



## Research Article

# POTENTIAL GROUPS OF PRODUCTS IN THE “ONE COMMUNE ONE PRODUCT” PROGRAM IN CHAU BINH COMMUNE, GIONG TROM DISTRICT, BEN TRE PROVINCE

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## ABSTRACT

*Determining the main product is the most important step in executing the One commune one product (OCOP) program. The article reports the results of a study to identify groups of potential products in Chau Binh Commune, Giong Trom District, Ben Tre Province. Recommendations and solutions are given to promote the general development of the whole program. Using the sociological investigation method with 150 questionnaires, we collected opinions of the research population (farmers, workers, retirees, and enterprises). We conducted a regression analysis to determine the elements defining the strength of a product, including ingredient sources, the conditions of production, labor, market, brands, and policies. The study's results show that foods and drinks belong to the two product groups which are the most potential in the village. The urgent solution at this time is that Chau Binh Commune has to develop a long-term strategy that can help to overcome difficulties and enhance the value of OCOP products attached to the traditional values of the local community.*

**Keywords:** Ben Tre Province; Chau Binh commune; Giong Trom District; “One commune one product program”

## 1. Introduction

The OCOP program was successfully implemented for the first time in Oita village, Japan, in the late 1990s. Then the movement quickly gained the attention of Asian countries. This trend tended to be mainly concentrated in East and Southeast Asia areas, such as China, Korea, Thailand, Indonesia, Laos, Philippines., including Vietnam (Igusa, 2008). In 2013, Quang Ninh was the first province to pilot and initiate the OCOP program in Vietnam, typically the project “One village, one occupation” (Hoang et al., 2018). It can be said that the OCOP program plays an important and indispensable role in rural economic

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development. The program not only aims to develop organizational forms of production and business but also contributes to economic restructuring and raising incomes for people in rural areas.

Moreover, through the development of production in rural areas, the One Commune One Product program contributes to promoting the industrialization and modernization of agriculture and rural areas, encouraging rational restructuring of rural labor, protecting the environment, and preserving traditional values (MARD, 2020). However, up to now, the One Commune One Product program has still been implemented in provinces and cities all over the country. In 2019, Ben Tre was one of 12 provinces across the country to be the pilot model for the development of the OCOP program, with 45 products achieving three stars or more, aiming at 80 products with three stars or more, including 5-star products by 2020 (People's Committee of Ben Tre province, 2018).

The realities of this program in Chau Binh Commune, Giong Trom District, Ben Tre Province, are the unsolved issues related to the production output and the difficulties in being ranked up to promote commerce and bring the brand to the international market. Giong Trom District has currently possessed a very potential location and the diversity of the agricultural economy with six typical groups of products and services, including foods (pomelo with green skin, dwarf coconut, giant river prawn, and prawn crackers.), drinks (coconut alcohol and Ca Cop alcohol), handicrafts made of coconut wood, travel services, such as ecotourism and homestay, herbs and other agricultural and traditional products. Furthermore, the strengths of Chau Binh Commune are foods (fresh coconut, dried coconut, and coconut candy) and drinks (coconut alcohol and Ca Cop alcohol). However, in the implementation process, the Commune People's Committee is having difficulties bringing products to participate in the evaluation and ranking according to the OCOP project, branding, and promoting trade. Therefore, offering recommendations and solutions for Chau Binh Commune to identify new potential products and make the strategic investment quickly is the first step in ensuring the efficient development goal of the OCOP program.

## **2. The content of the research**

### **2.1. Data**

The article uses the primary data from questionnaires (including about 30 questions) relying on a 5-point Likert scale with 150 samples and meeting the minimum sample size to use the Exploratory Factor Analysis (EFA), (Hair et al., 2014). On that basis, the survey was conducted on the awareness level of people about the groups of potential products corresponding to six groups of goods based on the OCOP project in Ben Tre province.

Besides, more information from interviewing the representatives of local authority and households and business owners in Chau Binh Commune, Giong Trom District, Ben Tre Province.

