

November 2025

SAFEGRO



Safe Food for Growth Viet Nam



INSIDE:

Practical Guides

Forum on Consumer Rights

TOT training for consumers

FS Animated Videos

Risk workshop

FS Government
Communication and A.I.

Early Education: Food
Safety Education

Canada Supports Food Safety in Vietnam through SAFEGRO

By Brian G. Bedard, SAFEGRO expert

Canada continues to stand with Vietnam in building a safer and healthier food system through the Safe Food for Growth project, known as SAFEGRO. As the project nears completion, its results will continue to make a difference through stronger institutions, modern regulations, and a growing culture of food safety across the country.

Funded by Global Affairs Canada since 2020, SAFEGRO has worked with Vietnamese ministries to improve food safety management and align it with international standards. The project has helped strengthen markets, education, and community awareness, creating lasting change.

Through SAFEGRO, Canada reaffirms its long-term friendship with Vietnam and a shared vision of safer trade and healthier lives for everyone.

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Dự án "An toàn thực phẩm vì sự phát triển" (Dự án SAFEGRO)

HƯỚNG DẪN THỰC HÀNH CHĂN NUÔI LỢN AN TOÀN, BỀN VỮNG



Vietnam's vegetable and pig farming sectors are advancing toward safer, more sustainable, and globally competitive practices with the launch of two new SAFEGRO manuals.

The Manual on Safe and Sustainable Pig Farming Practices outlines comprehensive approaches from farm design to monitoring, aligned with international GAHP standards such as GLOBALG.A.P and ASEAN GAHP. Together, these guides serve as transformation roadmaps for Vietnamese agriculture, supporting producers in enhancing food safety, animal welfare, and market competitiveness while contributing to sustainable growth.

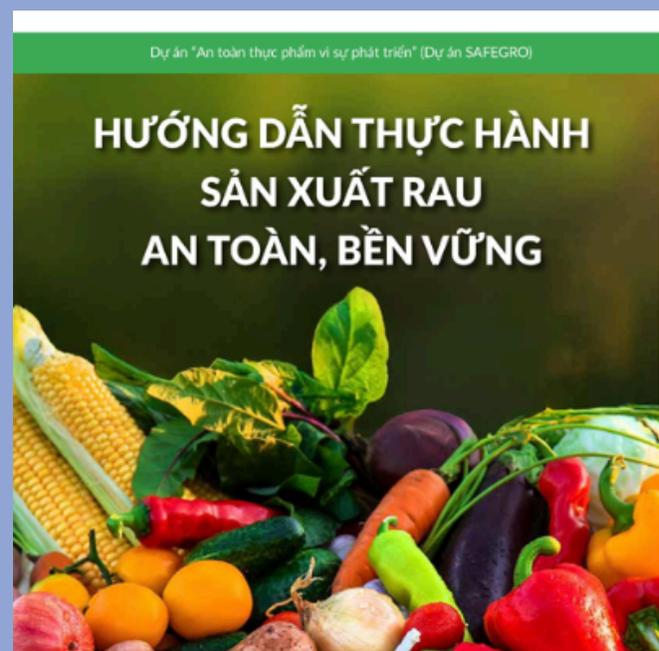
The Manual on Safe and Sustainable Vegetable Farming Practices provides step-by-step guidance on cultivation, fertilizer use, pest management, and post-harvest handling, helping farmers improve productivity, reduce environmental impact, and meet domestic and export standards.

"These two guides are not just technical manuals; they are roadmaps for transformation."
Mr. Do Thanh Lam, SAFEGRO Director

SAFEGRO Launches Practical Guides for Safe, Sustainable Vegetable Production and Pig Farming

SAFEGRO has launched two new technical manuals: Safe and Sustainable Vegetable Farming Practices and Safe and Sustainable Pig Farming Practices.

Developed in collaboration with government regulators, research institutes, agribusinesses, and local authorities, these guides aim to advance Vietnamese agriculture toward greater safety, efficiency, and international integration.



From Awareness to Action: Empowering Vietnamese Consumers for Food Safety

The collaboration between Tiền Phong Newspaper and SAFEGRO generated strong public impact, effectively “awakening public awareness” about the double standards in Vietnam’s agricultural products and fostering open dialogue on food safety.

The investigative series “The Paradox of Double Standards in Vietnamese Agricultural Products” attracted hundreds of thousands of views and became a major topic of public discussion, helping consumers better understand their right to safe food and the importance of transparency and quality standards in domestic markets.

The seminar “Improving the Quality and Food Safety of Domestic Agricultural Products – Winning the Trust of Vietnamese Consumers” brought together representatives from ministries, associations, major enterprises, and consumer protection organizations, creating a rare platform connecting policymakers, producers, and consumers. The revelation that “less than 1% of vegetables in Vietnam are VietGAP certified” became a viral topic across national media, reaching over one million people and generating tens of thousands of interactions.

The communication campaign contributed to shifting consumer behavior, empowering citizens to demand safe and clearly labeled products, while encouraging policymakers and businesses to strengthen traceability systems and promote sustainable food safety management in Vietnam.



