



# NAM O FISHERIES COASTAL COMMUNITY – BETWEEN TRADITION AND INNOVATION

CITY OF DA NANG & BUILDING UP SUSTAINABILITY CENTER- BUS

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# Da Nang - A Coastal City in Central Vietnam



- Coastal line: 92 km
- Water depth of continental shelves: 200 m, forming a large shallow water belt
- Suitable for the development of marine economic and foreign trade.





# Da Nang – Most Liveable City in Vietnam



- Long beautiful beaches with clear and smooth blue water
- Famous tourist destination with well-known attractions around the world
- The number 1 tourist destination

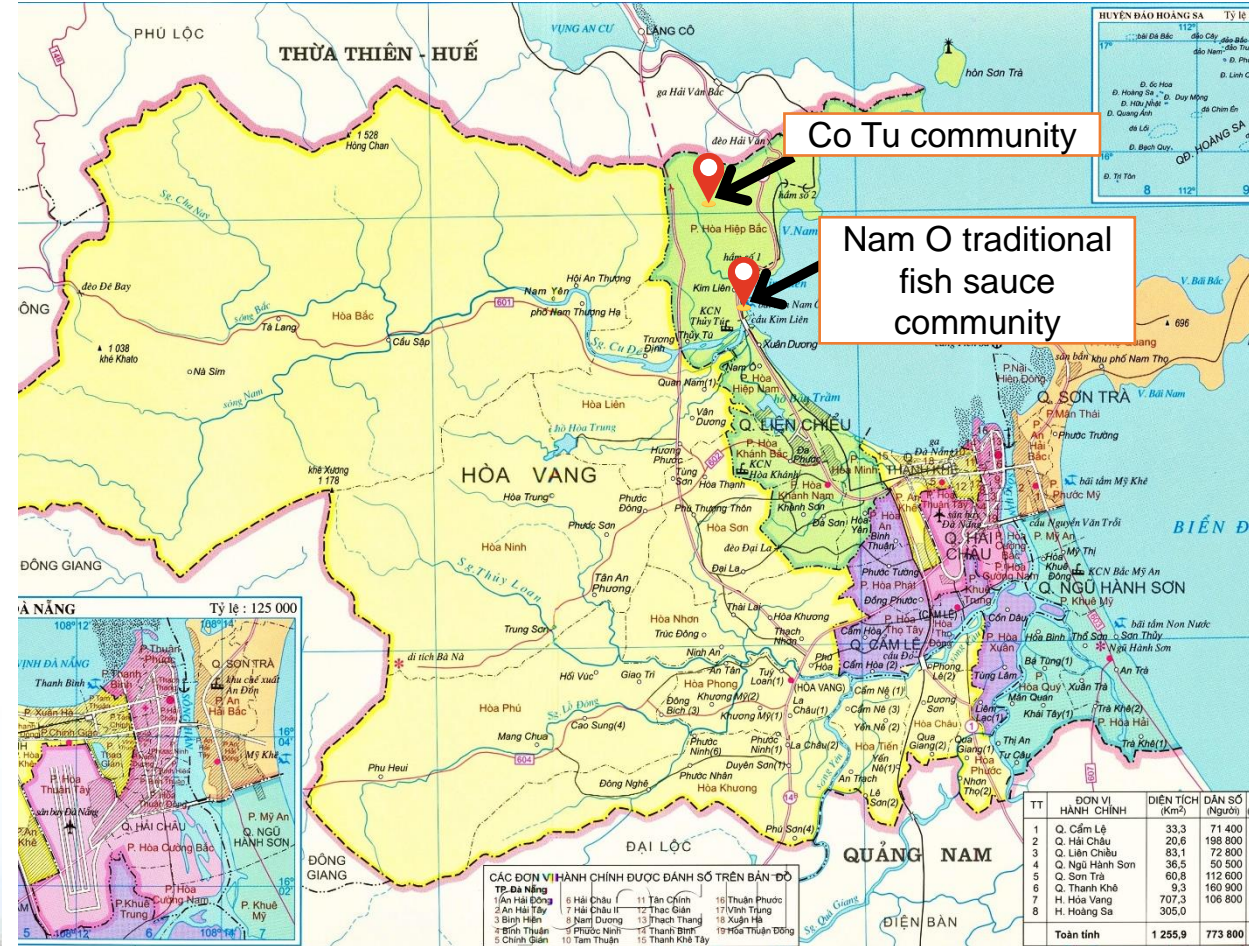


# Context

The tourism industry plays an important role and is considered a spearhead of the economic sector in the City of Da Nang