## 2.2. *Research focus*

Research focus is products and services of local origin based on exploiting comparative advantages in terms of ecological conditions, culture, genetic resources, knowledge (labor level, ability to apply science and technology), and local technology (People's Committee of Ben Tre province, 2018). Focus on six industry groups:

- Food: Fresh agricultural products (fresh vegetables); raw and preliminary products (rice and grains); and convenience foods (fast food and fish sauce).
- Beverages: Includes alcoholic beverages (aged wine and wine); non-alcoholic beverages (juices and herbal teas).
- Herbal: Including traditional medicine, functional foods, and cosmetics (coconut mask and coconut oil).
- Souvenir - interior - decoration: Including products from wood, fibers, bamboo rattan, metal
- Rural tourism and sales services: Including products and services for sightseeing, tourism, entertainment, study, and research activities.
- Group of agricultural products, other traditions: Including typical products such as seedlings of all kinds, ornamental flowers of all kinds, activated carbon, and bio-incense.

## 2.3. *Research Methods*

- Questionnaire survey: a questionnaire with 30 questions was made to collect the primary data to lay the foundation for evaluating the potential of every group of commune's products. The relevant participants were directly surveyed with 150 questionnaires, including 60 from farmers, 30 from workers, 15 from retired workers, 23 from traders, and 22 from enterprises in Chau Binh Commune, Giong Trom District, Ben Tre Province, between March and April 2020. After evaluating the potential of the products, recommendations were made based on enhancing the strengths and overcoming the shortcomings of the products.

- Field survey: two research field trips to Chau Binh Commune were taken before and after developing the questionnaire. Through the survey, some information about the state of the project execution and the commune's products was collected, then a direct survey was conducted in the households in the commune. This is an important method to help to create the questionnaire scientifically, which can lead to exploiting the exact sources of information about the potential products to serve the research process.

- Interviews: two representatives of every research subject (farmer, worker, local authority, retiree, and enterprise) were directly interviewed. The information from the interviews helped to compare, contrast and clarify the strengths of the potential products and the factors affecting the development of OCOP products, such as ingredients, labor, and production conditions.

- Descriptive statistics: the scale was measured based on Cronbach's Alpha coefficient, the EFA analysis, and the linear regression analysis of the awareness level of the local people in Chau Binh Commune, Giong Trom District, Ben Tre Province. The survey data will be processed according to six groups of potential products and information related to the program.

## **2.4. Research results and discussion**

### **2.4.1. Overview of Chau Binh commune**

#### *Geographical location*

Chau Binh Commune is a commune in sub-region II of Giong Trom District, Ben Tre Province, including 8 hamlets and 121 groups, utterly adjacent to the provinces within the province. Specifically, the North borders Binh Dai district, the East and South border Ba Tri district, and the West and Southwest border Binh Thanh communes, Giong Trom town, and Chau Hoa commune, respectively. Ba Lai River flows along the northern boundary of Chau Binh commune. The location of Chau Binh commune is quite convenient for exchanging products in the Giong Trom district and exchanging and trading with neighboring districts and provinces.

#### *Natural features*

Chau Binh belongs to the hot and humid sub-equatorial climate of the Mekong Delta. The terrain of Chau Binh commune is flat, dotted with sandbars interspersed with fields and coconut gardens. Abundant water sources are mainly supplied by the Ba Lai River, serving daily life and agricultural production. The coconut tree is popular and is considered a symbol of Giong Trom district in general and Chau Binh commune in particular. In general, the natural conditions in Chau Binh commune are highly favorable to coconut cultivation, developing coconut trees to become the leading local brand.

#### *Production structure and products*

Chau Binh focuses on restructuring crops and livestock towards sustainability, adaptation to climate change, concentrated production, linkage, and product consumption. Chau Binh Agricultural Cooperative Organization is a collective economic model with 292 members. Products of Chau Binh commune are pretty diverse, but coconut is the main crop, with an area of more than 2,000 hectares, branded in the local market with "Chau Binh Coconut," the annual output reaches more than 10 million fruits. The locality has advocated for organic coconut processing towards a clean and sustainable production model, contributing to improving the coconut product value chain.