"There's no need to talk about winning consumers over. They have no other options. But when consumers eat unsafe food, suffer from microbial contamination, or get stomachaches, who will speak up for them?."
Ms. Trần Thị Dung, Vice President and Head of the Inspection Committee of the Vietnam Consumer Protection Association



Two Training of Trainers classes on food safety: When consumers become agents of change

On an early autumn morning in Hanoi, the Sen Vang meeting room at the Women's Development Support Center buzzed with cheerful voices. More than 80 women, group leaders and members of the Thang Long Consumer Club, joined two training sessions organized by the Vietnam Consumer Protection Association (VICOPRO) under the SAFEGRO project.

Instead of formal lectures, the sessions began with a simple question: "How do we shop, cook, and store food to keep our family meals safe?" The discussion quickly became lively as participants shared their real-life experiences and concerns about daily food choices.

VICOPRO's survey found that nearly 70 percent of consumers still confuse "clean food" with "safe food." To address this, the training used a behavioral education approach, encouraging participants not only to learn but also to change habits. The course covered food safety in four key chains including fruits and vegetables, meat and milk, poultry and eggs, and seafood, along with consumer rights and responsibilities. Using visuals and real examples, the lessons helped participants understand how to check product codes, recognize VietGAP and organic labels, and make informed choices.

After two days, 80 core members were equipped to teach others. They will replicate the training in 20 classes across Hanoi, reaching more than 700 club members. Most are retired women whose daily choices influence family and community eating habits, creating a ripple effect of safer practices.

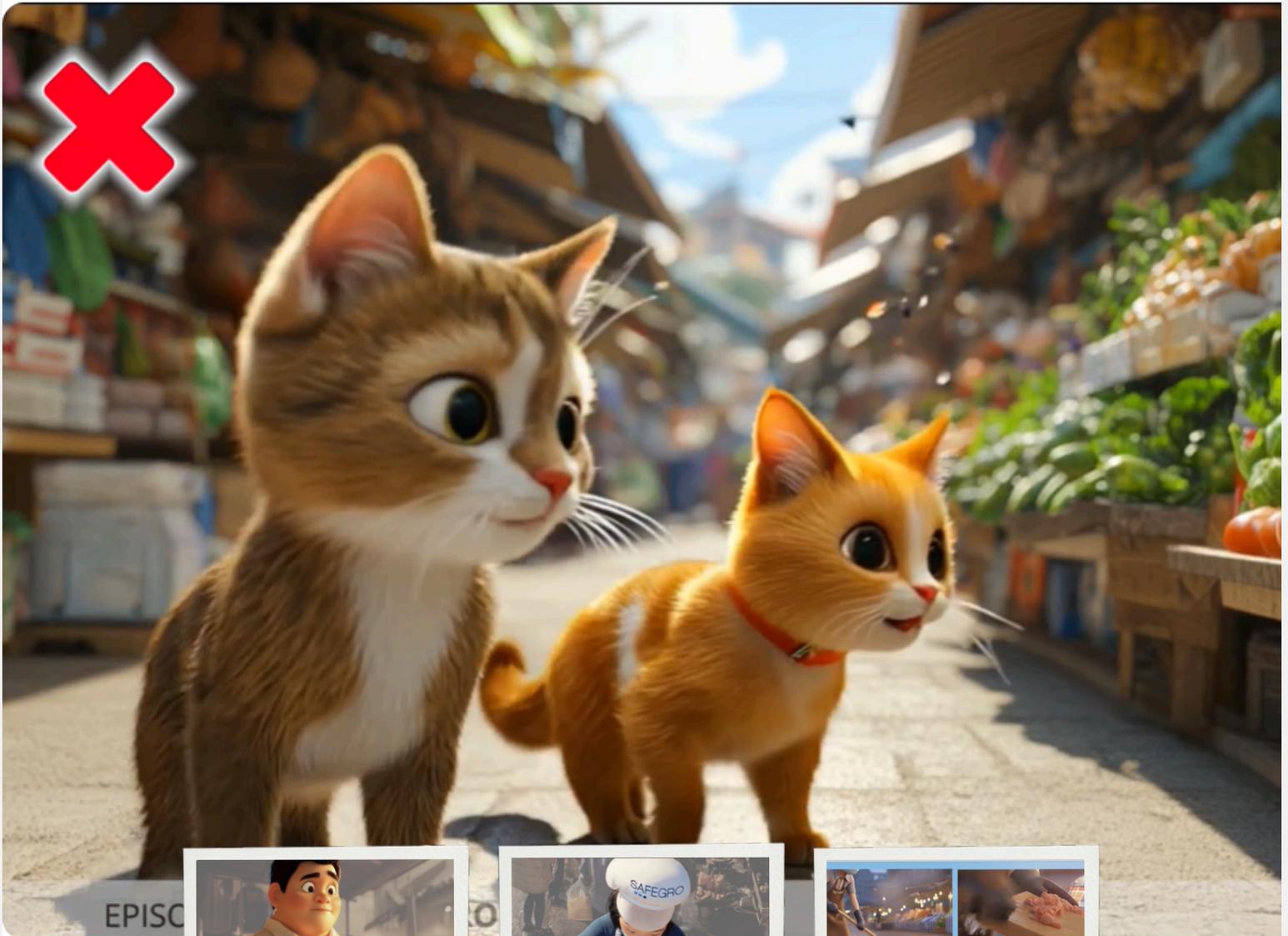
For VICOPRO, this is more than training; it is the start of a network of informed and responsible consumers who value safe, sustainable food. As the sessions ended, participants shared smiles and promised to begin their "first lesson" at home, turning knowledge into action for a healthier community.



