



Data Transformation in
Agriculture: Sierra
Leone's Opportunity to
Grow its Largest Sector

Content

Forward	01
Current State	02
Gap Analysis	06
Risk Mitigation	11
Case Study of Agriculture Growth: Vietnam	12
Conclusion	17
Authors	18
References	19

Foreward

This white paper, *Data Transformation in Agriculture: Sierra Leone's Opportunity to Grow its Largest Sector* reflects our dedication to collaboration in order to navigate the complexities and opportunities that lie ahead.

In today's rapidly evolving business landscape, the ability to harness the power of data and emerging technologies is a necessity for sustainable growth and development in agriculture.

At Hiedberg, we focus on empowering stakeholders to leverage these technologies effectively. This white paper, **Data Transformation in Agriculture: Sierra Leone's Opportunity to Grow its Largest Sector**, reflects our dedication to collaboration in order to navigate the complexities and opportunities that lie ahead.

We have compiled this white paper to provide you with actionable insights and strategies that can apply to your own operations. Whether you are looking to optimize productivity, enhance the farmer experience, or explore new market opportunities, we believe this document will serve as a valuable resource.

Thank you for taking the time to explore our findings. We look forward to the possibility of partnering with you on your journey towards innovation and success.

Best Regards,

Miriam MacCarthy

CEO, Hiedberg



Current State

Sierra Leone is positioned to transform its agricultural sector. Currently, 60% of the population works in this sector and 58% of its land is used for agriculture

Sierra Leone is positioned to transform its agricultural sector. Currently, 60% of the population works in this sector and 58% of its land is used for agriculture. ¹Agriculture comprises 50%² of the country's GDP. Sierra Leone's main crops are rice, cassava, palm oil, cocoa beans, and coffee.

However, farmers lack the tools, fertilizers, pesticides, technology, and resources to be optimally productive and fully utilized. Subsistence farming is dominant, but there are few commercial players focused on biofuels and energy. Although the majority of Sierra Leoneans are farmers, 80% ³ of consumed food is still imported. There is a clear gap but also a great opportunity to support farmers in creating a robust, sustainable, and thriving industry.

The Sierra Leonean government has worked and is currently working on vast initiatives that will create opportunities for growth in agriculture. The government continues to engage FDIs for investments to support commercial farms, training local farmers on best practices for increased productivity as well as providing capital for investment in tools and tech that can support their farming operations.

Two examples of these initiatives are:



The government rents out tractors at a daily rate to farmers to help them **increase their productivity without taking on debt.**



The government provides a fertilizer subsidy to farmers. The private sector imports fertilizer and distributes it to registered farmers country-wide. While the farmer pays the fertilizer dealer, they pay a discounted price, and the government pays the fertilizer dealer the difference.

Through the farmer's unique identification number and a serialized fertilizer product, the government can track farm productivity, usage/ effectiveness of the fertilizer, and the farmer who purchased it.

The government also plans on providing "social incentives" such as infrastructure, community centers, and schools.

Key projects that are completed and/or

currently underway are:

The Agricultural Value Chain Development Project

The goal of this project is three-fold:

-  Climate-resilient and smart agricultural production;

-  Agricultural market development;

-  Project coordination and management.

The overall aim is to increase connectivity between suppliers and market demand. This project entails:

1. Supporting subsistence farmers with grants, community, training, and resources in order to support growth initiatives.
2. Creating a facilitator to speak on behalf of the farmers during negotiations.
3. Increasing infrastructure to facilitate easier trader logistics within the country.

<https://www.fao.org/4/aq167e/aq167e.pdf>

<https://www.trade.gov/country-commercial-guides/sierra-leone-agriculture-sector>

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Salone Access to Finance

The project's objective is to support farmers and increase overall productivity for Sierra Leone's largest sector. This initiative is part of Sierra Leone's broader plan for financial inclusivity and the digitization of banking and capital flows. Although not explicitly focused on the agriculture sector, because most of the population does farm and may not have access to some resources, tools, and training available to city dwellers, the impact of this project will have a major effect on the sector.

This project is broken into four sections:

- > **Investment**
- > **Insurance**
- > **Digitalization**
- > **Business Environment**

Post - Dakar Summit: Presidential Delivery Council

The Sierra Leonean government raised \$50 million from the OPEC Fund for Agriculture and Energy. In order to achieve its overarching goals, the government needs capital to support the changes needed to successfully grow this sector. Following the fundraiser, the government issued a key strategic partnership with rice importers.