#### *Production tradition*

Chau Binh is one of the first communes of Giong Trom district to be recognized as a New Rural Commune. Although Chau Binh is also a purely agricultural commune, people's life is mainly associated with gardening, in which most households in Chau Binh commune grow coconuts and live off coconut trees because coconut trees can produce many valuable

products from fruits, stems, leaves, coconut mounds. Since then, coconut horticulture, purchasing, production, and processing of coconut products have long become a long-standing traditional brand with Chau Binh's color and bring income to local people. Therefore, coconut trees not only play the role of one of the main crops but also become a long-standing traditional culture in the production of Chau Binh commune in particular and Ben Tre province in general.

*Labor source*

Chau Binh has 2,514 households with 8,206 people. Most of the farmers in Chau Binh commune have experience growing coconut gardens and producing coconut products. The local labor force has a spirit of learning, has access to advanced techniques in production, and is responsible for applying techniques to coconut processing.

*2.4.2. Results of a survey on opinions of local people about potential product groups in the OCOP program in Chau Binh commune, Giong Trom, Ben Tre*

Based on six groups of industries/products of OCOP, the authors surveyed to get people's opinions on the most potential product groups. Below are the survey results of 150 people living and economically active in Chau Binh commune, including five components (40% farmers, 20% workers, 15,3% traders, 14,7% business, and 10% retired staff):

**Table 1.** Assessment results of local people about potential product groups in Chau Binh Commune, Giong Trom District, Ben Tre Province

Product groups	N	Maximum value	Minimum value	Average value	Standard deviation
Food	150	4	5	4,61	0,493
Beverages	150	4	5	4,63	0,489
Herbal	150	1	5	2,05	0,901
Souvenir - interior - decoration	150	1	4	2,77	0,713
Rural tourism and sales services	150	1	4	2,84	0,848
Group of agricultural products, other traditions	150	1	5	1,98	0,883

Table 1 shows that 150 people in the commune have the same opinion that the food and beverage groups are the two product groups with the most potential for the OCOP program (minimum=4, m= 4,61 and 4,63, respectively). The remaining four groups have low average values, showing minor consent from the people surveyed. The smaller the standard deviation of food and drink, the higher the consensus of the sample.

Survey results show that 90% of farmers, 80% of workers, 90% retired, and 75% of business persons ticked food and beverage options. The choice for the remaining 4 product groups is less than 30%. The reason that people chose the food and beverage group is that it is a local production tradition. Local inhabitants have experience in producing items of the food group (fresh coconuts and rice) and drinks (coconut wine and Ca Cop wine).

2.4.3. *The basis determines the group of potential products*

Based on the study of the OCOP program development project, the authors find out the key factors as a basis for building a scale model with content about the potential for developing beverage product groups, including six groups (potential products, sources of raw materials, conditions of production, labor sources, markets, and policies).

**Table 2. Product Potential Scale**

No	Variables	Notation
I	<b>Potential products</b>	PP
1	Products with OCOP reviews and star ratings	PP1
2	Products with traditional values associated with the local community	PP2
3	Branded products	PP3
II	<b>Sources of raw materials</b>	S
1	Locally available sources of raw materials	S1
2	The quality of raw materials is guaranteed	S2
3	Sourcing of raw materials over time	S3
III	<b>Conditions of production</b>	C
1	Localities with cooperative models, cooperative groups	C1
2	Food hygiene and safety standards at production facilities	C2
3	Quality of machinery and equipment at production facilities	C3
VI	<b>Local labor resources</b>	L
1	Local employers	L1
2	Labor economic activity is mainly associated with OCOP products	L2
3	Experienced labor	L3
V	<b>Market</b>	M
1	The consumption market expands outside the province	M1
2	Product prices are stable over time	M2
3	Products that are competitive in the market	M3
VI	<b>Policy</b>	P
1	Policies to support loans and funding	P1
2	Science and technology support policy	P2
3	Local governments create production links, establish cooperatives, cooperative groups, and OCOP exhibitions.	P3

(Source: The authors made the questionnaire, 2020)

*Cronbach's Alpha results:* The results of Cronbach's Alpha reliability test of the variables are all greater than 0,6, and the correlation coefficient of the total variable is greater than 0,3, which is satisfactory.

