

SAFE-World Project/Initiative Summary

Country: Vietnam

Project/Initiative Title: IPM in Rice, Mekong Delta : FFS and media campaign

Nos. farmers: 108,000 Hectares: 162,000

Agro-Ecological Zone: I

Improvement types

1x	2	3	4x	5	6x	7	8	9
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A. Key Impacts

A1 – Productivity

	Before/Without	After/With	% change
Rice	3700 kg/ha	4020 kg/ha	9

A2 – Impacts on natural capital

Reduced insecticide pollution

A3 – Impacts on local community (social capital)

IPM clubs formed – started experimenting as to whether insecticides were needed in the first 40 days after sowing

Change in beliefs among farmers in project area and Mehong

A4 – Impacts on households and individuals (human capital)

Change in type of insecticide used from WHOI to less toxic WHOII and WHOIII categories

A5 – Key changes in farm / regional system

?? 92% of 2.3 million households (2.116 million) reached by media

?? reduced insecticide use from 3 spays per season to 1 spray per season

?? Insecticide use reduction by 53% and sustained for 4 years

?? FFS reached just 110,000 farmers directly

B. Types of Sustainable Agriculture Improvements

Type 1: Better use of available renewable natural capital

Type 2: Intensification of single sub-component of farm system

Type 3: Diversify by adding new productive natural capital and regenerative components

Type 4: Better use of non-renewable inputs and technologies

Type 5: Social and participatory processes leading to group action for making better use of natural capital

Type 6: Human capital building through training-learning programmes

Type 7: Access to Finance

Type 8: Add value by processing to reduce losses and increase returns

Type 9: Add value by direct or organised marketing of produce to consumers

	Yes/No	Narrative
Type 1	x	Encouragement of natural enemies
Type 2		
Type 3		
Type 4	x	Reduced use of pesticides
Type 5		
Type 6	x	FFS
Type 7		
Type 8		
Type 9		

C. Key Lessons: Success, Spread and Constraints

C1 – Key Lessons Learned

- ?? To enhance adoption, the innovative process besides being attractive to potential adopters needs to be attractive to its potential implementers
- ?? The media use was designed to motivate rather than for information delivery. It is important to design interesting programmes and involve all stakeholders

C2 – Aspects of local/national context contributing to success

- ?? Commitment of local government to reduce pesticide use
- ?? The media used have little competition – there are only 2 radio stations
- ?? Adoption of process by provincial government
- ?? Ministry of Agriculture stopped registration of pesticides for leaf folder control from November 1998

C3 – Limitations preventing spread

Uncontrolled pesticide advertising and sales

C4 – Policy issues

Pesticide policy implementation

C5 – Scaling-up

Needs a repeat of the process by municipal governments to motivate farmers to carry out more experiments

D. Contact Point for Project/Initiative

Dr K L Heong
International Rice research Institute (IRRI)
PO Box 3127
1271 Makati City
Philippines
Email: k.heong@cgiar.org

E. Project Narrative

Vietnam: National IPM for Rice Programme

Vietnam has seen spectacular progress with its implementation of the FFS approach, with some 250,000 farmers trained since 1992. The programme began by focusing on rice, but quickly spread to vegetables, soybean, cotton, tea and rice-fish culture. The programme works in all 53 provinces, with nearly 9000 FFS organised, mostly by the national programme, but about one third funded by local sources and NGOs. In many villages, IPM graduates form IPM clubs, which meet to discuss IPM, conduct collaborative research, and test new practices (fish in rice, IPM on vegetables).

National policy support has played an important role, including 1993 legislation on plant protection, a clean vegetable programme for organic production, limits on the import of restricted pesticides, pesticide bans, and bans on new pesticide factories. A National IPM Steering Committee was established in 1994 to co-ordinate activities from ministries for agriculture, planning, science, environment, health and finance, with representatives from farmers', youth and women associations and unions.

The programme has seen rice yields increase by about 3%, pesticide expenditure fall by 80%, pesticide application events fall by 79% (from 1.1 to 0.23 per season), and urea use fall by 10%. Farmers have also changed the timing of fertilizers - before FFS, 60% of applications were before transplantation, but after training fertilizer is applied throughout the season, especially to late tillering. Long term studies over 8 seasons in Dong Thap have shown that farmers are maintaining insecticide applications at 25% of the former level.

Motivating farmers to test pest management changes through use of printed materials and radio

The leaflet, radio drama and poster had the most effective reach. During the 31 months after the media campaign, farmers' mean insecticide sprays dropped significantly from 3.35 to 1.56 sprays/farmer/season. The proportion of farmers who did not use any insecticides increased from 1 to 32%. Farmers' perceptions of leaffolder damage were favourably changed. Cost savings (insecticide and labour) as the most important incentive to stop early-season spraying was cited by 89% of the farmers. The media approach stimulated 15 provincial governments to launch their own programme and extended it to the whole Mekong Delta. That potentially reached a farm household population of 2 million.