

ShrimpTechVietnam

ShrimpTechVietnam is a Public-Private-Partnership initiated and coordinated by Larive International. The partnership aims to sustainably improve the current shrimp farming practices in the Mekong Delta by conducting research, offering alternatives for antibiotics and wastewater treatment, demonstrating best practices & sustainable solutions, and training of local farmers. The goal is to enable Vietnamese shrimp farmers to increase their production in a sustainable manner.



Initiation

Larive International B.V. is a business development advisory firm and consultancy specialized in assisting companies in developing and implementing their market entry or expansion strategies in (to) high-growth emerging markets. Founded in 1975 and headquartered in the Netherlands, Larive International is the parent of the Larive Group, a license based network with exclusive members in 25 countries throughout Asia, Central Eastern Europe, Turkey and Sub Saharan Africa. In Vietnam, Larive is represented by OpenAsia since 1994.

This network enables Larive to swiftly spot trends, opportunities and challenges in high-growth markets. Besides, the local presence allows for thorough data collection, local support and intercultural insights. In 2019, Larive & OpenAsia spotted opportunities for Dutch-Vietnamese collaborations in the shrimp sector in the Mekong Delta.

To seize these opportunities, Larive & OpenAsia reached out to Dutch and Vietnamese partners, all active in the Shrimp sector, and formulated the partnership. This partnership includes dedicated partners, all active in (part) of the shrimp value chain, working on a jointly formulated project plan. Besides the search for partners and the formulation of concrete activities to seize the opportunities,

Larive & OpenAsia also applied for co-funding from the Dutch Ministry of Foreign affairs to increase the positive impact of the activities.



Partners

The partnership contains the following sector experts:

- **Topsy Baits:** The biggest producer of live bait maturation feed for aquaculture industries.
- **Shrimpveter:** A Vietnamese company expert in diagnostic services, health status of shrimp, grow-out, broodstock and monitoring services.
- **TipTopp Aquaculture B.V.:** Develops and offers probiotics as a water treatment solution and an alternative for antibiotics. The TipTopp team also has extensive experience in designing, engineering and maintaining sustainable ecological shrimp cultivation techniques while increasing productivity.
- **Sustainable Aquaculture Solutions (SAS):** Specialized in both shrimp health and disease prevention management, as well as guidance and auditing to ascertain international quality standards, providing the shrimp producers support on closing the gap with market requirements.
- **Nutreco (Skretting):** Has a local aquafeed production facility in Vietnam and has extensive experience with regards to shrimp nutrition and health.
- **Larive International and OpenAsia:** To take on the role of general project management (both local and international) and act as the liaison between the parties as well as the Dutch Government.

Start

After the formal establishment of the partnership, and action plan and co-funding, the partnership started with the implementation. Larive & OpenAsia coordinate the implementation, are responsible for the research components within the project, and manage the project timeline and finance.

Project activities

Thus far, the partnership executed the following activities:

- Baseline study to assess the current sector status. Information of this study will be used to measure the impact of all project activities;
- Impact Tour with all project partners to gain insights into the Vietnamese shrimp sector, meet key stakeholders, find potential demonstration locations and align on project activities;
- Market study to gain insights into the current and future sector practices (e.g. level of technology);
- Market study towards antibiotic usage and opportunities for probiotics in the Vietnamese shrimp sector;
- Trials with TopsyBaits and TipTopp products to assess the performance and potential of these products within the Vietnamese shrimp sector;
- Demonstrations with TopsyBaits & TipTopp products to showcase the performance to Vietnamese shrimp farmers;
- Establishment of educative videos for Vietnamese shrimp farmers regarding antibiotic usage, alternatives and best practices to reduce the need for antibiotics;
- Demonstrations to showcase the benefits of introducing a nursery phase to the Monodon farming process;
- Seminars and round table sessions to share best-practice-information with Vietnamese shrimp farmers.



Background shrimp sector Vietnam

Vietnam is the world's 2nd largest exporter of shrimp. And according to the Vietnam Association of Seafood Exporters and Producers (Vasep), the Netherlands is the 2nd largest importer of Vietnamese shrimp within the EU.

About 95% of all Black Tiger shrimps (*Monodon*) produced in Vietnam are farmed in the Mekong Delta. Additionally, the Mekong Delta is also the farming hub for the Pacific White Shrimp (*Vannamei*), accounting for 75% of the total Vietnamese production. The total shrimp production in Vietnam is estimated at 650,000 tons a year.

The rapid growth of the shrimp cultivation sector in Vietnam causes a variety of issues, constraining sector development:

- The disease rate increased due to the arrival of improper intensive farming systems (e.g. without water treatment).
- Due to the high demand for shrimp, farmers are struggling to keep up in a sustainable way, which often results in shrimp that are highly contaminated with antibiotics and other chemicals. Next to that, it results in lower quality shrimp (size, flavour, etc.).
- The lower quality of the shrimp also affects the export value of Vietnamese shrimp. Several shipments of Vietnamese shrimp have been denied in different countries (including the Netherlands) due to the presence of high levels of antibiotics.

- The current manner of highly intensive shrimp cultivation is also causing considerable damages to the environment, especially in the Mekong Delta. Over the past decades, more than half of Vietnam's natural mangrove forests have been cleared to accommodate shrimp ponds. Additionally, intensive monocultures, poor farming practices and inappropriate water infrastructures cause water quality problems and bring a high risk of disease as chemicals and antibiotics pollute the environment.



The root of all these problems are the current practices of unsustainable and harmful farming and the ineffective and unsustainable methods of the small- and medium-sized farmers. Shrimp farmers have little to no access to the best sustainable shrimp farming practices. Furthermore, farmers are not aware of the current issues that are underlying in the bigger picture with regards to the market developments and water and soil management (especially in the Mekong Delta).

ShrimpTechVietnam success story

Prior to the joining ShrimpTechVietnam, TopsyBaits was not active in Vietnam yet. Although being an interesting market, the company was unable to gain the required insights, verify their product performance and identify key stakeholders themselves. With the support of this partnership, they verified their product performance in the Mekong Delta, registered their products, found a local distributor and engaged with many clients. The demand, especially from the Mekong Delta, was so substantial that TopsyBaits had to expand their production capacity in the Netherlands. Besides, their success in Vietnam gave them the confidence to enter another new market; India.



Details

More information? <https://www.larive.com/ppp/shrimptechvietnam/> or contact Iris Boom iris.boom@larive.com