

Press Release

*For immediate release*

## **Mavin Group and World Vision Việt Nam Joined Hands to Sustainably Develop Agribusiness of Việt Nam**

**Hanoi, 5 April 2022** - Mavin Group and World Vision Việt Nam signed a Memorandum of Understanding for a 3-year bilateral cooperation to provide USD 100,000 worth of livelihood support for poor households in provinces in Việt Nam.

In 2022, the Project will be implemented in Thường Xuân District - Thanh Hóa Province. Specifically, Mavin Group and World Vision Việt Nam will provide 120 poor households (including ethnic minority families) with a livelihood support package, including 12,000 ducklings, more than 40 tons of animal feed, and necessary veterinary medicines, together with breeding technical skill transfer. It is expected that day-old ducklings, feed, and veterinary medicines will be delivered to participating households in April 2022. This will mean that commercial ducks will be ready for market by the end of June.



*Figure 1: Overview of the MoU signing ceremony between Mavin Group and World Vision Việt Nam.*

Specifically, poor households in the Project will be supported with:

- High-quality ducklings from Mavin Group;
- Mavin commercial animal feed, which will ensure complete nutrition for the ducks until they are sold at market;
- GMP-WHO standard veterinary medicines.

And most importantly, households will be provided with advice on enclosure standards and strict raising processes to ensure the quality of finishers. Mavin will also support households to connect with buyers and to sell commercial ducks at a reasonable price.

According to World Vision Việt Nam, households are carefully selected based on holistic criteria such as poor/near-poor households, families with children in difficulties. Of course, selected households must have suitable enclosures and access to labor to support the project. Mavin Group and World Vision Việt Nam will closely monitor the farming process to ensure the weight and quality of ducks when ready for market. After ducks are sold at market, part of the income received (10%) will be used to maintain production and expand the support to other families in the area, in a sustainable way.

*"When taking part in the project, farming households commit to strictly following the guidance of Mavin Group and World Vision Việt Nam's experts. The goal is to ensure the optimum effectiveness of each husbandry element, including building duck enclosures, feeding and taking*



*care of the ducks while ruling out all use of prohibited raising substances. Through this practice, we are pursuing a green agriculture with the production of organic and high-quality ducks. In the long run, this will help the community to build a healthy reputation in duck raising among*

*Figure 2: The delegation of World Vision Việt Nam and Mavin Group at the event.*

*traders and buyers, contributing to the project's sustainability," shared by World Vision Việt Nam's Livelihoods Manager Phạm Văn Vinh.*

Mr. David John Whitehead, Chairman of Mavin Group, said that Mavin is extremely happy with a new chapter in the long-term partnership with World Vision Việt Nam, by building on the previous successful 3-year collaboration. Phase 1 of the collaboration, which was in Như Xuân District - Thanh Hóa Province, has helped hundreds of households escape poverty, master livestock farming and sustainable production by being a part of the closed supply chain "From Farm to Table" of Mavin Group.

*"What makes us particularly pleased after 3 years in Như Xuân, is that farmers not only escape poverty, but also confidently buy more ducklings and continue to develop their business sustainably. In this way, we can help farmers increase their income, learn about effective farming techniques and develop knowledge about safe feed and veterinary medicines, thereby contributing to the sustainable development of Việt Nam's Agribusiness".* Mr. David shared.

Also, on this occasion, World Vision Việt Nam's National Director Doseba Sinay confirmed: *"Through the previous collaboration to improve the well-being of ethnic minority households in Như Xuân District, Mavin Group has become our reliable implementing partner. We believe that the approach brought by this joint project will continue to allow each party to leverage strengths and specialties to make a broader impact on the communities in need, thus creating a favorable environment for children to enjoy life in all its fullness."*

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### **Background information:**

#### **About Mavin Group:**

Mavin Group is a Joint Venture between Australia and Việt Nam, with over 17 years of operating experience in Việt Nam. Mavin Group is among the top 10 largest agriculture enterprises in Việt Nam, and is the only with a fully controlled enclosed cycle: breed, feed, veterinary medicine and food processing. Mavin Group is always eager in applying the most advanced technology in farming and production, greatly contributing in changing Việt Nam agricultural production, from manual and simple production to advanced industrial production that meets international standards.

#### **About World Vision Việt Nam:**

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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