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Vietnam launches low-emission rice trademark and ViRiCert monitoring tool

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VIETRISA and IRRI introduce a cultivation assessment tool to strengthen rice traceability and support Vietnam's one million hectare low-emission farming target by 2030.



The Viet Nam Rice Sector Association (VIETRISA) launched the “Viet Nam Green and Low-Emission Rice” collective trademark and the ViRiCert monitoring tool on 23 November 2026 at the second Vietnam International Rice Festival in Can Tho. The trademark, registered with the Intellectual Property Office of Vietnam in September 2026, aims to strengthen product quality, traceability and market recognition for sustainably produced Vietnamese rice.

Developed jointly by VIETRISA and the International Rice Research Institute (IRRI), ViRiCert enables producers to document farming activities and assess compliance with low-emission cultivation requirements. Assessment results will inform decisions on trademark eligibility and help farmers and cooperatives identify improvements in their agricultural practices.

The initiative supports Vietnam's national programme to establish one million hectares of high-quality, low-emission rice cultivation across the Mekong Delta by 2030. VIETRISA Chairman Le Thanh Tung emphasised the importance of long-term partnerships between businesses, cooperatives and farmers to improve market access, strengthen traceability and ensure economic benefits for growers.