“Upstream – Downstream”  
tourism network



# Key Milestones of the Nam O Fish Sauce Community, Da Nang

## Before 1975

### Main livelihoods:

Fisheries: rudimentary tools, favorable fishing grounds.  
Fish sauce manufacture: serving the family, the recipe had been tested many times.



## From 1975 to 1994

### Main livelihoods:

Fisheries: favorable fishing grounds  
Firecracker craft: the number of households making firecrackers increased sharply; more than 80% of the households in the village produced firecrackers.  
Consequences: children did not go to school nor study.  
Fish sauce manufacture: there was a main recipe of 3 fish mixed with 1 salt, but only served in the family.



## From 1994 to 2006

### Main livelihoods:

Fisheries: fish production declines  
Fireworks: forbidden  
The fishery industry developed, being one of the main livelihoods, to exchange rice and food.  
=> To maintain and develop the traditional fish sauce manufacture.



## From 2012 to present

The number of factories has been developed, attracting young workers in the region.  
The fishery industry develops slowly in the direction of the tourism sector, but the amount of products consumed is based on personal relationships.

The number of households doing fishery is gradually decreasing because of the decline in fishing resources.

=> The fish sauce manufacture and the fishery profession are gradually restored.



## From 2006 to 2012

The fishing industry was replaced by the fish sauce industry. Unstable livelihood.

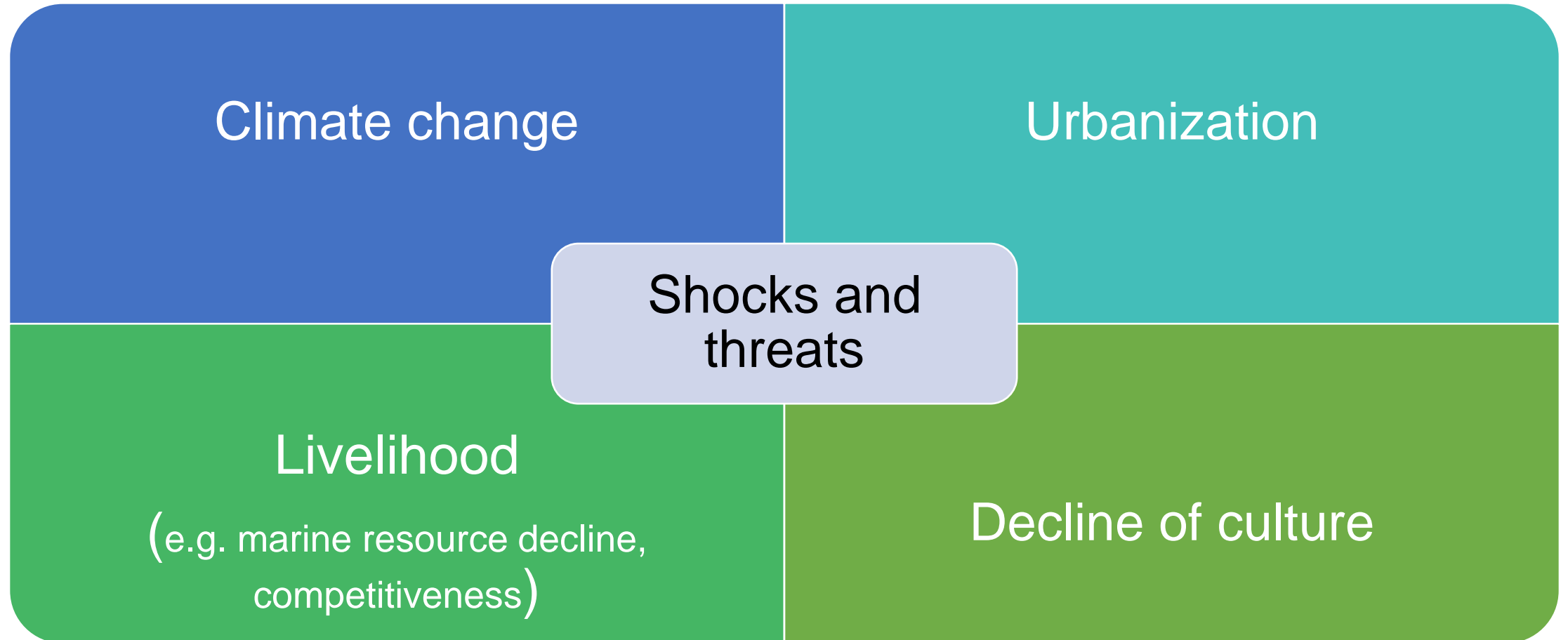
The fishery industry developed slowly; the amount of products consumed was based on personal relationships.

