

HARVESTING POTENTIAL



OVERVIEW

Donor



Partners



Thanh Hoa
Plant Production
and Protection
Sub-Department



Timeframe



8/2025 – 7/2028

Budget



US\$ 1,000,000

Location



Dak Lak, Gia Lai, Thanh Hoa



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The Harvesting Potential Project, the second phase of the She Feeds the World project, aims to strengthen the economic, social, and climate resilience of smallholder farming households, particularly women and ethnic minority communities. Building on the success of Phase I, CARE will scale up regenerative agriculture practices to improve soil health, biodiversity, and long-term productivity while reducing environmental impacts. Farmers will be equipped with the knowledge, skills, and resources they need to transition towards sustainable, climate-resilient livelihoods, enabling them to better withstand climate shocks and economic uncertainty. In addition, CARE and its partners will work with local and national authorities to promote the integration of sustainable models into relevant programs, while ensuring women farmers have greater access to land, finance, technology, and decision-making power. This will help address systemic barriers that limit their full participation in agricultural value chains. Through multi-stakeholder collaboration, climate-smart agriculture, and women's economic empowerment, the Harvesting Potential project will contribute to lasting, systemic change in Vietnam's food systems.

OBJECTIVE

STRENGTHEN THE SOCIO-ECONOMIC POSITION AND CLIMATE RESILIENCE OF SMALLHOLDER FARMING HOUSEHOLDS, PARTICULARLY WOMEN.

- **Productive Agriculture:** Strengthen farmers' production capacity and ability to adapt to climate change.
- **Inclusive Value Chains:** Improve smallholder farmers' access to productive inputs and equitable market opportunities.
- **Scaling Impact:** Develop, document, and share effective regenerative agriculture models for integration into government programs, amplifying impact and promoting sustainability.

PROJECT ACTIVITIES



PRODUCTIVE AGRICULTURE

- Conduct trainings on regenerative agriculture and sustainable production through Farmer Field and Business Schools (FFBS).
- Establish demonstration models to promote the adoption of regenerative agriculture practices.
- Organize farmer-to-farmer learning visits, study tours, and experience-sharing activities.
- Promote gender equality, nutrition, and women's leadership through community-led initiatives.



SCALING IMPACT

- Support research and innovation in the food and agriculture sector.
- Organize annual forums and technical workshops.
- Document and disseminate good practices to promote their scaling and integration into development programs.



INCLUSIVE VALUE CHAINS

- Establish production and marketing groups to strengthen linkages and market access, while improving financial literacy and business skills.
- Pilot financial linkage models to strengthen farmers' production capacity and ability to respond to climate change.
- Promote the use of climate-adaptive digital technologies in agricultural production and management.
- Facilitate market linkages between farming households, businesses, and technology providers.
- Support community initiatives, young entrepreneurs, and circular economy models in agriculture.

PARTICIPANTS



Direct:

13,600 smallholder farming households



Indirect:

73,400 community members

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