

## Terms of Reference

|                                     |  |
|-------------------------------------|--|
| <b>Title</b>                        | <b>: Label and packaging design for processed shrimp and tilapia products</b>                                    |
| <b>Client</b>                       | <b>: Hoa De Cooperative (HACO)</b>   |
| <b>Country</b>                      | <b>: VIETNAM</b>   |
| <b>Project number</b>               | <b>: 24HACO-10072</b>  |
| <b>Assignment number</b>            | <b>: ADV.22660</b>   |
| <b>Period</b>                       | <b>: 15 January - 5 March 2026</b>   |
| <b>Cooperative advisor (CA)</b>     | <b>: Nguyen Thanh Trang</b>  |
| <b>Mode of Agripool involvement</b> | <b>: <input type="checkbox"/> Remote (Online) only</b><br><b>: <input type="checkbox"/> Field visit included</b> |

### Introduction cooperative

Hoa De Cooperative (HACO) was established in 2016 in Can Tho city (formerly Soc Trang province). The cooperative currently has 53 members managing a total of 63 hectares of integrated rice-shrimp farming area.

HACO processes a variety of products with the objective of supplying safe products to domestic market, including:

1. Brackish water tilapia cake (*chả cá rô phi*)
2. One-sun dried brackish water tilapia (*khô cá rô phi một nắng*)
3. Tilapia floss (*chà bông cá rô phi*),
4. Shrimp salt (*muối tôm*)
5. Shrimp cracker (*bánh phồng tôm*)
6. Dried shrimp (*tôm khô*).

The tilapia-based products are made from naturally farmed fish and were certified 3-star OCOP products in 2023. The remaining products: shrimp salt, shrimp crackers, and dried shrimp are currently under registration for 3-star OCOP certification in 2025.

### Background of the assignment

From 7-12 December 2025, with the support from Agriterra, HACO has actively participated in market study and linkage activities in Ho Chi Minh, Da Nang and Ha Noi for six processed shrimp and tilapia products. The market study provides key insights on:

- Target market segments (e.g. domestic retail, modern trade, food service)
- Buyer expectations related to product forms, quality, packaging, labeling, and branding
- Competitive price positioning
- Opportunities and constraints for cooperative-based processed seafood products

While HACO has strengths in raw, nature-based material sourcing and basic processing, current product labeling and packaging remain limited and do not yet fully reflect product quality, cooperative values, and market positioning.

Based on market requirements, the key weaknesses of HACO related to labeling and packaging design for processed shrimp and tilapia products are as follows:

- Weak visual branding and design consistency: Label design lacks a coherent visual identity (color palette, typography, logo usage) and does not fully compliance with Vietnamese food labeling regulations, making products less recognizable and less competitive on retail shelves.
- Basic and non-premium packaging design: Packaging concepts are functional but simple, and do not meet market expectations for elegant packaging suitable for modern retail.
- Insufficient brand story-telling on packaging: Packaging does not effectively communicate HACO's unique story (e.g. farmer ownership, sustainable aquaculture practices, reduced chemical use or community impact) which is a key purchasing driver in premium and eco-conscious markets.

To improve market access, competitiveness and recognition, HACO asked Agriterra to support the cooperative to develop professional product label and appropriate packaging design for its six processed shrimp and tilapia products.

Therefore, Agriterra seeks a consultant or consultant team to support HACO for this assignment.

### **Main objective**

This assignment is to help HACO to design attractive and compliant label and packaging solutions suitable for their six processed shrimp and tilapia products.

### **Specific objectives**

- Understand HACO's products, the story behind HACO's business, HACO's competitiveness and target customers.
- Understand HACO's expectation of the designs: purposes, messages, colors, sizes, materials, costs, and any references with designs suggested by HACO.
- Design concept and present to HACO.
- First drafts, revised versions, and final design files for print provided by the consultant and agreed by HACO for their six processed shrimp and tilapia products.

### **Scope of work**

1. Desk work to review market linkage report of HACO, conducted by an independent consultant to extract key findings relevant to labeling, packaging formats, and buyer preferences.
2. Field visit to HACO to understand HACO's products, the story, competitiveness, target and expectation of the designs that ensure compliance with Vietnamese food labeling regulations.
3. Design label and packaging for six processed shrimp and tilapia products; and get feedback from HACO for revision and finalization.
4. Deliver print-ready label and packaging files for six processed shrimp and tilapia products.