The factories have been developed, attracting young workers in the region.

=> The fish sauce manufacture and the fishery gradually declined.



# Shocks and threats



# Adaptations

## Climate change

- Most local people are at some levels aware of the hazards that their communities are vulnerable to
- People were ready to be in a state of preparedness before and during disaster, such as stockpiling food, strengthening houses, protecting/raising belongings, etc.

## Fish sauce manufacture

- Have the criteria to select the input materials
- Enterprises, **cooperatives and some household fish sauce producers** conducted procedures for registration of food hygiene and safety => displaying the product in the supermarket or green mart

## Fishery

- There is transformation the fishing gears, particularly: from boats to basket boats
- There is a shifting macroeconomic trend, from traditional jobs to office/factories workers



# Covid -19 pandemic response

## During the pandemic

Consumption of fish sauce increased

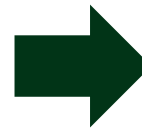
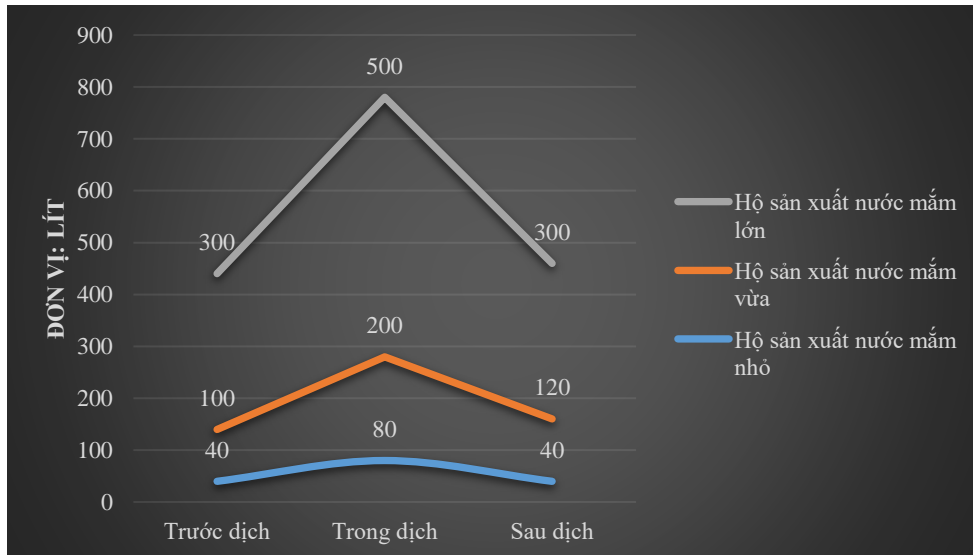
Due to social distancing, the product supply market is narrowed

The Nam O area is not a pandemic hotspot

The brand built is clean, pure fish sauce  
=> Meet the market's consumption demand in the context of the epidemic

Nam O fish sauce products are the optimal choice in the Da Nang fish market

## After the pandemic



Problem: supply decreased due to the following reasons:

- Product price remains high
- Product quality (taste, food safety, and hygiene)
- Product marketing strategy