Although rice grows in Sierra Leone, most rice consumption comes from imported rice. Instead of making imports the enemy, Sierra Leone's government partnered with importers to ensure they were part of the rice production value chain. If a private sector entity wants to import rice, they also have to take part in the expensive, but necessary stages of local rice production: processing and bagging.

This partnership, although recent, has helped local food consumption increase to 25%. Sierra Leone's government has also invested heavily into both women and the youth. The government recognizes the value in engaging all demographics of the population in building up the agriculture sector. The key initiatives the government offers are:

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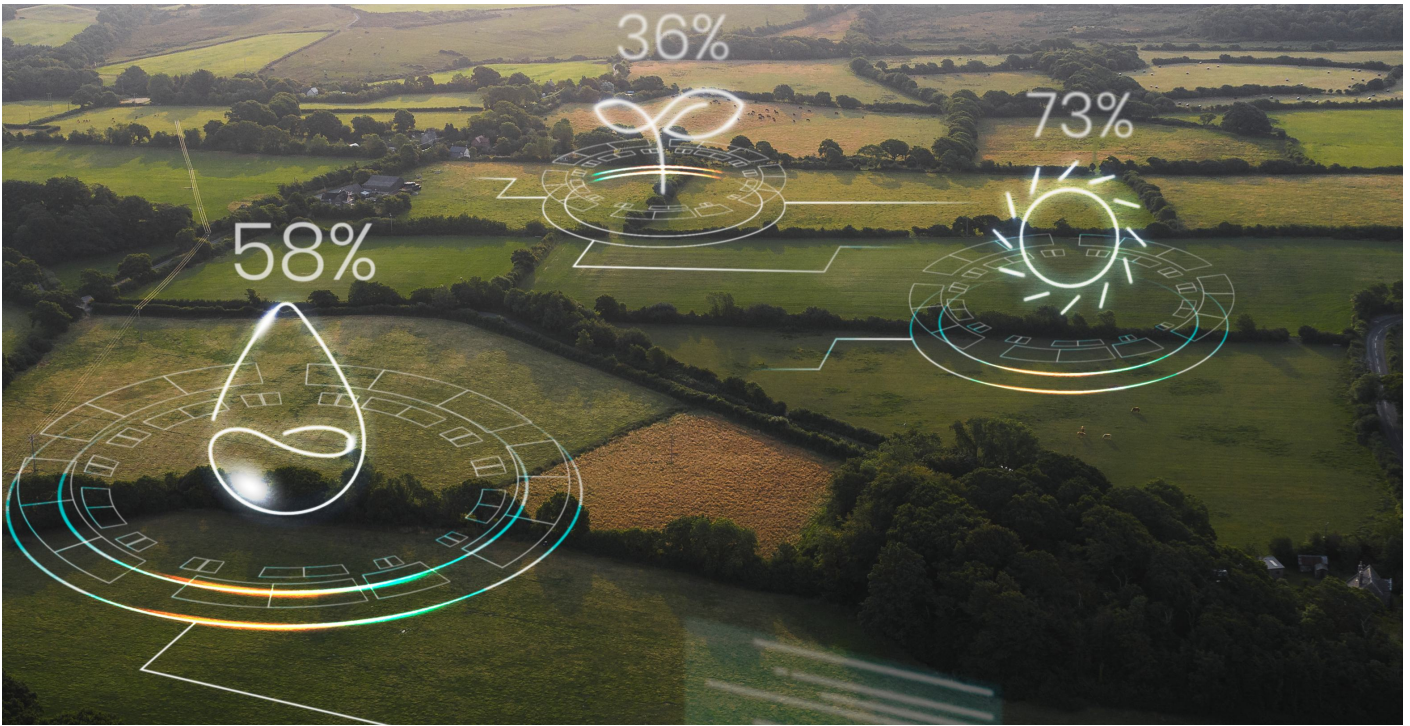
Smallholder Commercialization and Agribusiness Development Project (SCADeP)

One of the Ministry of Agriculture's current schemes is SCADeP. The goal of this initiative is to provide linkages between smallholder farmers and agribusiness. This project focuses on three key objectives:

- > **Rice Production**
- > **Palm Oil production**
- > **Marketplace linkages**

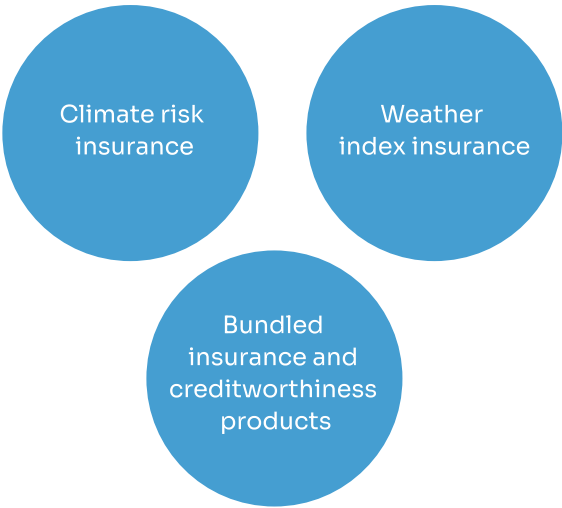
The government seeks to increase capacity and productivity in agriculture but also wants to focus on monitoring and evaluation. Consistency and longevity are important in measuring the success of the project.

- > **Training and workshops**
- > **Matching grants for youth interested in farming or any other aspects of the agriculture value chain**
- > **Matching grants for women-owned businesses within the agriculture value chain**
- > **An innovation challenge focused on AgTech (Agriculture Technology) with a one thousand dollar grand prize**



Connecting farmers to insurance schemes has become a high level priority. However, one opportunity remains underdeveloped: insurance products specifically for agricultural and climate risk. Ensuring insurance companies are provided with data will allow them to create products in line with farmers' needs.

Desired products include:



However, collaboration amongst on the ground stakeholders is necessary in order to ensure clean and accurate data for the mentioned products. Data needed for production includes:

- 1 **Weather data for insurance production**
- 2 **Compiled natural disaster data & analysis**
- 3 **Processes and metrics for farmer creditworthiness tied to insurance schemes**
- 4 **Data on distribution channels**



Gap Analysis

Data will help bridge the gap in the growing insurance sector by creating opportunities to create products geared toward smallholder farmers and cooperatives.

With Hiedberg's assistance, Sierra Leone can build the infrastructure to support, collect, mine, and visualize data in order to create a more robust decision-making process. With data, the Ministry of Agriculture will make strides towards increasing sustainable farming cooperatives and increase the number of commercial farms.

By having access to the current productivity levels, number, number resources per farm, prevalent crops growing around the country, and time to market, the Ministry of Agriculture will make better decisions to support smallholder farmers optimize or even consolidate their farms. They will also be able to decide on what crop these farms will specialize in.

There will also be more data that can be used in planning and budgeting for commercial farms and how/if to incorporate Agro-inputs into the mix of exports. Data will also help the ministry optimize the marketplace and work with other government entities to improve infrastructure for intra-country trade as well as facilitate trade outside of Sierra Leone. Data will help bridge the gap in the growing insurance sector by creating opportunities to create products geared toward smallholder farmers and cooperatives.

Data Collection and Aggregation

The foundation of the project lies in the collection and aggregation of comprehensive data sets. These data sets encompass a wide range of information, including crop yield data, soil quality, weather patterns, and farmer motivations. We will work closely with farmers, cooperatives, and other relevant stakeholders to access and consolidate these data sources.

Crop Yield Data

This critical component provides insights into the productivity of different agricultural regions, gathering accurate and real-time data. It includes metric data on crop yields, planting and harvesting times, and crop types, allowing us to understand peak seasons and potential issues affecting yields. We will work with agricultural agencies to access data directly from farm records and any relevant agricultural monitoring systems to get a granular view of crop production, including region-specific productivity, peak farming periods, and crop types used.

