



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



LOW CARBON WINNER 2014

Together with local farmers, Elegance Company Ltd. has developed a zero-waste and closed-loop agricultural system that increases agricultural yields substantially. A demonstration farm in the area will serve to showcase the system and to provide consultancy to farmers interested in adopting it.



Elegance Company: I-Nature, Vietnam

BUSINESS MODEL

The enterprise promotes organic agriculture at a model farm and provides paid consultancy to farmers regarding sustainable farm design and development of new technologies, connecting farmers and customers. Its system closes agricultural production circles, with technologies reducing the reliance on chemical inputs.

The closed-loop, zero-waste agricultural system builds on technologies such as solar energy and biomass, organic cultivation and breeding, on-site production of fertiliser and feed, organic disease prevention practices and post-harvest preservation technologies.

ENTERPRISE FAST FACTS

Location	Bai Vi
Year founded	2011
Sector	Agriculture (incl. aquaculture)
Product/Service	Sustainable farming model

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Social impacts:

- Creating full-time employment for three farmers on the model farm.
- Providing rural farmers with access to training and capacity building opportunities.
- Making organic and sustainable produce available for 125 families.
- Reducing communities' vulnerability to natural disasters such as floods and droughts.

Environmental impacts:

- Removing chemical farming inputs such as pesticides and fertilisers by using organic substitutes and mimicking natural processes. This will improve soil fertility and water and air quality.
- Establishing a multi-species agricultural system, increasing ecosystem resilience.

Economic impacts:

- Providing a profit of USD 235 per week for a farmer household due to organic farm produce fetching higher selling prices than non-organic.
- Increasing the profit per square meter as the enterprise's model produces higher yields.

” The system provides more profit per square metre by increasing both the yield and selling price of the products. This economic benefit ripples through the community.

Scaling up activities:

- Increase yields of organic products by further implementing the model, and encourage 15 new farms in the Bai Vi area to adopt the farm model and its practices.
- Respond to consumer demand by developing and launching processed food products, including processed vegetables, such as pickles, moringa and processed meats such as pork pie, shredded pork and pâté.
- Invest in services to increase customers' satisfaction and improve the customer care and quality control system, including through the use of cameras and internet to connect farm and customers and equipment to test product quality.
- Improve the technological systems at the farm to ensure enough system redundancies exist to maintain the equilibrium during or after environmental shocks like droughts, floods or storms.



” The village of Ba Vi would become known as the first organic village of Vietnam to fulfil the current high demand for truly safe and organic products.



Partnership

- The **Elegance Company Ltd. for Research & Development, Manufacturing and Services** uses its farming model to create long-term links between producers and consumers who are seeking healthy products.
- The **Centre for Creativity and Sustainability Study and Consultancy (CSS)** is a non-profit organisation whose experts have vast experience with sustainable agricultural production. They provide training and advice on the adoption of zero-waste and closed-loop farming technologies.
- The **Asian Institute of Technology in Vietnam (AIT-VN)**, a research institution, is a supporting partner with experience in zero-waste farming technology development. It provides technological assistance to the enterprise and its farmers.



Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

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About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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