



Khanh Lam Cooperative's OCOP products and the story of "going online"

From familiar peanuts, sesame seeds, and soybeans of the Vietnamese countryside, Khanh Lam Agricultural and Production Cooperative (Phu Huu village, Vat Lai commune) has developed pure vegetable oil lines that have achieved OCOP 3-star certification.

In particular, by listing products on e-commerce platforms and boosting sales on digital platforms, the cooperative is gradually expanding its market, increasing product value, aiming for OCOP upgrades, and accessing export markets.

Vegetable oil products from Khanh Lam Agricultural and Production Cooperative (Vat Lai commune). Photo: NM
Preserving traditional crafts through technology.

Mr. Phung Dinh Hong, Director of Khanh Lam Agricultural and Production Cooperative, said: "Thirty years ago, my family was involved in buying peanuts from people in the Ba Vi area and neighboring localities for export. From around 2007, when export activities decreased, my family shifted to investing in oil pressing machinery, both to serve the needs of the people and to utilize the available agricultural products. In the period of 2009-2010, the facility continued to invest in new equipment, expanding its operations to pressing peanut oil, sesame oil, soybean oil, and also accepting contract pressing services according to customer requirements."

However, given the market's increasing demands for origin, quality, and food safety, maintaining traditional production methods is insufficient. To secure a stable market position, the facility must improve quality, build a brand, and proactively seek customers. In 2024, Mr. Hong's family and like-minded individuals established the Khanh Lam Agricultural and Production Cooperative, investing in modern workshops and machinery for oil pressing, product processing, bottling, etc., and completing the necessary legal documentation to ensure market access.

"I work in the agricultural supplies business, so I recognize the potential of processed products made from clean agricultural produce. I regret it if my family's traditional craft doesn't continue to develop, while oil pressed from natural ingredients can meet consumers' demand for quality food. Therefore, I decided to establish a cooperative, both to preserve my parents' craft and to develop products in a systematic way, ensuring quality and expanding the market," Mr. Hong said.

Pressing peanut oil at Khanh Lam Agricultural and Production Cooperative (Vat Lai commune).

By early 2026, the Khanh Lam Agricultural and Production Cooperative will invest approximately 3 billion VND in additional machinery for oil filtration, water separation, and product processing using more modern technology. The basic production process includes pressing oil, filtering through a filtration system, processing according to technical procedures, cooling, and bottling. This investment in equipment aims to improve product quality and stability and meet the increasingly high demands of the market.

In terms of quality, the Cooperative has had products certified with OCOP 3-star rating since 2024. In September 2026, the Cooperative will continue to receive HACCP and HALAL certifications, creating a foundation for expanding the market, accessing distribution systems, and customer groups with specific product standard requirements. This is also a preparatory step for the Cooperative's plan to upgrade its OCOP rating from 3 to 4 stars in 2026, aiming for 5 stars by 2028.

Currently, the Khanh Lam Agricultural and Production Cooperative supplies approximately 6,000 liters of oil to the market each month. According to Mr. Hong, producing one liter of black sesame oil requires about 3 kg of raw materials, while soybean oil requires about 8 kg of raw materials... hence the relatively high production cost. Currently, the cooperative sells sesame oil at around 380,000 VND/liter, soybean oil at around 350,000 VND/liter, and peanut oil at around 220,000 VND/liter.

The basic production process includes pressing the oil, filtering it through a filtration system, processing it according to technical procedures, cooling it, and then bottling it.

Expanding output from digital platforms

If investing in technology is a condition for improving quality, then finding a market is the decisive factor in the long-term development of a cooperative. In the early days of bringing its products to market, the Khanh Lam Agricultural and Production Cooperative faced many difficulties in finding customers, choosing distribution channels, and building trust in a new brand.

The turning point came in 2022, when the local government model was still in place at three levels. Ba Vi district organized a training program on direct sales and livestreaming on digital platforms, and Khanh Lam Agricultural and Production Cooperative participated, subsequently applying the knowledge to its business operations.

By June 2022, the unit began livestreaming sales on TikTok and e-commerce platforms, opening up a new way to reach customers. The unit also received support from the Hanoi Department of Agriculture and Environment through trade fairs, weeks of trade, and trade promotion programs for OCOP products and traditional craft villages.

According to Mr. Hong, the cooperative has sold nearly 20,000 orders through e-commerce platforms to date. The products are no longer primarily dependent on a group of regular customers or local consumption, but now have the opportunity to reach buyers in many provinces and cities.

Peanut oil products from Khanh Lam Agricultural and Production Cooperative.

Mr. Hong said that selling online helps the cooperative expand its market without having to personally deliver goods to each point of sale. Delivery and payment are supported by the platforms, contributing to reduced operating costs and limiting capital tie-up compared to consigning goods to stores and supermarkets.

With a medium-sized production facility, this is an advantage for greater proactive business operations. Currently, the unit has 7 permanent employees who receive full insurance benefits as per regulations. During periods when additional manpower is needed, the cooperative also provides seasonal employment for local people in tasks such as preliminary processing, peanut sorting, and product packaging.

However, doing business on digital platforms also requires continuous adaptation. Products must have consistent quality and clear information; the consulting, packaging, and delivery processes must meet customer requirements. Therefore, Khanh Lam recognizes that online selling is not simply about putting products on a platform, but must be linked to building brand reputation and maintaining service quality.

In the future, Khanh Lam will continue to develop more sales channels on Facebook and other suitable platforms, while also seeking opportunities to introduce its products into supermarket chains, expanding the domestic market and gradually accessing foreign markets. Simultaneously, the company will continue to refine its documentation, improve quality standards, and prepare the necessary conditions for upgrading its OCOP (One Commune One Product) status.

OCOP products of Khanh Lam Agricultural and Production Cooperative.

The journey of developing OCOP products by the Khanh Lam Agricultural and Production Cooperative shows that, in order for local agricultural products to increase in value, production facilities need to simultaneously ensure quality, build brands, and proactively adapt to new consumer trends. This is also the direction for traditional crafts to continue to be preserved, create jobs, and contribute to rural economic development in Vat Lai commune.