Demographic Data

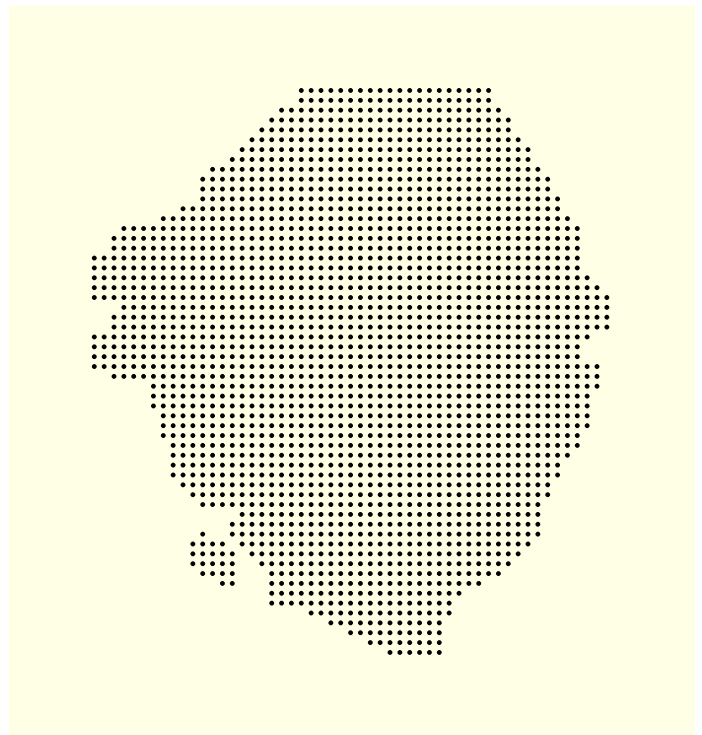
Understanding the demographics of farmers and agricultural workers is pivotal to the needs of the project. Data on age, gender, income levels, and farming preferences will be analyzed. Our approach will employ data enrichment techniques by merging data from multiple sources (as available) to build a comprehensive profile of farmers.

Weather Patterns

Mapping the weather patterns and their impact on agriculture will offer insights into the efficiency of farming practices and crop resilience. Data collected from multiple sources will enable the mapping of weather and identify critical periods for farming activities.

Motivational Data

This data on reasons for choosing one farming method over another will help plan strategies to support farmers and enhance their productivity. To uncover the motivations behind agricultural practices and choices, we will implement surveys, interviews, and sentiment analysis of social media conversations. This comprehensive approach will capture both explicit and implicit motivations, offering valuable insights into farmer behavior.



TASK	KPI
<p>Data Parameters and Scope</p> <p>Description: Determine the forms of data to be used, collection methods, and set procedures for collection.</p>	<p>Comprehensive list of data sources and types to be analyzed. Establish data collection methods.</p>
<p>Data Audit and Assessment</p> <p>Description: Audit the existing data and assess its quality, completeness, and consistency specifically focused on web/mobile apps, machines, transactions, and social media.</p>	<p>Completed audit report with recommendations for data optimization and standardization.</p>
<p>Data Optimization and Preprocessing</p> <p>Description: Optimize the data by removing duplicates, filling in missing values, and correcting errors. Ensure the data is clean and ready for analysis.</p>	<p>Optimized data that is clean, complete, and accurate.</p>
<p>Data Standardization</p> <p>Description: Standardize the data by using consistent naming conventions, formats, and units. We will segment and employ descriptive analytics which will help create a snapshot of current conditions such as crop yield patterns, demographics, and farming behaviors.</p>	<p>Standardized data that is consistent and easy to understand.</p>
<p>Data Consolidation</p> <p>Description: Consolidate the data by combining multiple data sources and eliminating redundancies.</p>	<p>Consolidated data that is streamlined and efficient.</p>
<p>Data Modeling</p> <p>Description: Build a data model to support the analytics with an element of training to recognize patterns and themes.</p>	<p>Data model that supports the requirements of the analytics.</p>
<p>Data Validation</p> <p>Description: Validate the data model by testing it with sample data and ensuring that it meets the requirements.</p>	<p>Validated data model that meets the requirements of the analytics. Successfully tested a sample of the data and achieved satisfactory results that meet the project objectives.</p>



Visualization and Reporting

We will employ data visualization techniques to create easy-to-understand reports and dashboards

Data insights are most impactful when presented clearly and intuitively. We will employ data visualization techniques to create easy-to-understand reports and dashboards. Visualization tools will allow stakeholders to interact with the data, exploring different aspects and scenarios. All reports will be tailored to address the specific goals of the project, including:



Farmer Access Optimization

Flowcharts and simulations will be created to model farming activities within the regions and identify bottlenecks or areas for improvement.

These visualizations can support optimizing farm layouts and resource allocation around the agricultural areas.



Optimized Agricultural Practices

Visualizations will include heat maps that illustrate crop productivity during different times of the year, allowing agricultural agencies to identify areas for improvements.

Custom real-time dashboards will provide insights into crop yields within the regions and the parameters of specific agricultural areas.