*Exploratory factor analysis- EFA:* The authors analyzed the EFA coefficient (Hair et al., 2014) to show that the factor loading coefficient (F) is an indicator to ensure the practical significance of EFA, in that:  $F > 0,5$  is considered to be of practical significance. KMO coefficient (Kaiser-Meyer-Olkin) =  $0,730 > 0,5$ . This shows that the research data is suitable. At the same time, ( $\text{sig} = 0,000 < 0,05$ ), factor analysis should be appropriate for group variables.

*Table 3. Rotation matrix results*

Variable group notation	Rotating component matrix					
	1	2	3	4	5	6
P3	0,854					
P2	0,782					
P1	0,733					
T1		0,662				
T2		0,620				
T3		0,566				
M1			0,736			
M2			0,669			
M3			0,815			
S1				0,621		
S2				0,848		
S3				0,692		
C1					0,826	
C2					0,796	
C3					0,895	
L1						0,603
L2						0,792
L3						0,678

A dependent variable is a group of the potential product (PP) variables. The results of factor analysis with six factors extracted at an eigenvalue of 1,059 > 1 and total variance of 72,505% > 50%, meeting the requirements. These factors can explain 72,505% of the variation of the data and meet the conditions for factor analysis.

Thus, the final result of analyzing groups of factors affecting people’s potential products has extracted s groups of factors with 18 observed variables. Determining the potential of a product should depend on factors, including policy (P), market (M), conditions of production (C), sources of raw materials (S), and labor source (L).

*Regression Analysis*

*Table 4. Results of Linear Regression analysis*

	Unnormalized coefficient		Normalized coefficient	t	Sig.	Multilinear measurement	
	B	Numerical error	Beta			Acceptability of variables	VIF
(Constant)	0,74	0,396		1,883	0,002		
S	0,02	0,105	0,021	0,246	0,006	0,567	1,764
K	0,27	0,159	0,205	1,734	0,005	0,305	3,275
L	0,48	0,109	0,417	4,412	0,000	0,477	2,095
M	0,03	0,108	0,026	0,277	0,028	0,483	2,071
C	0,17	0,076	0,197	2,312	0,002	0,589	1,698

The value of Sig indicates that the regression parameters are significant. All six groups of variables have the value (sig=0,000<0,05) to ensure the regression model is significant. The authors test the phenomenon of multicollinearity based on the VIF criterion and the acceptability of VIF<10, so these variables are not multicollinear.

Independent variable analysis: The group of independent variables includes five groups of source variables (S), production conditions (C), labor resources (L), market (M), and policy (P). Dependent variable analysis: there is a group of dependent variables as potential products.

Firstly, the labor source (L) has the highest regression coefficient Beta = 0,417, which means that the labor source has a great influence on the potential of the product. Specifically the labor must originate in the locality method, participate in economic activities associated with OCOP products, and have experience in production. When there is the appearance and impact of local labor resources, the products of the OCOP program will be exploited.

Secondly, for conditions of production (C), the coefficient Beta = 0,205. For the evaluation and rating of products, it is required that the product must meet the criteria of food hygiene and safety and meet the quality standards. Thus, the more production conditions are invested in machinery, equipment, and infrastructure to achieve new rural, the more potential the product will be. It can quickly participate in product evaluation and ratings.

Thirdly, policy factor (P) regression coefficient Beta = 0,197. Once the locality has advantages in terms of labor resources and production conditions, the impact of policies (supporting loans, techniques, creating production linkages, and other agricultural extension policies) will be leveraged to promote the growth potential of the product.

