



# IFC'S VIETNAM FOOD SAFETY ADVISORY PROGRAM

Improving Standards, Speeding Business Growth

In partnership with:



*Creating Markets, Creating Opportunities*



# HUNGRY FOR SAFE FOOD

Food safety affects everyone, every day.

If the food we eat is improperly produced, handled, packaged or stored the results can be painful – or worse.

For businesses in the sector – from butchers and bakers to hotels and juicers – food safety must be a top priority. Safe and certified food means satisfied customers, a strong brand, and greater access to markets. Unsafe food results in billions of dollars in losses for businesses every year. Worse still, even a one-off incident of contamination can ruin a reputation that has taken years to build.

IFC is a leader in helping businesses understand and implement recognized food safety practices and systems. It helps producers participate in modern food value chains and protects consumer health by supporting the implementation of international food safety standards.

Growing demands on the global food industry – from population growth to more discerning consumers – means food safety has never been more important.

## IFC'S SUPPORT

IFC Global Food Safety Advisory Program has helped more than 200 IFC clients in the agro-processing and retail sectors attract \$564 million in investments and generate over \$478 million in new sales.

### Assessments

- Detailed food safety reviews that include a gap analysis, benchmarking against international standards, and a recommended action plan

### Training Programs

- IFC's Foundation course is a practical, interactive program based on basic food safety prerequisites, including cross-contamination, hygiene and infrastructure, and cleaning and disinfection
- IFC's Food Safety Toolkit training helps staff to build a robust HACCP system (hazard analysis and critical control points, a widely-accepted food safety system) and reinforces a sustainable food safety culture throughout a firm's operations
- IFC's Internal Audit Course helps companies to test their internal capacity and systems, and identify areas for improvement

### Coaching

- Tailored on-site mentoring to help companies ensure that staff are putting their knowledge into practice and making measurable progress



“Food Safety has been a ‘client magnet’ for my company, opening up new marketing opportunities”.

**Nguyen Quoc Hoang**, CEO of Pan Food JSC

# CHALLENGES AND SOLUTIONS

Food companies face a smorgasbord of challenges. A strong and effective food safety management system is a sign of a sustainable business – and convincing evidence that risks are being identified and controlled.

These systems combine hazard analysis procedures with monitoring activities and corrective actions to prevent food safety problems before they occur. They can be adapted for all types and sizes of food industry businesses.

IFC works closely with businesses to help them ascertain which system and standard fits best with their growth strategy.

The emphasis is not just on helping the company pass the certification audit, but on building the company's internal capacity so that it is "audit ready" 365 days per year and can respond decisively to incidents.



## Better food safety helps businesses:

- Increase sales and profits through greater market and export access.
- Cut costs by reducing losses and boosting efficiency.
- Mitigate risks by building brand recognition and consumer trust.

## CASE STUDY: BEL GA JSC AND DE HEUS VIETNAM

What came first, the chicken or the egg?

For Bel Ga JSC, a supplier of day-old chicks, and De Heus Vietnam, a feed supplier, which together run an integrated poultry supply chain, the answer is neither: what comes first is always food safety.

The two companies' extensive supply chain links breeder and broiler farms, feed manufacturers, slaughterhouses, processing factories, and retailers to bring millions of kilograms of chicken meat to the domestic and export markets every year.

IFC is helping these companies, and three independent broiler farms in their supply-chain, improve their food safety standards. Specifically, IFC has assessed the agricultural practices at selected broiler farms, breeder farms, and slaughterhouses and provided GLOBALG.A.P. and other technical poultry training and coaching on biosecurity, reducing antibiotic usage, traceability, and more.

This support has helped establish GLOBALG.A.P.-recognized production at two breeder farms in Vietnam's Binh Phuoc and Dong Nai Provinces, allowing them to supply roughly 6-8 million kilograms of certified chicken meat to the domestic market, and to important export market Japan.

Fred Devis, former Managing Director, Bel Ga JSC, said, "Investing in food safety standards is often still considered a company cost, but there is a good business case for food safety: long-term market opportunities, substantial return on investment, and more satisfied customers are the substantial rewards for applying high food safety standards."

## THE NEW ZEALAND AID PROGRAMME

The New Zealand Aid Programme is helping Vietnam address challenges in agriculture, disaster risk management, education, and renewable energy. New Zealand shares the best of its knowledge and technology to make a tangible difference to people's lives. As a world leader in modern agricultural practices, New Zealand is proud to partner with IFC to support market-led agriculture that benefits producers and farmers in Vietnam. For more information, visit [www.mfat.govt.nz/en/aid-and-development/](http://www.mfat.govt.nz/en/aid-and-development/)

## THE MINISTRY OF FINANCE OF THE SLOVAK REPUBLIC

Slovakia's Ministry of Finance coordinates development activities that target domestic resource mobilization and private sector development. Slovakia itself underwent a complex transition from a command economy in the 1990s and 2000s, so has a rich reservoir of lessons learned from building markets. This is why the Ministry supports IFC in its efforts to create inclusive, sustainable, and innovative markets around the globe. For more information, visit [www.finance.gov.sk/en/](http://www.finance.gov.sk/en/)

## ABOUT IFC

IFC—a sister organization of the World Bank and member of the World Bank Group—is the largest global development institution focused on the private sector in emerging markets. We work with more than 2,000 businesses worldwide, using our capital, expertise, and influence to create markets and opportunities in the toughest areas of the world. In fiscal year 2018, we delivered more than \$23 billion in long-term financing for developing countries, leveraging the power of the private sector to end extreme poverty and boost shared prosperity. For more information, visit [www.ifc.org](http://www.ifc.org)

## CONTACTS

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