Commercialization Strategies

Visualization tools will depict commercial activities and farmer foot traffic in the agricultural areas.

Data-driven recommendations will be presented to attract events and stakeholders based on historical data and projected agricultural activities.



Data-driven Strategy

Visual representations will outline data-driven agricultural plans for the agencies.

These plans will incorporate crop yield data, demographic insights, and weather patterns to guide agricultural development decisions.



Climate Risks

Visual representations will be developed to illustrate climate risks such as floods, droughts, and other extreme weather events. These visual tools will highlight potential effects on agricultural regions, identifying vulnerable areas and informing strategies for mitigation and adaptation.

By clearly illustrating these risks, stakeholders can better understand and prepare for the effects of climate change on agriculture, optimizing farming practices and resource allocation to enhance resilience.



Insights Generation

The goal of data analysis is to generate actionable insights to drive decision-making, inform strategies, and guide the transformation of the agricultural system. Our approach to insights generation involves the following steps:

Segmentation Analysis: We will segment farmers and agricultural activities based on various criteria, such as demographics, farming behavior, and motivations. This segmentation will help tailor strategies to specific farmer groups. For instance, we will identify segments of occasional farmers, daily agricultural workers, and commercial farmers.

Pattern Recognition: We will identify patterns and trends within the data, such as peak farming times, seasonal variations, and the impact of events or promotions on crop yields. Recognizing patterns will allow us to optimize farming activities during peak seasons and plan targeted campaigns.

Correlation Analysis: We will explore the relationships between different variables to uncover correlations. For example, we may investigate the correlation between soil quality improvements and crop yield growth. This analysis will help us identify factors that influence agricultural productivity.

Predictive Insights: Predictive models will provide insights into future agricultural trends and the potential impact of various interventions. This will allow stakeholders to make proactive decisions. We will create predictive models to forecast crop yields under different scenarios, such as soil enhancements or promotional campaigns.

Risk Mitigation

Risk	Solution	Risk Level	Category
Failure in project coordination is a risk especially within nonstate actors and private agribusiness	Develop and implement standardized project management processes and systems that align with the financing agreement and relevant IFAD legal documents	Medium	Operational
Inaccuracy/not complete data collected	Establish data validation checks and processes to ensure the accuracy and completeness of collected data	High	Technical/ Operational
Buy-in from other data vendors to share data	Create formal agreements outline the benefits, terms, and conditions of data sharing to ensure mutual understanding and commitment	Medium	Operational
Migration might not meet legal requirements	Follow regulations carefully and consult experts to ensure compliance	High	Compliance
Data security breaches during migration Sensitive Insurance data may be exposed during migration Leading to security breaches	Implement encryption, secure access controls, and regular security audits to protect data during migration	High	Security
Difficulty in integrating migrated data with existing insurance systems could affect functionality	Conduct thorough testing and validation of data integration processes to ensure compatibility and functionality	Medium	Technical
Analytics involving personal data may lead to privacy concerns and potential breaches	Adhere to data privacy regulations and use anonymization techniques to protect individual data during analyst	High	Analytical
Analytics outcomes may not align with business objectives or strategic goals	Regularly review and align analytics projects with business objectives and involve stakeholders to ensure alignment and relevance	Medium	Analytical / Operational
Predictive models may be overfitted to historical data, leading to poor performance on new data	Use cross-validation techniques and regularly update models with new data to maintain relevance and accuracy	Medium	Analytical



Case Study of Agriculture Growth: Vietnam

To maintain Vietnam's agriculture's long-term resilience and competitiveness, the government and stakeholders are aggressively tackling issues such as climate change, water scarcity, and the need for sustainable farming practices.

Southeast Asia is well-known for its varied and fruitful agricultural industry, which is vital to the economy of many of the region's member states. Southeast Asia's agriculture has a wide range of crops, with a focus on rice, rubber, palm oil, and other varieties of fruits and vegetables. Among the countries in Southeast Asia, Vietnam stands out as a top producer of agricultural goods, with a sector that makes a substantial economic contribution.

Vietnam is currently the second-largest rice exporter in the world. Its agricultural industry has grown rapidly in recent years due to advances in productivity and the export of high-value goods like rice, coffee, and seafood. To maintain Vietnam's agriculture's long-term resilience and competitiveness, the government and stakeholders are aggressively tackling issues such as climate change, water scarcity, and the need for sustainable farming practices.

