

Controlling Avian Flu and Protecting People's
Livelihoods in the Mekong Region

Certification and Branding of Local Chicken Breeds for Ha Noi Markets

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Inception Workshop on
Pro-Poor Policy Options for Control of Highly Pathogenic Avian Influenza
(HPAI) in Africa and Southeast Asia

Chiang Mai, Thailand, December 12-14, 2007

A Collaborative Research
Project Funded by:



Implemented by:



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Motivation

- Increasing biosecurity of chicken production is critical for sustained management of avian flu risk in Viet Nam
- Consumers in Ha Noi strongly prefer local breeds of chicken and consumption remains much higher than that of other breeds
- Production of local chicken is naturally pro-poor: these breeds are most appropriate to small scale (backyard) production

Motivation: Biosecurity

- HPAI appears to be endemic to Viet Nam
- The government plans to restructure production systems to improve biosecurity
- Small farms are being targeted as a biosecurity threat although their relative contribution to risk is uncertain
- Current control strategies have adverse incentive properties
- Market mechanisms to address biosecurity are largely unexploited

Project Design

- Unique traceability system
- Monitoring of production and trade
- Utilization of existing supply chains as possible
- Marketing of local chicken as “safe and tasty”

Project Design: Traceability

- Technology
 - Barcode tag with unique electronic code covered with plastic, mounted into neck of chicken
 - Can be read with a simple handheld barcode scanner
- Tag is inserted into chicken early in production process and stays through slaughter
- Other unique identification might be added, such as a wing clip to certify safety inspection during later production stages

Project Design: Monitoring

- Local veterinarians will play an important role in training and preparing farmers to produce certified birds
 - Farmers will be required to meet a set of production guidelines
- External inspectors will provide regular and random inspections of production
 - Farmers in pilot area already report having on average 5 farm inspections per year
- Slaughterhouses and markets will also be randomly inspected to ensure only tagged birds are being branded and sold
- Market vendors will track the time and price for all sales

Project Design: Supply Chain

- Chicken is proposed be grown in farms in Dong Anh & Soc Son, largely rural 'outer districts' of Ha Noi
- Location is ideal for supervision during the pilot stage, with easy access from Ha Noi
- We have already conducted survey activities in these districts

Project Design: Supply Chain

- Traders will deliver birds to Bac Thang Long Wholesale Market in Dong Anh district, which has several registered slaughterhouses
- Chicken will be delivered directly to vendors in the wet markets of the inner districts of Ha Noi
 - We will take advantage of existing relationships between slaughterhouses and market vendors

Project Design: Marketing

- The chicken will be marketed as “safe and tasty”
- Market vendors participate in training activities
- Promotions will be used to ensure customers understand the strength of the traceability system
- Unique packaging will be designed
 - Slaughterhouses already have experience with this

Expected Findings

- Feasible levels of increased margins for farmers and others in supply chain
- Supply chain bottlenecks
- Revealed preference for certified local chicken
 - Feasible premium level for certified local chicken
- Prototype certification scheme that can be used in Viet Nam and other Mekong countries