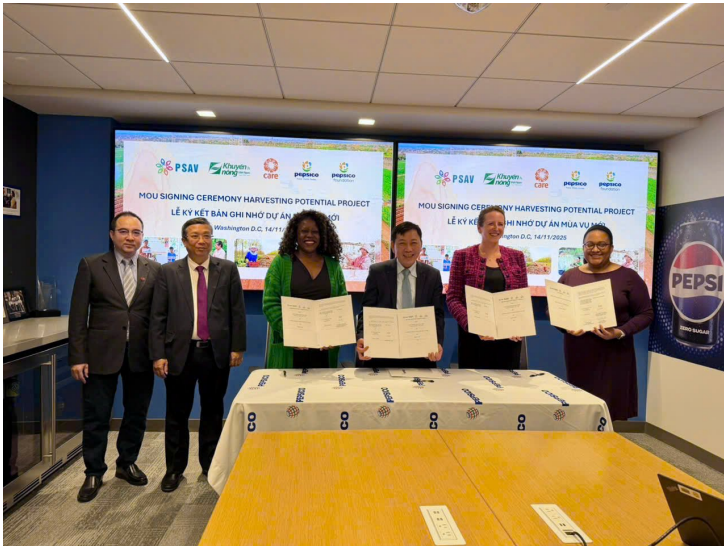


PSAV, NAEC, PepsiCo Foundation and CARE jointly launch Phase II of the Project "New Crop: Sustainable Agriculture Initiative"

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PepsiCo Foundation, the Partnership for Sustainable Agriculture in Vietnam (PSAV), the National Agricultural Extension Center (NAEC), and CARE have signed a Memorandum of Understanding to launch Phase II of the "I am happy to sow" Project in Vietnam. This initiative, known as the "New Crop: Sustainable Agriculture Initiative," was formalized during the Vietnam-US bilateral trade agreement negotiation mission held in Washington DC from November 10 to 14, 2025.

"New Crop: Sustainable Agriculture Initiative", Phase II of the Project "I Sow with Joy" in Vietnam: The project is part of the global She Feeds the World program, implemented by PepsiCo Foundation and CARE, to support smallholder farmers, especially women, to access resources, knowledge and confidence to increase productivity, improve nutrition and bring better lives to their families and communities. The implementation of the New Crops Project marks a new and meaningful chapter in the journey of cooperation for gender equality and sustainable agricultural development in Vietnam.

The New Crops project marks the continuation of a successful partnership aimed at strengthening the economic, social and climate resilience of smallholder farmers in Vietnam. The new phase of the project runs from January 2026 to December 2028 in Dak Lak, Gia Lai and Thanh Hoa provinces, with a new strategic focus on regenerative agriculture and inclusive value

chains to address climate change. The project is expected to directly support 13,600 smallholder farmers (including 8,160 women and 5,440 men) and indirectly impact 73,400 people.

Mr. CD Glin, President of PepsiCo Foundation, shared: “The New Crops project demonstrates our unwavering commitment to equality in the global supply chain. By supporting women farmers and smallholder farmers, we not only help increase productivity but also empower women, promote financial independence, and build a more sustainable future for their communities. This is how the company realizes its pep+ (PepsiCo Positive) Strategy.”

The project’s success is driven by an effective Public-Private Partnership (PPP) model that connects ministries, research institutes, local partners and the private sector. Public partners include PSAV and NAEC under the Ministry of Agriculture and Environment, which provide technical support, create a favorable policy environment and coordinate with local departments in Dak Lak, Gia Lai and Thanh Hoa provinces. The Western Highlands Agriculture and Forestry Science Institute (WASI) under the Vietnam Academy of Agricultural Sciences, a key research unit of the Ministry of Agriculture and Environment, will provide scientific expertise.

Mr. Hoang Trung, Deputy Minister of Agriculture and Environment, said: “The Ministry of Agriculture and Environment is pleased that PSAV and NAEC are meaningfully accompanying the project in the role of connecting and promoting the public-private partnership (PPP) model. The Ministry is committed to continuing to accompany, connect and closely coordinate with partners in implementing and expanding initiatives that have practical significance and far-reaching social impact. We believe that the PepsiCo Foundation, CARE and the business community will continue to play a pioneering role – not only in finance, but also in technological innovation, value chain management and shaping sustainable consumption trends.”

The project is implemented locally with the participation and support of the Department of Agriculture & Environment, Agricultural Extension Center, Department of Crop Production and Plant Protection, People’s Committees of relevant provinces and communes, Dak Lak Community Development Center (CDC), Thanh Hoa Microfinance Organization, etc. The project is designed according to the orientation of the Partnership for Sustainable Agriculture Development in Vietnam (PSAV) and the Food Innovation Network in Vietnam (FIH-V) with the accompaniment and implementation support of the local community and partners in the value chain, ensuring the smoothness between implementation practices and state management policies. Policy problems during the implementation process will be summarized and reported directly to the PPP policy forum of PSAV and FIH-V with appropriate adjustment recommendations to the Ministry of Agriculture and Environment as well as relevant ministries.

The New Crops project focuses on three interconnected objectives to build sustainable and climate-resilient food systems. First, through the Positive Agriculture objective, the project builds the capacity of smallholder farmers, especially ethnic minorities and women, to practice regenerative agriculture. This will support improved climate-resilient livelihoods and increased sustainable food supply. Second, the project aims to create inclusive Value Chains by providing producers with equitable access to essential resources such as inputs, finance, technology and market access. Finally, to scale up the impact, the project will develop, document and disseminate successful regenerative agriculture models. These models will be encouraged to connect with FIH-V for further replication and sustainability.

“There is a strong need for a shift to regenerative agriculture and climate change resilience,” said Crystal Lander, Vice President of Global Advocacy, CARE. “The New Crops project not only helps smallholder farmers increase productivity, but also regenerates soils and protects livelihoods in the face of increasingly complex climate change. This is an important step towards long-term sustainability.”