

# Bác Tôm Stores Chain

**BÁC TÔM**  
*Chuyên Thực phẩm sạch*



# Contents

- Introduction of Bac Tom
- What makes us environmentally friendly?
- Scaling up
- Recommendations



# Introduction of Bac Tom (1)

- Brand name is sourced from “The cabin of Uncle Tom”
  - Always loyal to the host/clean products
  - Brown as the major color to remind the soil
- Founded in 2010 by an agri-chain consultant
- To promote fresh foods
- 16 stores in Ha Noi
  - Selling at the spot
  - Home delivery

# Introduction of Bac Tom (2)

- Staff and customers
  - ~ 90% are women
  - ~ 85% under 35
- Producers
  - ~ 90% are women
  - ~ 80% above 35
- Address: [www.bactom.com](http://www.bactom.com); f: raubactom;  
hotline (CEO): +84(0)912341144



# Why friendly (1)?

- Natural foods. No procurement from industrial farms
- Procure directly from farms
- 60% of veggie organic, 40% "clean"





# Chayote from Tan Lac Uplands (result of SADU project)





# Why friendly (2)?

- Working with NGOs and government
  - to empower producers and build “healthy” farms as suppliers
  - to promote friendly environment standards and practices
- Disseminating the message of sustainable agriculture
  - by trainings and workshops
  - farm tours for families and pupils