## Expected results

1. A consultancy report in English, including print ready design label and packaging for six processed shrimp and tilapia products of HACO.

## Tentative programme

**The assignment will run from 15 January to 5 March 2026 with a total of estimated 12 working days.** The consultant will carry out the following tasks:

| Day            | Programme   | Available                |
|----------------|---|--------------------------|
| 02 days        | <ul style="list-style-type: none"><li>- Desk work to overview and learn about findings relevant to labeling, packaging formats, and buyer preferences from market linkage report.</li><li>- Preparation for field visit to HACO.</li><li>- Collect other data in advance as needed.</li></ul>   | Consultant/ CA/ the coop |
| 03 days        | <p>Field visit to HACO for the following purpose:</p> <ul style="list-style-type: none"><li>- To enable the consultant to understand about HACO's products, how they produce their products, the story behind HACO's business, HACO's competitiveness and target customers.</li><li>- To enable the consultant to understand about HACO's expectation of the designs: purposes, messages, colors, sizes, materials, costs, and any references with designs suggested by HACO.</li><li>- To take pictures of production and landscape in the field as image inputs for package designing purpose.</li><li>- To enable the consultant to come up with design concept.</li></ul> | Consultant/ CA/ the coop |
| 05 days        | <ul style="list-style-type: none"><li>- Design label and packaging (first draft)</li><li>- Get feedback from HACO for revision and finalization of label and packaging for six processed shrimp and tilapia products.</li></ul>   | Consultant/ CA/ the coop |
| 02 days        | Reporting and closing the assignment.   | Consultant/ CA           |
| <b>12 days</b> |   |                          |

CA = Nguyen Thanh Trang, Agriterra Cooperative Advisor

## Logistics and support

Agriterra will provide logistical support, including travel arrangements for site visit to Hoa De Cooperative.

## Application and selection process

Interested consultants are invited to submit a complete application package. Application should include:

- Cover letter: Indicating the applicant's interest in the assignment, highlighting relevant experience, and outlining suitability for the role.
- Technical proposal: Presenting the proposed methodology, tools, workplan to carry out the tasks and expected results outlined in the ToR.
- Financial proposal: Including the daily rate in VND (inclusive of taxes), with a clear breakdown of estimated costs.
- Updated CV(s): Providing detailed qualifications and professional experience of the consultant. Examples of similar past assignments should be attached.

### **Qualifications required**

- Proven experience in branding, label design, and packaging for food and/or seafood products.
- Knowledge of Vietnamese food labeling regulations.
- Experience working with cooperatives, SMEs, or agri-food enterprises.
- Strong portfolio of relevant assignments.
- English proficiency required for reporting.

### Submission guidelines:

- All application documents must be in English.
- Please submit the full package by email with the subject line: "*Consultant – Label and packaging design for processed shrimp and tilapia products*"
- Email submissions should be sent to: [vietnam@agriterra.org](mailto:vietnam@agriterra.org), with cc: [trang.thanh@agriterra.org](mailto:trang.thanh@agriterra.org)

### Selection process:

- Only shortlisted candidates will be contacted and invited for an interview.
- The closing date for application is **17:00, 14 January, 2026**.

## Agriterra, for cooperatives

We are a purpose-driven organisation, aimed at strengthening farmer cooperatives in 13 countries in Africa and Asia. Agriterra's wheel of impact depicts how strong farmer cooperatives contribute to societal development and the relevance to many of the Sustainable Development Goals of the United Nations.

Positively impacting farmer cooperatives is at the heart of our identity and is reflected in our legal entity as a Dutch non-profit foundation.



Agriterra provides high quality and hands-on advice, training and exchange services to farmer cooperatives with maximum impact to support dynamic, economic and sustainably strong and productive rural areas. We draw on a century of cooperative knowledge in the Netherlands shared through our extensive network in the Dutch agri-food sector. These Agripool experts from farmer organisations across the world work with Cooperative advisors from our country offices, supported by staff teams in the Netherlands.

In 2022 Agriterra worked together with 579 farmer organisations, trained 8,989 people and 3,808,366 farmers were reached.