Fourth, for the group of market variables (M), which shows that the more the market expands, the more production linkages develop, the prices of products are stable. The competitiveness is high, the more products there are.

Fifth, for source of raw materials (S): When raw materials are available locally, with guaranteed quality and stable prices, it will be a contributing factor to the potential of the product. The on-site source of raw materials is also a criterion for evaluating and ranking OCOP products.

**Table 5. Results of linear regression analysis for suitable factors**

	<b>B</b>	<b>t</b>	<b>VIF</b>	<b>Beta</b>	<b>The degree of contribution of variables (%)</b>	<b>Importance</b>
Constant	0,74	1,883				
Sources of raw materials (S)	0,02	0,246	1,764	0,021	2,4%	5
Conditions of production (C)	0,27	1,734	3,275	0,205	23,1%	2
Labor (L)	0,48	4,412	2,095	0,417	47,1%	1
Market (M)	0,03	0,277	2,071	0,026	2,9%	4
Policy (P)	0,17	2,312	1,698	0,197	22,2%	3

(Source: The authors survey, 2020)



In summary, the results of the analysis of the author's group, determine potential products in turn through the impact of factors from high to low, namely: labor resources (L), conditions of production (C), policies (P), sources of raw material (S), and markets (M).

#### 2.4.4. Evaluation of potential products in Chau Binh commune OCOP program

The main products qualifying for the OCOP program: Ca Cop alcohol is the flagship product in the OCOP program in Chau Binh Commune. The potential products of cooperative societies founded by Chau Binh can participate in the OCOP program, including rice seed propagation, growing straw mushrooms, and linking coconut gardens. These products have not participated in the process of product evaluation and classification.

*Ca Cop wine:* Ca Cop wine is a long-standing key product, evaluated by the Ben Tre People's Committee based on a set of criteria for evaluating beverage products of the OCOP program project from 2018 to 2020, including three parts: Product and strength of the community with three groups including 14 criteria; Marketability with two groups has six criteria; Product quality with five groups including seven criteria reaches 81/100 points. The product is an outstanding alcohol brand of Gia Thai One-member Limited Liability Company, Chau Binh commune, Giong Trom district. The production organization of the enterprise is quite complete. The products on the market have beautiful packaging designs, meet the standards for information disclosure and quality, and have high export potential. However, the product has some limitations, such as high production cost and long production time (need soaking time from 10 years to 20 years).

*Rice seed propagation:* Seed propagation is a model of the economic cooperation group in Binh Khuong hamlet, Chau Binh commune. Thanks to the breeding of rice seeds, households in Binh Khuong hamlet have earned profits, ensuring service for their lives. Mr. Nguyen V. H. said: "Thanks to the multiplication of rice seeds, 1 hectare of rice cultivation area after deducting all costs, he earned a profit of 24 million VND."

*Growing straw mushrooms:* This is also a product from the economic cooperation group in Binh Khuong hamlet. Mushrooms will be planted in two seasons (summer-autumn and autumn-winter). Ms. Dao T. N. said that, "Every year, the Technical Cooperation Team produces about 650 kg of straw mushrooms, earning a profit ranging from 19 to 20 million VND."

*Linking coconut gardens:* According to statistics from Chau Binh commune People's Committee, the total area of coconut cultivation of the commune is 1700 hectares, of which the area of coconut plantation is 1,236 hectares, with 1,775 members participating in the complex economic cooperation.

However, the products from economic cooperation groups only stop at linking production between households to generate profits, not aiming to invest according to each criterion to meet the participation in the evaluation OCOP product classification.

The authors analyzed potential products of Chau Binh Commune, Giong Trom

District, Ben Tre Province based on impact factors, including labor resources (L), conditions of production (C), policies (P), sources of raw material (S), and markets (M).

Firstly, the factors affecting Ca Cop wine include:

*Labor resources (L):* The source of labor involved in Ca Cop wine production is entirely local people. Through the process of survey and interview, the authors have recognized that Ca Cop wine producers have experienced producing aged products for more than ten years, and are their main economic activities.

