



# Project Final <sup>1</sup> (2019)

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Project Reference Number: **CRRP2018-10SY Nguyen Van**

Project Title: Consumer perception of food safety risk in Southeast Asia:  
Evidence from Laos, Cambodia, and Vietnam

CRRP2018-10SY Nguyen Van

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<sup>1</sup> Remarks: Project progress report is required for all continuing multi-year projects, in lieu of the final project report. For completed projects, the APN Secretariat will provide a project review questionnaire (PRQ) before the official closure of the project contract.

## 1. Project information

### 1.1 Project duration

The project was started in August 2018 and was expected to finish in August 2019. However, due to some external factors the project has been delayed for 4 months. The project finishes in December 2019.

### 1.2 Funding, collaborators and key organizations involved

Besides APN, 6 organizations are involved in this project. The name of these organizations and their contribution is presented in Table 1.

**Table 1: Organizations involved and funding sources**

Organizations involved	Total funding (USD)	Type of contribution
APN	41,250.00	Monetary
Banking University, Ho Chi Minh city, Vietnam	5,000.00	In kind
Vietnam National University of Agriculture	5,000.00	In kind
Vietnam Ministry of Health	5,000.00	In kind
National University of Laos	5,000.00	In kind
Provincial Department of Agriculture Forestries and Fisheries Siem Reap, Cambodia	5,000.00	In kind
Mean Chey University, Cambodia	5,000.00	In kind

## 2. Project summary

Please summarize the original goals and objectives of the project and what has been achieved in relation to these (200 words)

This research project is twofold. First, the project investigates the determinant of perception of food safety risk of vegetables in Lao, Cambodia, and Vietnam. Second, it examines the effect of risk perception and other factors on the willingness to pay for organic vegetables in the three countries.

These two objectives have been achieved. Based on the data from our survey of 1999 consumers in Lao, Cambodia, and Vietnam, we found that risk perception of vegetables was influenced by gender, perceived knowledge, perceived consequences of hazards, risk information acquisition, perceived importance of vegetables, trust in institutions and the presence of homegrown vegetables. Willingness to pay for organic vegetables was determined by the country, the region of residence, family income, risk perception of

conventional vegetables, trust in organic labels, organic purchase frequency, and perception about the safety of organic vegetables.

Please indicate the project's current status:

- Complete
- Proceeding according to work plan and logical framework matrix
- Ahead of schedule
- Behind schedule
- Proceeding with some modifications (Please specify):

## 2.1 Achievements

We have gained many achievements through this project. The first achievement is the establishment and the development of a multidisciplinary research team from Lao, Cambodia, and Vietnam. The team has maintained a good collaboration during the project. The research and teamwork skills of all members have been enhanced. We strongly believe that with the experiences gained from this project, the team is able to apply for more research grants of our interest in the future.

The second achievement of the team is deliverable project outcomes. These include one article submitted to the APN bulletin already, two papers to be submitted to journals in 2020, and a high quality dataset that contains 1999 observations.

The third achievement is related to practical contributions. After all proposed papers are completed, we will send a summary of the research findings to the related ministries in Lao, Cambodia and Vietnam.

## 3. Project activities

### 3.1 Activities completed

We have completed the activities below:

- A survey of 1999 consumers including includes 571 Vietnamese, 328 Laotians, and 300 Cambodians. This sample size is larger than our primary aim (1100 respondents).
- 12 focus group discussions have been facilitated with the involvement of about 80-90 respondents
- Data entry and data analysis of the consumer survey and group discussions
- A manuscript submitted to the APN bulletin

### 3.2 Adjustments or changes to the timeline of activities (if any)

As mentioned previously, the project has been 4 months behind the schedule due to some factors that are beyond our control. First, one of the team members moved to the US so we had to recruit a new member from Cambodia. It took us 2 months to recruit a suitable

researcher. Second, the funding was transferred to the Banking University late (14<sup>th</sup>, November 2019). Third, the Tet holiday in Vietnam lasted for over one month together with an ineffective admin process in the Banking University made it impossible for us to withdraw money from the University before March 2019. Subsequently, our fieldtrip was conducted late.

### **3.3 Challenges or issues**

We have faced several changes and challenges that are previously mentioned in section 3.2 above. In order to handle those challenges, we have worked together to find out solutions. For example, we have discussed together how to speed up the fieldtrip. The solution given was recruiting local researchers to conduct the survey in the selected provinces.

## **4. List of project deliverables to date**

Completed project products include:

- An article submitted to the APN bulletin;
- A final report;
- A cross-country dataset that contains 1199 observations from Lao, Cambodia, and Vietnam.

We are willing to provide APN this dataset after we publish all expected manuscripts. It is risky for us if the dataset is not kept confidential before we publish papers. If we provide this dataset now, other researchers can access and use this dataset to produce their publications and we will be unable to publish.

## **5. List of pending project deliverables**

We are now working on 2 manuscripts below:

1. Willingness to pay for organic vegetables in Lao, Cambodia, and Vietnam: A cross country analysis;
2. Determinants of food safety risk perception in Southeast Asia.

Based on our experiences in publishing and the research results that are promising, we expect that these two manuscripts will be completed in May 2020 and ready to submit to high ranking journals in June 2020. Our target journals are Food policy, Food control, or British Food journal.

## **6. Future directions**

This is the first cross country study in Asia on the topic of food safety risk perception and willingness to pay for organic foods. By doing so, the project contributes to the existing knowledge on the topics above.

A summary of research findings will be disseminated in related ministries in the countries involved. We also will disseminate the research findings through our journal articles and social media (Facebook). We expect that through these activities we can cause an impact on science and policy.

The project has an impact on the professional development of 8 early career researchers involved in the projects. Participating in a wide range of activities in this project, their knowledge, research skills and teamwork have been improved. Moreover, after the project completion, the team is still cooperating well in writing publications and will apply for research grants of interest.

## **Acknowledgement**

We highly acknowledge the financial support of APN in this project. We also appreciate the in-kind support to our project from the institutions below:

- Banking University, Ho Chi Minh city, Vietnam
- Vietnam National University of Agriculture
- Vietnam Ministry of Health
- National University of Laos
- Provincial Department of Agriculture Forestries and Fisheries Siem Reap, Cambodia
- Mean Chey University, Cambodia

## **Appendices**

- Papers to be submitted to the APN bulletin
- List of young scientists involved in the project. Include their name, institution and contact details.

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**LIST OF 8 EARLY CAREER RESEARCHERS INVOLVED**

Researchers' name	Institution	Email
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