



Organic agriculture & aquaculture certification and Market

If you want to learn about Organic Agriculture and Aquaculture Certification and market, don't miss this webinar.

Presented by international experts for agriculture & aquaculture, Ms Marlene Rudolph and Dr Stefan Holler (Naturland) and Antoine Bui **Manager Binca Vietnam Co. Ltd.**

WEBINAR ON Friday 13 August, 10:00-12 PM (Berlin time zone) OR 3:00-5:00 pm (Hanoi) and 6:00-8:00 pm (Canberra time)

To register your interest or for more information please email Dr **Nguyen Van Kien** at organicsmekong@gmail.com

WEBINAR TOPICS INCLUDE

Introduction

About the Virtual Australia-Vietnam Organic Agriculture Partnership (VAVOAP), funded by Rotary Club of Hall (Canberra)

- Project history
- Up to date progress

Presented by Dr Nguyen Van Kien, Director of Mekong Organics PTY LTD (Australia)

Organic Agriculture and Aquaculture Certification

- Naturland – Association for Organic Agriculture
- Organic agriculture and aquaculture certification

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Organic market for pangasius and shrimp

- The special layout of our Organic Pangasius and Shrimp projects (many actors involved along the value chain)
- Experiences and lessons learnt from marketing Vietnamese organic seafood in the region (e.g. Singapore) and Europe
- Main challenges and bottlenecks (focus on organic feed raw material – the main cost factor in producing organic seafood!)
- Possible approaches for reducing over-dependence on imported feed raw material, how to increase domestic share
- Possible intensification of cooperation with Vietnamese organic infrastructure, organic farmers' association etc.

Presented by Antoine Bui, Manager Binca Vietnam Co. Ltd.

WHO WE ARE:



The mission of **Mekong Organics** (a registered company in ACT Australia) is linking organic agriculture, nutrition, and health for improving well-being of people in the Mekong region by translating science into policies and practices, linking people to people between Australia and Southeast Asian countries in promoting organic agriculture and sustainable development in Asia Pacific Region. Mekong Organics was initially established in 2018 to provide a knowledge platform linking organic agriculture, ecological farming and agro-biodiversity movements in the Mekong Region and Australia.

Website: [Our Organisation – Mekong Organics](#)

Naturland farmers and processors have been ground-breaking global pioneers for over 30 years. The world's first ever conversion to organic agriculture of tea gardens in Sri Lanka and India in the 1980s was the prelude to Naturland's successful work on an international scale. First activities in Vietnam



started 2002 – 2004, when Naturland developed worldwide first standards and implemented a pilot project for organic Pangasius production in Vietnam (partners: GIZ, BINCA). As an organisation covering the whole spectrum of organic producers (organic smallholders/farmers, agricultural organic enterprises, organic gardeners, organic vintners, organic beekeepers, organic fish farmers, organic forestry managers), we maintain strong alliances with processors, the trade, consumers and organisations pursuing similar aims, in the common public interest. Currently over 100,000 farmers in 60 countries manage an area of some 440,000 hectares according to the Naturland standards.

Naturland develops and propagates organic agriculture at local, national and global levels. We join forces to campaign for the production, processing and marketing of high quality, healthy and enjoyable foodstuffs and organic products. In pursuing these aims, we strive to remain in harmony with nature, in recognition of the responsibility we bear towards succeeding generations. Website: www.naturland.de

BINCA GROUP

Binca Seafoods GmbH

In 2003, the idea of organic pangasius farming was created by the two owners of Binca Seafoods GmbH in Germany. The concept was then elaborated and implemented in the frame of a Public Private Partnership project, funded by German giz, together with Naturland association. In 2004, Binca received Naturland and Bio Suisse certification and still is the only organic pangasius project worldwide. In 2004, Binca Seafoods GmbH set up a representative office in Long Xuyen, Vietnam with 5 people to supervise and extend that project starting in 2004 with 40 tons of pangasius to more than 1,000 tons in the beginning of the decade 2010.

Mr. Antoine Bui joined Binca in the beginning of the organic pangasius project as the manager of the representative office in Vietnam, with a background of many years as consultants in development in France and Vietnam and graduated with a Master in Business and Administration. Recently, Binca VN has applied to Long Xuyen authorities to change the company's name to Wertewerk VN. Background is the affiliation to German WerteWerk GmbH, a company dedicated to quality management, sustainability, and innovation along global seafood value chains. Today, Binca/Wertewerk VN is a company with 24 people and 2 main divisions: Aquaculture farming and quality management services. In aquaculture farming division, 5 employees are taking care of the organic farming projects along with its internal and external audits. The quality division includes 12 employees taking care of the customers' products sourcing and quality management at the processing and export steps.

Binca/Wertewerk VN is producing itself organic pelleted feed under an Israeli

company license, supplying the feed to the contract farmers of organic pangasius, shrimp and poultry. The organic feed production and the related feed raw material sourcing are important and economically critical aspects (feed is more than 85 % of the total production costs of organic pangasius!).

The customers of Binca/WerteWerk products and services are mainly European seafood companies (Switzerland, Austria, Germany), but we are also actively developing the organic seafood market in the region (Vietnam, Singapore).

An important field of development is the sourcing of domestic/regional organic feed ingredients (vegetables and fishmeal/oil). Due to the considerable volumes required (more than 1,000 t), this may constitute an incentive for Vietnamese farmers to convert to organic agriculture, e.g. in the model of contract farming.