*Conditions of production (C):* Ca Cop wine production facility meets food hygiene and safety standards. Gia Thai limited liability company is equipped with enough machinery, devices, and wine cellars to meet the standards and persistently upgraded. It also ensures the finishing and packaging of Ca Cop alcohol. On August 7, 2014, Ca Cop alcohol belonging to Gia Thai single-member LLC, set a record called the cellar of ground glutinous rice wine having a large area and capacity recognized by the Vietnam Records association.

*The source of raw materials (S):* for Ca Cop wine production to be available locally, Mr. Nguyen V. D., Gia Thai Co., Ltd., Chau Binh commune said, “The Ca Cop wine production facility has been operating for more than ten years, has not imported raw materials from outside, only uses glutinous rice, coconut, and other local additives direction. Even the cover of the wine is made by the workers, using coconut shells and coconut wood to carve and carve the walls. Only glass bottles must be imported.”

*Regarding policies (P):* In the coming time, the goal of Ca Cop wine is to stick to the OCOP criteria to develop products with a 20-year wine goal, aiming to participate in the evaluation council, classifying to 5-star quality of Ben Tre province.

*About the market (M):* After Ca Cop wine joined the OCOP program, there were more favorable conditions for trade promotion. Currently, the Ca Cop wine brand is exported internationally through the company’s tax-free system and is not oriented to the local market. Ca Cop wine has participated in the OCOP fair in Ben Tre province and the national OCOP product exhibition and promotion conference, thereby showing the potential for expanding the consumption market of this product. The average export situation a month is about 200 bottles (1 bottle/150ml). The export volume usually increases by 3.5 times at peak times, about 700 bottles. In terms of advantages, the product has a brand name and achieved 4 OCOP stars, with the potential of reaching five stars and international standards. For Ca Cop wine, it is necessary to have a trade promotion strategy to promote the product to middle-class customers at home and abroad.

Secondly, we conducted a general analysis of the influence of five factors (L), (D), (K), (C), and (M) on the product groups of the organization for economic cooperation in Chau Binh Commune.

*Regarding labor resources (L):* The total number of local employees is about 5,500, and 90% of local employees have regular jobs (Nguyen Ngoc, 2011). Thus, the advantage is

that all products of the economic cooperation group are produced by 100% of local workers, ensuring the local labor source criteria. One difficulty is that 35% of workers have not been trained; it is necessary to improve technical expertise to apply in production.

*Regarding conditions of production (C):* Chau Binh commune is favorable because it is a New Rural standard commune, and the conditions for local coconut purchasing, production, and processing establishments have been invested and upgraded. The production process is still available traditionally to preserve the inherent cultural values. However, the difficulty is that the conditions between the hamlets are different, and many hamlets still do not have coconut production facilities.

*Regarding policies (P):* It is advantageous because Chau Binh Commune People's Committee has established economic cooperation groups and selected products for each economic cooperation group. The difficulty, however, still exists. The commune does not have a specific policy on the application of the content of the OCOP product production process as the project has developed, people do not know well about the OCOP program, and the current production stops to increase profits.

*About the source of raw materials (S):* This is the most favorable point because the raw materials of all products are available 100% locally. However, the difficulty comes from the fact that the quality of raw materials is affected by natural changes.

*About the market (M):* The market of Chau Binh commune is mainly concentrated in the country. However, Ca Cop wine products already have international brands and are exported to foreign markets. The authors consider this to be the most challenging factor because, from the beginning, they only set the goal of cooperation for profit, not to create their brand or expand the market. Products are sold to traders, not directly to the market.

The comparison and evaluation are made to identify the products of the commune in the structure of the district and province.

In terms of Ben Tre province, there are 158 OCOP products all over the province with 65 entities, including 16 potential five-star products, which are being considered and organized by the central authority. Ben Tre province has many products and services meeting high quality in agriculture, commerce, and tourism. The highlight is the branded products, such as green pomelo, jam, coconut candies, coconut handicraft products, and the premium processing products made of coconuts like coconut masks, cosmetics, and lipsticks.

