

# OCOP

ONE COMMUNE ONE PRODUCT OF VIETNAM

Mỗi xã  
một sản phẩm



## VIETNAM'S "ONE COMMUNE, ONE PRODUCT" PROGRAM



**Mr. NGUYEN Minh Tien**

Chief of National Coordination Office of the NTP on New Rural  
Development, Vietnam

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# 1. Introduction of Vietnam's OCOP program

a) Based on experience of Japan's "One Village, One Product" (OVOP), and Thailand's OTOP programs and other countries.



b) Since 2013, some provinces of Vietnam have experimented "One commune, one product (OCOP) program" with positive outcomes, contributing to economic development and improving living standards in rural areas.

c) In 2018, the Government of Vietnam implemented the OCOP program for the period of 2018-2020 nationwide.



# 1. Vietnam's OCOP program's characteristics

- Focus on development local specialized products at village and commune level with objectives: increase rural incomes and create more jobs locally, promote human resources and preservation of diversified culture
- The OCOP program is a rural economic development program towards *promoting internal resources* (rural wisdom, creativity, labor, raw materials, and local culture, etc.), *increase product value*, *raise incomes of rural residents* and contribute to new rural development;
- The targeted OCOP producers are small and medium enterprises, cooperatives and households.



# 1. Purposes Vietnam's OCOP program

(1) Encouraging rural production and business owners to fully utilize the potential of land, products and comparative advantages to improve product values, increase income and contribute to improving living standards in rural areas;

(2) Re-organizing production through whole value chain and linkage with raw material production areas, applying advanced quality standards, promoting startups and creativity in rural areas to enhance added value and sustainable development;

(3) Addressing employment, social security, reducing poverty and raising incomes for people in rural areas as well as preserve local culture



# 1. The OCOP program for the 2021-2025:

Besides the previous successful approaches, the new OCOP program will expectedly add some new approaches as follows:

- Develop a standard for and foster “Green OCOP” products toward “Circular economy” and export markets;
- Applying digital transformation, promoting small and medium production, processing and trade of OCOP products towards higher quality and value products in the market;
- Promoting trade and markets of OCOP products associated with introducing and promoting Vietnamese cultural values through regional and national promotion events, and international forums.



## 2. Results of the OCOP program in Vietnam

- The OCOP Program has been implemented in all 63 provinces of Vietnam and becoming a priority solution to rural economic development;
- **4,847** OCOP products rated from 3 stars or higher: food products account for 80%, and handicraft products account for 10%;
- **2,655** OCOP producers, of which cooperatives and small and medium enterprises account for 65.5% (*37.9% were cooperatives, 27.6% were SMEs*);



## 2. Results of the OCOP program in Vietnam

- More than 60.7% of OCOP producers with 3 stars or higher reported higher revenue (*averagely increase of 17.6% per year*) and higher price at average of 12.2%.
- The OCOP program has contributed to job creation, especially enhancement the role of women and ethnic minorities;
- In the 2018-2020 period, Vietnam has mobilized nearly USD 1 billion to implement the OCOP Program, of which: The government budget supports only 2.7%, credit (76.6%), and investment capital of the producers (16.5%).





### 3. Lesson and future challenges

#### Lesson learned from Vietnam:

- (1) Vietnam's OCOP targets to village-and-commune-level specialized products, for SMEs and cooperatives to promote the development of unique and special products.
- (2) The OCOP program is organized synchronously and nationwide, creating a spillover effect in the community, promoting the spirit, responsibility and capacity of producers combined with local advantages (wisdom, community and culture);
- (3) The Program focuses on improving the product quality and market accessibility in order to meet consumers' demands for unique, traditional, quality products and traceability and fully exploit the 100 million-population market of Vietnam and later on to the international markets;
- (4) Developing OCOP products along with culture dissemination, exploiting the endogenous value and advantages to promote and introduce the local, regional and national culture.



### 3. Lesson and future challenges

#### Challenges:

- (1) How to strengthen innovation, creation capacity, product development and quality improvement;
- (2) How to support ocop producers through such program as Green OCOP, fair trade,.. (with special focus on mountainous, remote and ethnic minority areas)
- (3) How promote Vietnam's OCOP to become an international recognized standard and sustainable development



## 4. Proposal of Vietnam

(1) Vietnam has proposed an initiative "Promoting the Network for ASEAN Rural Product Development on One Village One Product Model ", which was approved by AMAF 42, 2020):

- FAO supports and works with Vietnam to connect and implement “*Promoting the Network for ASEAN Rural Product Development on One Village One Product Model*”
- FAO will chair, promotes the annual OCOP Product Development Forum to exchange and share experiences among countries.



**iOVOP**  
Global connections for local impact

## 4. Proposal of Vietnam

(2) Regarding Green OCOP development:

- FAO will chair and coordinate with Vietnam and other countries to research and develop the international Green OCOP Criteria, which is recognized by the countries in production and trade;
- Propose FAO to accompany, support resources and techniques for Vietnam to experiment, organize Green OCOP development, from which to summarize experience and expand.

# GREEN OCOP

*Sustainable development*



Thank you!

