



OUR STORY

SOUTHERN FISHERY INDUSTRIES COMPANY, LTD – A FARMER’S PRACTICE

ASC certification helps us to gain confidence from our customers. It underlines our approach of trust, prestige and high quality. And we are proud to contribute to demonstrate to the world that Vietnam is a step forward to responsible pangasius production.

*Tran Hoang Thuan – Sale Manager
Southern Fishery Industries Company, Ltd.*



Company profile

South Vina was established in 2005 and has become one of the biggest pangasius exporter in Vietnam with a production capacity of 15.000 tons per year. The company is located in Hau river bank – one of the richest areas for aquaculture and is favorable for water transportation. South Vina exports its products to many markets including America, Europe, China, Middle East, Hong Kong, Russia, Africa and other regions and territories in the world. In 2011, South Vina applied the ASC standard for its farm – Con Tom in Dinh Thanh hamlet, Dong Thap province. Mr. Tran Hoang Thuan, the Sales Manager, shared with us his reasons to join ASC certification.

Why we choose ASC certification? In 2011, we attended a seafood fair in Europe and there we learnt that there is a growing demand for sustainable seafood production. We understood that we needed to improve our practices if we wanted to continue the business with these demanding but beneficial markets. Researching the pool of certificates, we realized that ASC can meet the “thirst” for responsible products of our customers as it regulates environmental and social practices. By the end of 2011, we decided to follow ASC standards for our 7 ha - Con Tom farm in Dong Thap province.

Supporting employees and local community: To follow the ASC standards we had to go through many processes, which have been new to us. We have conducted a study on the social impacts of our farm to the surrounding communities and on threats of different species of the river.

We did consultation with local people on the impacts of our ponds and practices to their life and living environment. Luckily, with proposed changes, we got support from the communities.

With ASC we could improve the working conditions of our workers such as through better accommodation and a new canteen. Social welfare and a health insurance has also been provided to our staff. Our workers have been trained to understand and follow the new requirements of ASC. We understand that these skillful workers will ensure quality products in a long-term.

Reducing negative impacts on the environment:

Environmental control and improvement is one of the most important requirements of the ASC standards. Discharge piles were built to make sure that untreated waste does not leak to the surrounding environment and that our practices do not harm native species.

With the ASC certification we have less intense flock of fish in an area of a pond and better raising conditions. Our fish receives regularly health checks to control diseases, thus we use less anti-biotics. This does not only save costs for us but also improves the fish quality.

Improve our image towards customers: ASC certification helps us to gain confidence from our customers. It underlines our approach of trust, prestige and high quality. And we are proud to contribute to demonstrate to the world that Vietnam is a step forward to responsible pangasius production.

For the future: ASC is a trusted certificate with a label which gains confidence from the customers of our products. Therefore, definitely we will continue to follow the ASC standards.

For further information, please contact: sale@southvinafish.com