



Keeping your word is key to maintaining relationships.

Production linkages are considered key to increasing the value of An Giang rice, but not all farmers are willing to participate. Alongside successful models where businesses and farmers uphold trust, there are still many "blemishes" from broken contracts, delayed payments, and a lack of transparency in procurement methods, making many farmers hesitant to accept offers of linkage.

No longer anxiously waiting for traders or worried about fluctuating rice prices, Mr. Nguyen Minh Canh, residing in My Thuan commune, has been able to produce with peace of mind thanks to a stable market outlet for the past three years. What has kept him committed to this collaborative model for many seasons is the trust maintained by both the enterprise and the farmers. Having signed a contract to produce Japanese rice with Angimex Kitoku Co., Ltd. since the summer-autumn crop of 2024, Mr. Canh's family cultivates 8 hectares of rice using a reduced-emission process. He strictly adheres to criteria regarding water management, reduced seed usage, reduced fertilizer use, the use of certified seeds, and complete production logs. In return, the company regularly sends engineers to the fields to provide technical guidance, support from sowing to harvesting, and signs a purchase agreement at the beginning of the season.

Thanks to the new process, the amount of seeds, fertilizers, irrigation water, and production costs for Mr. Canh's family are about 5 million VND/ha lower than with traditional methods, but the yield still reaches about 6 tons/ha, with a profit of 30-35 million VND/ha. "For a partnership to be sustainable, both sides must keep their word. Businesses must keep their purchasing commitments, and farmers must follow the correct technical procedures. When everyone keeps their promises, we can invest confidently in the long term," Mr. Canh said.

An Giang currently has over 1.3 million hectares of rice land, producing approximately 8.8 million tons annually. More than 80% of the area is integrated into models of cooperation with businesses, with high-quality rice accounting for about 83% of the total production. This is an important foundation for the locality to build a high-quality rice brand and participate more deeply in the global value chain. However, behind these positive figures, many farmers are still not truly enthusiastic about participating in these partnerships.

According to Lam Quoc Toan, Standing Vice Chairman of the Lam Quoc Toan Provincial Farmers' Association, the biggest obstacle currently lies not in production techniques but in the trust of the people. In the past, some businesses signed contracts to purchase rice but delayed payments, even owing billions of dong to farmers, causing the cooperative model to lose credibility. "We promote effective models, using real people and real stories, but if just a few businesses break their promises, the farmers become very afraid. After that, it's not easy to persuade them to return to the cooperative," Mr. Toan said.

Hesitation isn't limited to rice cultivation; it's also present in many other sectors. During a survey of jackfruit growing areas in My Duc and Long Dien communes by the Provincial Farmers' Association, the Department of Industry and Trade, and export businesses, many farmers frankly expressed their reluctance to participate in cooperative programs, despite commitments from businesses to support them with seeds, supplies, transfer of clean production processes, and guaranteed product purchase for export. Mr. Nguyen Van Hung, a jackfruit farmer in Long Dien commune, said: "I'm not afraid to follow clean production processes, but my biggest concern is the purchasing process. In previous cooperatives, I followed the requirements, but when the fruit was weighed, the first-grade fruit was downgraded to second or third-grade, causing a sharp drop in price. Working hard all season only to find the price isn't right makes everyone hesitant."

According to many farmers, they are also accustomed to selling their produce to traders right in the fields and receiving payment immediately. Meanwhile, some businesses require products to be brought to a collection point for quality inspection before deciding to purchase them. If the products do not meet the requirements, the producers not only waste time transporting them but also incur additional costs.

Mr. Vo Minh Chieu, Director of the Kenh 7B Agricultural Cooperative in Thanh Dong commune, believes that for long-term partnerships, businesses must prioritize trustworthiness. "Once a commitment to purchase is made, it must be fulfilled on time and at the agreed price. They cannot evade contracts due to market fluctuations. Farmers lose trust if they are cheated even once. Businesses also need a reasonable and transparent purchasing process and risk sharing with producers," Mr. Chieu said.

A partnership is only truly sustainable when both sides are responsible for their commitments. Businesses guarantee output and make payments on time; farmers adhere to technical procedures and do not break contracts when market prices rise. When benefits are shared harmoniously, trust will be built with each harvest.

Source: <https://www.vietnam.vn/en/giu-chu-tin-de-giu-lien-ket>