



Future of Rural E-Commerce Development for Vietnamese Organic Agriculture

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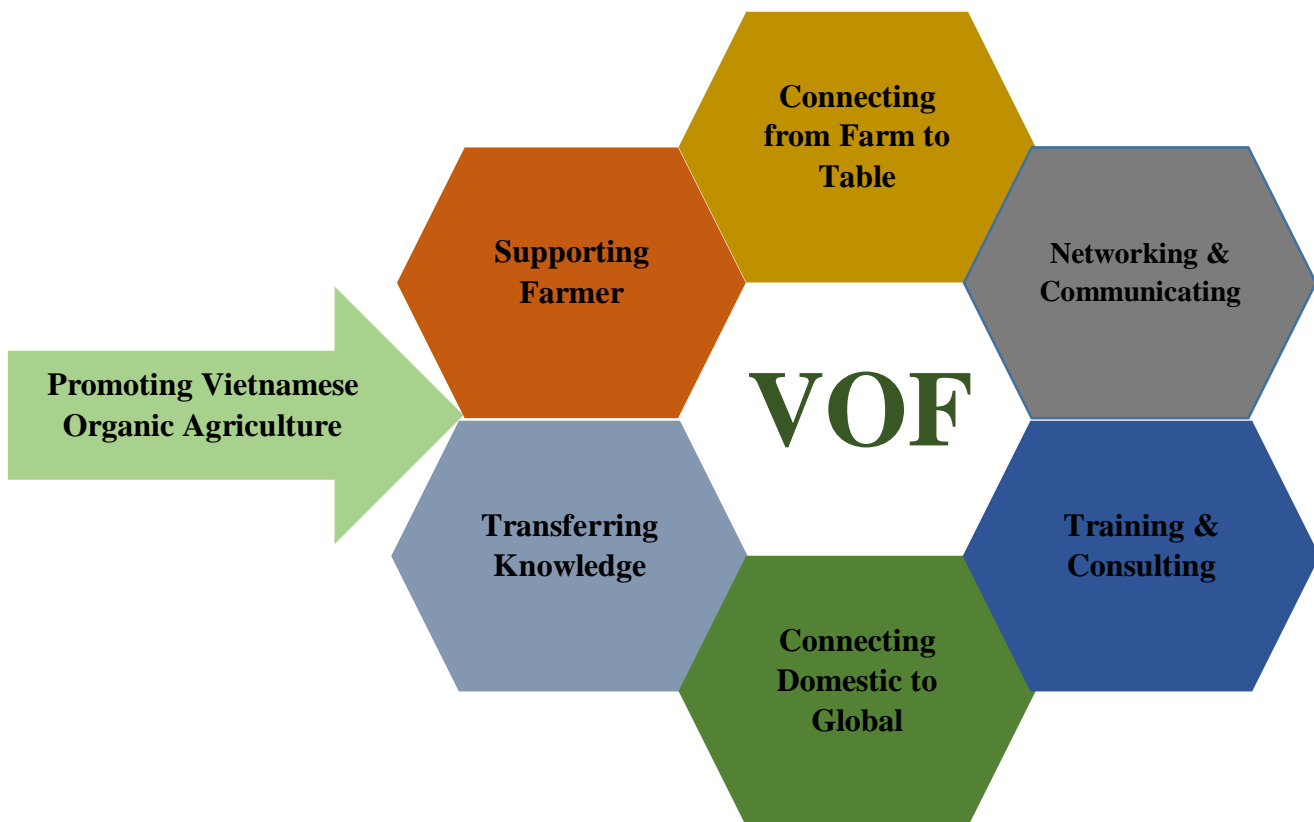
Consumers have:

- ♣ little willingness to pay more for organic products
- ♣ little information provided in general

Farmers & related stakeholders face to:

- ♣ lack of legal framework
- ♣ high investment costs
- ♣ a consequence of the orientation of conventional agriculture development
- ♣ lack of information and guidelines on how to produce, harvest, process, and organise logistics
- ♣ challenges in the occurrence of diseases, yield loss and market access

➔ Organic agriculture in Vietnam develops slowly



VOF – not only an e-Market Place to Promote Vietnamese Organic Agriculture