Up-coming activities

Videos: Five short videos feature Thang Long Consumer Club members, showcasing how housewives are changing their awareness, attitudes, and behaviors in choosing, storing, and cooking safe food for their families.

Training: 20 classes



7 food safety animated videos

<https://www.youtube.com/@SAFEGRO>

This series highlights the importance of food safety and hygiene in traditional markets and at home.

Through everyday examples, it shows how small actions like washing hands properly, keeping stalls clean, handling food safely, preventing cross contamination, and controlling pests can protect our health and build trust between sellers and buyers.

Together, these episodes remind us that food safety starts with each person and creates a cleaner, safer, and more civilized market for the whole community.

BEHAVIOR CHANGE COMMUNICATION FOR SELLERS AND CONSUMERS

CHIẾN LƯỢC TRUYỀN THÔNG RỦI RO AN TOÀN THỰC PHẨM VÀ TƯƠNG TÁC BÁO CHÍ

TRAINING ON FOOD SAFETY RISK COMMUNICATION AND MEDIA ENGAGEMENT

Thành phố Hồ Chí Minh, Ngày 11 & 12 Tháng 09 năm 2025

Food Safety Department of Ho Chi Minh city
Department of Agriculture and Environment, Ha Noi
Department of Agriculture and Environment, Ho Chi Minh city

11-12, September, 2025

Empowering Government Communicators with AI Tools for Food Safety

In mid-September, the SAFEGRO Project organized a two-day training in Ho Chi Minh City to help Vietnamese government officers and communicators strengthen their skills in risk communication. Participants reviewed global principles from FAO and WHO and explored how artificial intelligence can support effective communication in food safety.



A representative from the Canadian Food Inspection Agency (CFIA) shared Canada's approach to managing misinformation and maintaining public trust. She emphasized transparent, timely, and consistent communication, citing CFIA's proactive updates during the avian influenza outbreak as an example of effective risk communication.

Trainers introduced tools such as ChatGPT, Gemini, and NotebookLM, showing how AI can assist in analyzing audiences, drafting messages, and producing content for different platforms. Participants found that AI helps save time and boost confidence, though it works best when guided by human expertise and cultural understanding.



The workshop concluded with practical lessons for Vietnam: prepare messages before crises occur, simplify technical language, use diverse communication channels, and engage trusted networks such as farmers' unions and women's groups. The event marked an important step in Vietnam-Canada cooperation, equipping officials with new tools and perspectives to protect public health in the digital age.



In mid-October, Vietnamese and Canadian food safety officials gathered in a quiet conference room in Da Nang to discuss something that rarely makes headlines but shapes how nations protect their citizens: Food Safety RISK.

They were not debating scandals or announcing new regulations. Instead, they examined how science, management, and communication can work together to prevent food safety crises before they happen.

From assessing and managing risks to communicating them clearly, it is all part of building a culture where food safety becomes a habit, not just a regulation.

BUILDING A FOOD SAFETY CULTURE: HOW VIETNAM IS LEARNING TO THINK IN TERMS OF RISK



On October 31st, 2025, SAFEGRO launched an advanced training workshop on food safety education for preschool managers and teachers in Hanoi. The activity is part of the 2025–2026 cooperation plan between SAFEGRO and 04 communes of Thanh Oai, Binh Minh, Tam Hung, and Dan Hoa (formerly under Thanh Oai District). It aims to promote the integration of food safety education into preschool programs by applying the Learning through Play approach, contributing to raising awareness and changing behaviors on food safety within the community.



WHEN “LEARNING” MEETS “PLAY”: AN EFFECTIVE APPROACH TO FOOD SAFETY EDUCATION IN EARLY CHILDHOOD

Nearly fifty preschool managers and teachers joined the SAFEGRO training workshop on teaching food safety through Learning Through Play (LTP) for 2 days. They had opportunities to use the Bloom’s Taxonomy, the SMART principles in writing learning objectives, and to apply active teaching and learning methods to design engaging lessons on food safety education more effective and meaningful. The training encouraged learners reflection, experimentation, and learning from mistakes. Through “See, Reflect, Wonder,” teachers practiced observation and self-assessment, strengthening their ability to set clear objectives, ask open ended questions, and guide children to think, act, and live safely.

