

Agricultural Extension to Coffee Farmers in Huong Hoa District, Quang Tri province, Vietnam

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SUMMARY

General developments in the Vietnamese coffee sector are described, and elaborated for Khe Sanh an area that produces Arabica coffee. Major changes that the Vietnamese coffee sector has to undergo relate to the improvement of quality of both the product and the production and milling processes. This is especially needed to keep Vietnam competitive in the coffee market when requirements of buyers of coffee become broader than only the intrinsic quality of the coffee. To facilitate adaptation of the Vietnamese coffee industry, agricultural extension to farmers is of utmost importance, but will only be efficient when the current top down approach is changed into more participatory forms of extension. An example of such an approach as implemented in Khe Sanh is discussed with indications how this approach could be made sustainable by actively involve all stakeholders, i.e. farmers, coffee processors, local authorities and local extension services in the process and in the financing of the activities.