

# Promoting Community Agricultural Products in Vietnam

The group of companies in Vietnam has implemented projects to develop local communities and help products from farmers and local villagers to reach consumers in the community or to be distributed at the company's affiliated stores to provide opportunities for farmers and business partners to directly sell agricultural products to the consumers.

## OCOP Product Week, Quang Ninh Province

The group of companies in Vietnam has cooperated with the People's Committee of Quang Ninh to organize an OCOP Product Week at Big C Ha Long Department Store to allow community cooperatives and farmers to sell local agricultural and community products directly to interested consumers. This event has also attracted tourists and attendees to learn more about the community brands. In addition to organizing product sales activities, there was also a workshop with the Company to exchange ideas for the development of future products and distribution channels and providing opportunities for farmers in Quang Ninh to sign business partnerships with Big C / GO! Stores.

Helping more than

**300** community cooperatives

**5,500**

farmers participated in the project

More than

**30,000** tons

of agricultural products and community products were sold.

Generate

**2 billion**

VND of current income for farmers in the province

## Weekend Farmers' Market

The Weekend Farmers' Market is a project that follows the footsteps of the Jingjai Farmers' Market Project in Thailand. By working with the Ministry of Agriculture and Rural Development of Vietnam, the Company organized a weekend farmers' market at Big C / GO! stores in several provinces including Hanoi, Can Tho, Ho Chi Minh City, Hai Phong, Hue, Khanh Hoa, and Lam Dong, where local farmers set up shops to sell agricultural products and community products directly to consumers. In addition, the Company organizes training for community agricultural cooperatives in many provinces to enhance the distribution of products to retail stores, with farmers signing on as business partners committing to provide agricultural products to be sold in Big C / GO! stores

**135** farmers signed on as business partners