For Giong Trom district: The district People's Committee has identified four main groups of typical products and services, including food (green skin pomelo, Siamese green coconut, giant freshwater prawn, white shrimp, puff pastry, rice paper), drinks (wine), coconut, and Ca Cop wine), handicraft souvenirs from coconut wood and tourism services such as eco-tourism and homestay.

For Chau Binh commune: The authors consider that based on the potential products of the TA groups, creating production linkages for households in each hamlet, in addition to the available favorable conditions. Chau Binh commune needs to continue to invest in

breeding products, growing straw mushrooms, and coconut food and beverage products in the evaluation and selection process according to the OCOP program criteria. At the same time, Chau Binh commune needs to accompany district and provincial levels to develop a strategy to capture and take advantage of the strengths and opportunities that the program brings to the process of starting a business. However, for the weaknesses of the OCOP program, along with challenges, Chau Binh commune also needs to jointly propose solutions to overcome all problems in a timely and effective manner, ensuring the set goals.

## **2.5. Recommendations and Solutions**

### *2.5.1. Recommendations*

Firstly, Chau Binh commune needs to invest in all aspects of the maintenance and development of key products of the commune, specifically investing in five groups of influencing factors, including labor resources (L), production conditions, and production conditions (C), policy (P), source of raw materials (S), market (M).

Regarding labor resources (L), ensuring 100% local labor resources, laborers with long experience in manufacturing products participating in OCOP.

Regarding conditions of production (C), invest in repairing and refurbishing to ensure the condition of the facilities, machinery, and equipment, focusing on food safety and hygiene, and other standards.

Regarding policies (P), Local authorities need to have policies to borrow capital and provide financial support to households and cooperatives producing OCOP products.

About sources of raw materials (S): ensure 100% local source of raw materials, good quality, fully meet the production and processing stages of products.

Regarding the market (M), continue to build brands for potential products, ensure to meet domestic demand, and aim at foreign markets.

Secondly, Chau Binh commune needs to develop more potential products but is currently not in the main group.

Ca Cop Liquor currently has the greatest strength because it has been rated four stars, oriented to develop to five stars, and meeting international standards according to the OCOP set of criteria. Ca Cop wine needs to focus on criteria associated with the local community.

As for the products of the organizations for economic cooperation and development in Chau Binh Commune, including rice breeding and straw mushroom cultivation, the locals need to continue sticking with every criterion given by the OCOP program. Through the process of evaluating and ranking products, the product which meets enough criteria and qualities will be found. After that, the organizations for economic cooperation and development will adopt marketing strategies and brand that product. It is easily realized that coconut is always the major crop in the local area, so it is suggested that the organizations for economic cooperation and development linking coconut gardens should heavily invest and promote the models of coconut gardens' bonding. This can help to create a huge ingredient area of coconut, which contributes to raising the value chains of coconut products.

According to the current favorable conditions and the fact that coconut is always the main crop in the local area and the brand “Chau Binh Coconut” exists in the current market, it is suggested that Chau Binh Commune should concentrate on the exploitation of potential coconut products, including foods and drinks. The authors propose to choose products from coconut trees because coconut trees not only have a long association with local cultural traditions but also create great socio-economic values. Moreover, the coconut industry is increasingly focused and stable, creating its brand and gradually reaching out to foreign markets for sustainable development in the future. As a result, the locals should establish more organizations for economic cooperation and development focusing on foods and drinks made of coconut, such as coconut flower cake, coconut alcohol, coconut flower nectar, coconut jelly, and coconut milk.

### 2.5.2. Solutions

**Enhance the quality of the local workforce:** Chau Binh commune People’s Committee should promote training, enhancing the quality of local workforce, especially production technical expertise. On the other hand, they should have well-trained heads to lead residents. **Support optimal conditions of production:** Chau Binh commune People’s Committee should support manufacturers to have a showroom. Besides, they need to invest in improving the manufacturing base and processing facilities.