# *Veco Team visited Bac Tom*

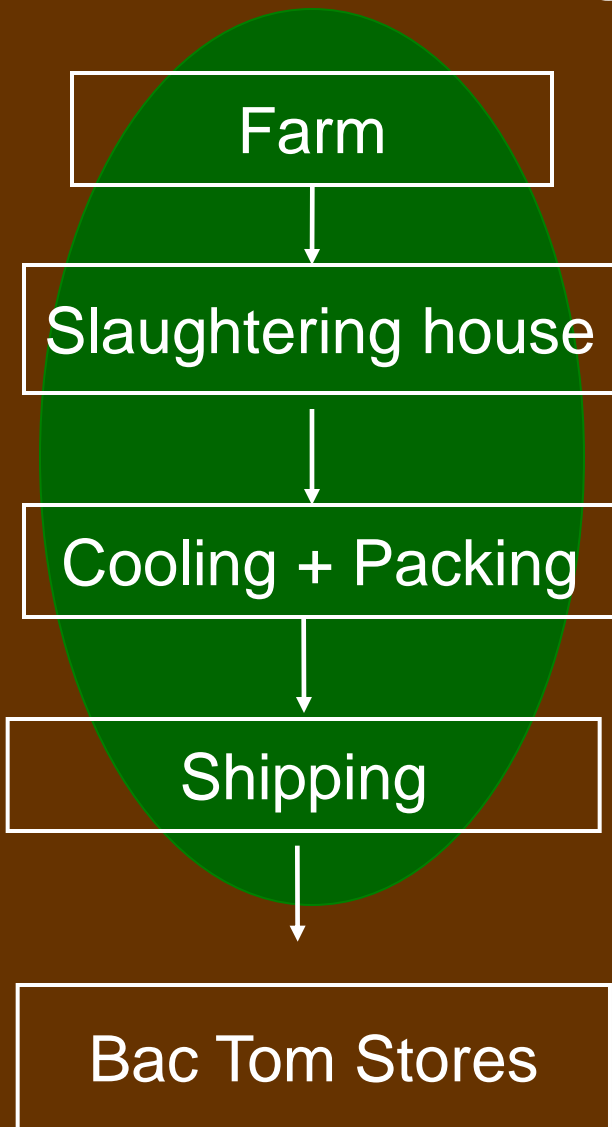




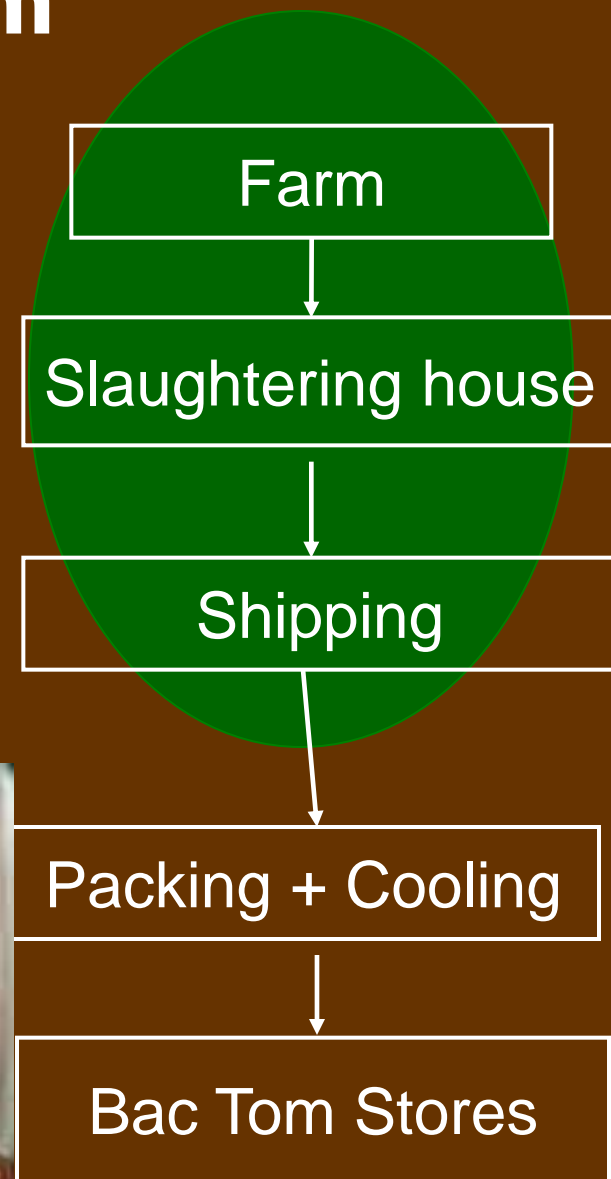
# *Shipping veggie from farm to packaging house*



# Supply chains of pork - the case of Bao Chau to Bac Tom



Which wins?



# Bao Chau pigs





# Scaling up - opportunities

- Increasing concerns of clean foods thanks to an improved media and income
- NGOs and government agencies more active in market oriented agriculture
  - farmers earn more from healthy foods
  - consumers are more aware of good suppliers
- The institutional context are being improved for small entrepreneurs

# Scaling up - challenges

- Small scale farming as majority
- No certification system for organic farming yet in Viet Nam
- Quality control and certification by government are not trusted by consumers
  - 80% consumers do not trust national certificates
- The majority in the market can not be traced
- Consumers get used to open and convenient markets

# Recommendations (1)

- Reallocation for larger concentrated areas per household
- Organic standards and certification systems should be issued
- Standards are recognized in other countries in Mekong region
- Certification bodies should be empowered to be trusted by consumers
  - Capacity building
  - Marketing



## Recommendations (2)

- Standards and certification systems for small farmers groups should be available
- More investment in promoting and marketing
- Farmers are empowered
- Disseminating the advantages of cold chains and good stores

# *Veggie farm in Luong Son*





## *Intercropped with flowers*



CÓ THÊM "HOA HỮU CƠ" BÊN NHỮNG RỪNG RAU HỮU CƠ





## Field tour to Xuân Thượng – Sóc Sơn

# BACTOM

Chuyên Thực phẩm sạch

6 Nguyễn Công Trứ | ĐT: (04) 22468 444  
11 Hoàng Văn Thái | ĐT: (04) 629 444 11  
www.bactom.com | raubactom

BACTOM  
Chuyên Thực phẩm sạch



BACTOM  
Chuyên Thực phẩm sạch  
11 Hoàng Văn Thái  
(04) 629 444 11  
090 7007 108

BACTOM  
Chuyên  
11 Ho  
(04)  
090

PGS HỮU CƠ ORGANIC  
PGS - ĐẢM BẢO THỰC SỰ HỮU CƠ

- Chỉ những sản phẩm được chứng nhận PGS mới thực sự đáng tin cậy.
- Hệ thống duy nhất tại Việt Nam hiện nay chứng nhận các sản phẩm hữu cơ cho thị trường trong nước.
- Được xây dựng dựa trên sự minh bạch, tin cậy và cũng tham gia kiểm soát của tất cả các bên liên quan.

CHÍNH SÁCH HỒ SƠ HỮU CƠ: Trưng bày và bán các sản phẩm hữu cơ theo quy định.  
www.vietnamorganic.vn

*Bac Tom  
staff*



*Come back soon with the  
photos please!*





*See you SOON!*

**BÁCTÔM**  
*Chuyên Thực phẩm sạch*

