



Press release

ADM Animal Nutrition Vietnam cooperates with World Vision Vietnam in a joint ADM Care project “Sustainable Livelihoods support for smallholder farmer in Hoa Binh Province”

Hoa Binh, 20th January 2021 – ADM Animal Nutrition Vietnam and World Vision Vietnam join hands in an ADM Cares project to provide Sustainable livelihood support for smallholder farmers in Lac Son District, Hoa Binh province.

This 10-month project aims to improve the economic well-being of 50 farming households in Vu Binh, Quyet Thang and Mien Doi commune, Lac Son district, Hoa Binh province. Therefore, the quality of their children’s lives will also be improved.

The project promotes sustainable agricultural development by equipping disadvantaged households with knowledge and skills in poultry breeding using biological padding method and increasing their productivity and profit through an improved financial literacy and better market engagement.

Each participating farmer in this project will be provided with a support package which includes 100 fully vaccinated one-day-old chicks, coop and equipment, feed, and participation in a training section for chicken breeding techniques as well as traders/ collectors engagement events.

“ADM Cares is a corporate social responsibility program that aligns ADM’s corporate giving with our business strategies and sustainability objectives. The spirit of ADM Cares is to sustain and strengthen our commitment to communities where ADM colleagues work, live and operate by directly funding to initiatives and organizations that drive meaningful social, economic and environmental progress. ADM Cares primarily focus on three strategic areas: advancing Sustainable Agricultural programs; increasing food security by supporting hunger relief; investing in Education that advance agricultural and STEM education globally. We are very pleased today to launch this joint project with World Vision Vietnam. There are many smallholder farmers whose lives are still difficult on the planet. Every day they have to fight against hunger and poverty. This initiative can be adapted and replicated in the future in others countries within Asia so that more farmers could have successful harvests while improving the long-term health and well-being of all their children thus create a favorable environment for them to have the opportunity to go to school and change for better future” said Dr. Pierre Doms – Director of Marketing & Business Development for ADM Animal Nutrition in Asia.

“With more than 25 years of husbandry experience in Vietnam, we would make our contribution to promote for a sustainable agricultural development. Instead of providing financial support for the disadvantaged farmers to overcome poverty, we support them to approach a sustainable livelihood so that they can take control of their business with stable income. As a result, their quality of life will be improved as well. Through this project, they can have good knowledge for effective poultry farming



method, qualified genetic supplier, high quality products from ADM and opportunity to connect with the traders in the region” shared Dr. Serge Corneillie, General Manager of ADM Animal Nutrition Vietnam & Cambodia.

Within the framework of this project, World Vision Vietnam will work closely with ADM experts in Vietnam and local functional agencies, such as the veterinary stations and the agricultural extension stations, to help farmers improve their farming method and secure their livelihoods based on proven effective technical and operating models.

“Participants - comprised of vulnerable and marginalized individuals/households - will work together in small producers’ groups, which facilitates the cross-learning and peer-support process. They will also be introduced to World Vision’s established Savings for Transformation model in order to start a saving habit, access small low-interest loans and thus better manage their financial state,” stated World Vision Vietnam’s Livelihood Program Manager Phạm Văn Vinh.

In the long term, once the target farmers succeed in generating and securing their income from chicken farming, it is expected that the experience is replicated in the community through peer-to-peer sharing and continued technical coaching from World Vision Vietnam, ADM Animal Nutrition Vietnam experts and local functional agencies.

This first collaboration between World Vision Vietnam and ADM Animal Nutrition Vietnam will lay a foundation for further joint efforts between the two parties in building sustainable livelihoods for vulnerable families.

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About ADM:

At ADM, we unlock the power of nature to provide access to nutrition worldwide. With industry-advancing innovations, a complete portfolio of ingredients and solutions to meet any taste, and a commitment to sustainability, we give customers an edge in solving the nutritional challenges of today and tomorrow. We’re a global leader in human and animal nutrition and the world’s premier agricultural origination and processing company. Our breadth, depth, insights, facilities and logistical expertise give us unparalleled capabilities to meet needs for food, beverages, health and wellness, and more. From the seed of the idea to the outcome of the solution, we enrich the quality of life the world over. Learn more at www.adm.com.

About World Vision Vietnam:

World Vision is a Christian relief and development humanitarian organization, working to improve the quality of life of people, especially children, who are marginalized and living in poverty. World Vision helps



all who are in need regardless of their religion, race, ethnicity or gender. World Vision started working in Việt Nam in 1988. Since then, World Vision has implemented many relief and development programs, partnering with the Vietnamese government, other NGOs, and communities. World Vision's long-term development programs are currently operated in 18 cities and provinces throughout Việt Nam.

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