Background

Vietnam's agricultural sector faces challenges such as climate change, water scarcity, and soil degradation. The government has implemented initiatives to promote sustainable agriculture practices, increase irrigation efficiency, and enhance rural livelihoods.

Vietnam's agricultural history dates back over 4,000 years, with rice production being a pillar of the economy. As the world's second-largest exporter of rice, it accounts for over 20% of global exports. Other major crops include coffee, rubber, sugarcane, and various fruits and vegetables.

The country's agricultural sector has undergone significant transformations in recent years. The government economic reforms, known as Doi Moi, introduced market-oriented policies, leading to increased productivity and exports. Vietnam has also become a major player in global agricultural trade, with key markets including China, Japan, and the United States.

According to the Vietnam Briefing from Dezan Shira and Associates, in 2022, Vietnam's agricultural sector experienced

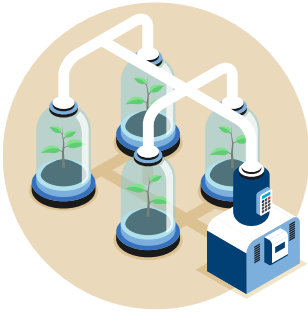
its highest growth in recent years reaching 3.36%; a total of 2.88% in farming, 4.43% in fishing, and 6.13% in forestry were included in the statistics. The industry as a whole saw export revenue of more than \$53.22 billion USD. Vietnam presently exports a wide variety of agricultural goods worldwide.

Despite its successes, Vietnam's agricultural sector faces challenges such as climate change, water scarcity, and soil degradation. The government has implemented initiatives to promote sustainable agriculture practices, increase irrigation efficiency, and enhance rural livelihoods. Overall, Vietnam's agricultural sector is a vital component of the country's economy and food security, with opportunities for growth and development in the face of challenges



Government Initiatives

The Vietnamese government has implemented several initiatives to develop the country's agricultural sector. These initiatives have contributed to the growth and development of Vietnam's agricultural sector, making it a leading exporter of agricultural products. Some of these initiatives include:



Vietnam's Strategy for Sustainable Agriculture and Rural Development (2021-2030, with a vision to 2050)

aims to transform the country into a leading agricultural nation with a modern, efficient, and environmentally friendly agricultural product processing industry.

The strategy focuses on sustainable domestic agricultural products, green technology, and minimal environmental pressure, targeting GDP growth, increased export values, and improved socio-economic growth. It also prioritizes environmental protection, climate resilience, and green agriculture, with specific measures including research, conservation, eco-villages, climate risk assessment, adaptation, and mitigation solutions, emphasizing sustainable development, reduced environmental pressure, and increased climate resilience.

Another government initiative is the **Doi Moi (Renovation)**. This is a significant economic reform program initiated in Vietnam in 1986. It aimed to transition the country from a centrally planned economy to a socialist-oriented market economy. The Doi Moi reforms had a significant impact on Vietnam's agricultural sector, including:



- **Decollectivization of agricultural land**, allowing farmers to work on their own plots
- **Introduction of market-oriented mechanisms**, enabling farmers to sell their products at market prices
- **Encouragement of private enterprise in agriculture**, leading to increased investment and innovation
- **Development of new crops and farming techniques**, improving productivity and efficiency
- **Increased focus on export-oriented agriculture**, leading to growth in agricultural exports

These changes helped to increase agricultural productivity and output, improve farmers' incomes and living standards and reduce poverty in rural areas. Today, the legacy of Doi Moi continues to shape Vietnam's agricultural sector, with ongoing efforts to:



Enhance competitiveness and sustainability in agriculture,



Improve value chain linkage and market access for farmers,



Promote high-tech agriculture and digitization,



Address environmental; and social challenges such as climate change and labor rights.

Private Sector and Foreign Investment

Private sector and foreign investors have played a significant role in transforming Vietnam's agricultural sector, particularly in rice production. Through their investments, initiatives, and expertise, they have enhanced productivity and quality, improved supply chain efficiency, increased farmers incomes, promoted sustainable agriculture practices, etc.

These contributions have positioned Vietnam as a leading global rice exporter, with the country's agricultural sector experiencing significant growth and development. The collaborative efforts between the private sector, foreign investors, and the government have been instrumental in driving this success, paving the way for a more sustainable and prosperous agricultural future in Vietnam. Some notable private and foreign investors include:

Olam International is a leading global Agribusiness company with a diverse portfolio of operations across various commodities, including rice. Olam is one of the largest rice merchants in Vietnam, with a strong network of farmers and suppliers. Olam has formed partnerships with local Vietnamese companies, enhancing its reach and impact in the country and also invested in modern rice processing facilities and logistics infrastructure in Vietnam, improving efficiency and quality.

