



ssnup

Smallholder Sustainability
Upscaling Programme

IMPROVING SUSTAINABLE AGRICULTURAL PRACTICES OF VIETNAMESE COFFEE FARMERS



Africa



Latin America



Asia



Financial services delivery



Capacity building for end beneficiaries



Market access and product development



Management systems improvement

CONTEXT

While Vietnam is the 2nd largest coffee producer in the world, it ranks just 13th in Arabica production. According to Vietnam Coffee and Cocoa Association, Vietnam exported over 150,000 tons of coffee in January 2025, generating nearly 800 million USD in revenue. Increasing global exposure, western culture, and penetration of established coffee brands are key factors driving the expansion of coffee chains in Vietnam. To respond to this demand, there is a growing need to focus on fair trade, increase incomes of certified farmers, improve the quality of life of farmer communities through the premiums and better governance practices, and promote climate adaptation in agricultural practices.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Founded in 2018, Detech Coffee has grown into one of the leading Arabica processors in northern Vietnam. The company practices and promotes intercropping Arabica coffee with macadamia, leucaena, and lumber trees. This approach not only boosts biodiversity but also significantly reduces the carbon footprint. Detech Coffee also focuses on scaling sustainable operations through certification programs, direct export models, and infrastructure investment. As a market leader in promoting sustainable agriculture, Detech Coffee is uniquely positioned to scale its impact and set the regional benchmark for responsible coffee sourcing.

OBJECTIVE OF THE PROJECT

The objective of this project is to support Detech Coffee in increasing the loyalty of its farmer base by supporting them in getting Rainforest Alliance, 4C certified and EUDR compliant.

The expected results of the project are:

- Ensure Rainforest Alliance, 4C certification and EUDR compliance of 5,000 smallholders.
- Reinforce internal control system of the organisation through the training of 24 staff.
- Train 20 staff and 10 management members on Rainforest Alliance and 4C standards.

IMPACT INVESTOR



BENEFICIARY ORGANISATION

Detech Coffee Joint Stock Company (SME)– Vietnam

TARGET

5,000 smallholder farmers

AGRICULTURAL VALUE CHAIN

Coffee

STARTING DATE

May 2025

DURATION

10 months

TOTAL TA BUDGET

€ 260,046

Including € 104,549 (40%) contribution from SSNUP



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