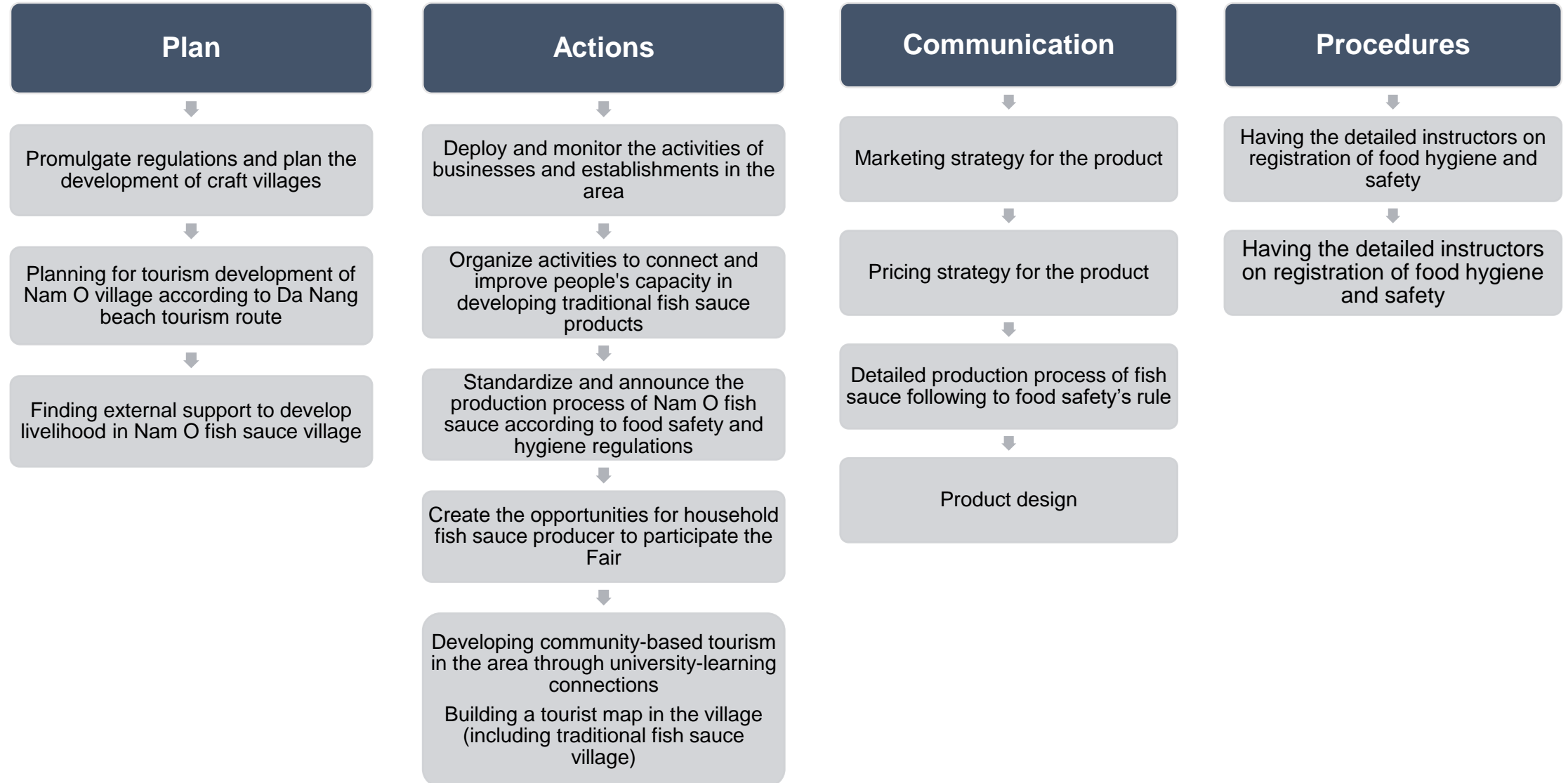
=> To be able to develop a fish sauce brand in the market, it is necessary to have a study on consumer demand for using Nam O fish sauce.

# External supports

- Da Nang city government
  - Tourism department
  - Economic department
  - District government
  - Food safety department
- NGOs
- Higher education institutions
- Research institutions (local and central)



# Proposed Solutions





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Thank you for  
your  
attention!

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