The International Rice Research Institute (IRRI) has a long-standing partnership with Vietnam, focusing on improving the country's rice sector through various collaborative projects. IRRI has worked with Vietnam's Ministry of Agriculture and Rural Development to develop high-yielding, disease-resistant, and climate-resilient rice varieties, and introduced sustainable rice production practices like alternate wetting and drying (AWD) to reduce environmental impact. Additionally, IRRI has provided training and capacity-building programs for Vietnamese researchers, extension workers, and farmers, and collaborated on improving the rice value chain, including post-harvest management, processing, and marketing. IRRI has also worked with Vietnam to develop strategies for adapting to climate change, including the use of climate-resilient rice varieties and innovative farming practices.

The Japan International Cooperation Agency (JICA) has been actively involved in Vietnam's agricultural sector through various projects and initiatives. These include the "Rice Industry Development Project" and "Sustainable Rice Production and Trade Development Project", which aim to enhance rice productivity and quality. Additionally, JICA has invested in agricultural infrastructure development, such as irrigation systems, rural roads, and markets, to improve market access. Capacity building and training programs have also been provided for Vietnamese agricultural officials, farmers, and researchers, while Japanese agricultural technologies and techniques like precision agriculture and post-harvest management have been introduced. Furthermore, JICA supports private sector development through initiatives like the "Agricultural Business Development Project". As a result, JICA's agricultural projects in Vietnam have achieved notable impacts, including improved rice productivity and quality, enhanced agricultural infrastructure and market access, increased adoption of sustainable agricultural practices, strengthened capacity of Vietnamese agricultural institutions and farmers, and promotion of private sector investment in agriculture.

<https://ikinews.climatechange.vn/planning-towards-a-sustainable-agriculture-with-green-worth-living-rural-areas-by-2050/>

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<https://www.irri.org/where-we-work/countries/vietnam>

<https://www.jica.go.jp/english/overseas/vietnam/index.html>

Technological Integration

The country is adopting innovations like precision agriculture technologies, internet of things (IoT), artificial intelligence (AI), and blockchain to enhance farm management and decision-making

Vietnam's agricultural sector is largely traditional and labor-intensive, with a growing need for technological integration to increase efficiency, productivity, and competitiveness. To address this, the country is adopting innovations like precision agriculture technologies, internet of things (IoT), artificial intelligence (AI), and blockchain to enhance farm management and decision-making. Despite challenges like limited infrastructure and high upfront costs, initiatives by the government, private sector, and international partners are driving adoption.

The Ministry of Agriculture and Rural Development (MARD) has launched programs to promote technological adoption. According to Vietnam Briefing, the MARD in Vietnam has signed several Memorandum of Understanding (MOUs) with developed countries such as Japan, Ireland, the Netherlands and Australia to learn experiences from high technology-based agricultural systems.

Human Resource Empowerment

The Government and private investors are also working to give farmers the tools they need to thrive, from digital training to access to the latest agricultural technology

According to the World Bank Report, Vietnam's agricultural sector has a significant workforce, with approximately 27.5% of the labor force engaged in agriculture, but faces a shortage of skilled laborers, particularly in areas like farm management, technology application, and marketing. To address this, the agricultural sector is focused on improving education, training, and technological access to modernize and improve productivity.

The Government and private investors are also working to give farmers the tools they need to thrive, from digital training to access to the latest agricultural technology, and bringing farmers together through cooperatives, encouraging a sense of community and shared learning. Despite challenges like infrastructure gaps, ongoing initiatives aim to attract the youth and foster continuous learning, ensuring a more skilled and innovative agricultural workforce, which will contribute to the sector's sustainable development and food security.

Conclusion

As the agricultural landscape continues to evolve, the integration of data in the decision-making and strategizing processes is no longer a luxury but a necessity. This white paper has explored the transformative potential of data transformation and provided actionable insights to help the Sierra Leonean government navigate this shift.

In collaboration with Hiedberg, Sierra Leone's agriculture sector will unlock new levels of efficiency, agility, and competitiveness. The strategic use of data analytics can significantly impact growth and support development goals.

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