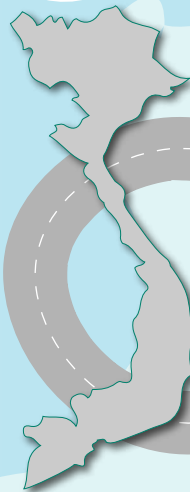




VIETNAM



Sectors



METHOD



- ☑ This case study attempts to highlight the drivers of the farmers' decision-making process, analyses the barriers and motivations of stakeholders to reduce antibiotic use (ABU), and identifies innovations to co-develop strategies to promote sustainable changes in practice

GOAL



- ☑ To co-develop with the relevant stakeholders effective strategies from existing solutions or innovations to reduce antibiotic usage in chicken production in Vietnam

KEY RESULTS



- ☑ In-depth analysis of local perspectives on ABU reduction and co-construction meetings with local stakeholders to develop practical strategies
- ☑ Implement a local intervention linked to these strategies and evaluate its results
- ☑ Evaluate the impact of the participatory process on stakeholders and their likelihood of change
- ☑ Write a policy brief on the local experience

EXPECTED IMPACTS



INDUSTRY

- ☑ A change in production with the development of a quality chicken value chain on a larger scale
- ☑ Increase production and distribution of alternative products on a national level to ensure better accessibility



FARMERS & TECHNICIANS

- ☑ Use innovations developed by other farmers and share their practices via network system (social network, cooperative)
- ☑ Reduce the vulnerability to chicken diseases and market fluctuations by producing higher quality chickens



ANIMAL HEALTH PROFESSIONALS & VETERINARIANS

- ☑ Change their sales practice, set up a community of best practices and promote it.
- ☑ Strengthen the training of farmers on the impacts of changes in their production practices



POLICYMAKERS, CONSUMERS, CITIZENS

- ☑ The strategies developed by local stakeholders will be embedded into the national strategy
- ☑ Development of a national strategy for the establishment of a AB-free value chain



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