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

Certification and Branding of Local Chicken Breeds for Ha Noi Markets

Jennifer Ifft, UC Berkeley

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
Contents

1. Motivation
2. Project Design
3. Expected Findings
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