at the processing and distribution level, it is expected to meet the needs of customers in domestic and international markets, achieving sustainability aspects. While sustainable agricultural products are increasingly in demand, awareness about the advantages of sustainable agri-food products still needs to be strengthened. Therefore, this partnership can support the promotion of sustainability standards in agricultural value chains.

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