**Organize effective action plans:** Spreading the OCOP program to the community through meetings and broadcasting of the commune; Focusing on determining key products and choosing suitable manufacturing processes based on OCOP criteria; Checking and reviewing products; Building a brand, promoting trade and orienting the output of products: Chau Binh commune People’s Committee needs to have particular strategies to promote trade for products of the Organization for Economic Cooperation, a variety of marketing methods, support OCOP products to participate in trade fairs and displayed in the exhibitions.

**Identifying potential markets for communally produced products:** For Ca Cop wine, continue to focus on potential international markets in the region and China and Japan. Product groups that have not yet reached OCOP, focusing on the domestic market, first in the Mekong Delta, then introducing products in the rest of the region, specially developed regions such as the Southeast, Red River Delta, and South Central Coast.

The recommendation for combining showing OCOP products at travel destinations with bringing the brand to locals and visitors. For Ca Cop wine, the target is meeting five stars’ standards, and entering an international market. Likewise, other potential products need to improve their rank using OCOP criteria.

### 3. Conclusion

The OCOP program is an effective and practical solution for restructuring and developing the economy, promoting the development of industrial goods, cottage industry, and services in rural areas. In addition, the program that promotes using advanced technology in the manufacturing process and management manufactures higher quality

products associated with a local identity, creates jobs, contributes to attracting investment to rural areas, and promotes sustainable rural development.

The process of identifying potential products is affected by five factors (labor resources, conditions of production, policy, the source material, and market).

Ca Cop wine, a potential product, will meet five stars' standard in the future. However, Chau Binh Commune People's Committee needs to quickly identify other new products from coconut, such as coconut flower cake, coconut wine, coconut nectar, coconut jelly, and coconut milk.

The Organization for Economic Cooperation in Chau Binh commune directly continues the OCOP criteria. The Organization for Economic Cooperation in Chau Binh commune helps with some products: rice breeding, straw mushroom farming, cattle, linking gardens, and coconut to participate in product assessment and product ranking process.

❖ **Conflict of Interest:** Authors have no conflict of interest to declare.

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**XÁC ĐỊNH NHÓM SẢN PHẨM TIỀM NĂNG TRONG CHƯƠNG TRÌNH  
“MỖI XÃ MỘT SẢN PHẨM”**

**Ở XÃ CHÂU BÌNH, HUYỆN GIỒNG TRÔM, TỈNH BẾN TRE**

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**TÓM TẮT**

*Việc xác định sản phẩm chủ lực là nhiệm vụ quan trọng nhất trong quá trình thực hiện chương trình Mỗi xã một sản phẩm. Bài viết này trình bày kết quả nghiên cứu về các nhóm sản phẩm tiềm năng của xã Châu Bình, huyện Giồng Trôm, tỉnh Bến Tre, đồng thời đưa ra khuyến nghị, giải pháp để thúc đẩy sự phát triển chung của chương trình. Sử dụng phương pháp điều tra bằng bảng hỏi với 150 phiếu, nhóm tác giả đã thu thập ý kiến của các khách thể (nông dân, công nhân, hưu trí, doanh nghiệp...); thực hiện phân tích hồi quy xác định các yếu tố tác động đến thế mạnh sản phẩm bao gồm nguyên liệu, điều kiện sản xuất, lao động, thị trường, thương hiệu và chính sách. Kết quả nghiên cứu cho thấy thực phẩm và đồ uống thuộc hai nhóm sản phẩm có tiềm năng nhất; do đó, cần xây dựng chiến lược lâu dài, vừa khắc phục khó khăn vừa phát huy giá trị sản phẩm gắn với giá trị truyền thống của cộng đồng địa phương.*

**Từ khóa:** tỉnh Bến Tre; xã Châu Bình; huyện Giồng Trôm; chương trình “mỗi xã một sản phẩm”