

Section A: Instructions to authors

1. This submission template contains four sections:
 - a. Section A: Instructions to authors
 - b. Section B: Your Manuscript
 - c. Section C: References
 - d. Section D: Other requirements
2. This document is a fixed template. Most of the document is read-only. You only need to insert your title, brief overview, main text and keywords as directed in Section B, references in Section C, and highlights in Section D.
3. Once you are done, kindly upload this document to <https://bit.ly/impactsubmission>
4. Should you have any questions or are facing any difficulties, please get in touch with Dr. Ivy (ivyhiish@gmail.com) or Miss Nurul (eddahamad@gmail.com).
- 5.

Section B: Your manuscript

COFFEE BEANS SOWING SEEDS OF HAPPINESS

Vuong Thanh Cong Organic Coffee – A Journey of Responsible Entrepreneurship Creating Shared Value for Communities and the Environment

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Keywords: Insert keywords (max. 5)

Text

I. COMPANY OVERVIEW

1. Introduction to Vuong Thanh Cong Organic Coffee

Vuong Thanh Cong Production and Trading Co., Ltd. (Vuong Thanh Cong Organic Coffee – VTC) is among Vietnam’s pioneering enterprises committed to organic coffee, green economy principles, and circular economy practices. The company has been at the forefront of developing an integrated organic coffee model that harmoniously combines environmental restoration, community empowerment, and responsible value chain development—aimed at improving farmers’ livelihoods while elevating the global standing of Vietnamese coffee.

Rather than pursuing output volume alone, VTC positions coffee as a vehicle for social well-being, corporate responsibility, and long-term sustainable development.

From green coffee beans, roasted coffee, and freeze-dried instant coffee to innovative creations such as coffee flower tea, cascara tea, coffee wine, and coffee flower beer, VTC demonstrates that coffee is far more than an agricultural commodity. It is a cultural medium and a form of knowledge-based economy—one that tells stories of land stewardship, human dignity, and shared prosperity.

figure 1: Product Lines Derived from the Coffee Plant of Vuong Thanh Cong Production and Trading Co., Ltd

2. Context and Challenges

Vietnam is the world’s second-largest coffee exporter; however, the industry has long been facing a range of structural and persistent challenges. These include soil degradation caused by intensive chemical farming, rising input costs accompanied by declining farmer health, the

marginalization of smallholder farmers within the value chain, and increasing global pressure for sustainability, traceability, and ethical production.

In Đắk Lắk, many coffee growers remain trapped in a vicious cycle of high production costs, environmental degradation, and unstable incomes, while Vietnamese coffee continues to be largely perceived in international markets as a low-value raw commodity.

VTC recognized that without a fundamental shift in production models, neither farmers' livelihoods nor the coffee ecosystem itself could be sustained in the long term.

Amid climate change, volatility in global markets, and growing tariff pressures, the limitations of conventional coffee production have become increasingly evident. VTC deliberately chose a more challenging path: rebuilding the relationship between people, land, and coffee plants, and laying a solid foundation for organic agriculture and long-term sustainable development.

II. Business Actions

Motivated by deep concerns over soil degradation, rising production costs, and the increasingly fragile livelihoods of coffee farmers in Đắk Lắk, Vương Thanh Công Organic Coffee (VTC) chose a path that is more demanding yet fundamentally sustainable: transitioning from conventional farming to an organic coffee model grounded in social responsibility and ecosystem restoration.

Since 2017, the company has systematically eliminated chemical fertilizers, synthetic pesticides, and growth stimulants, replacing them with regenerative agricultural practices such as soil restoration, on-farm organic composting, water resource protection, and the creation of conditions that allow biodiversity to regenerate naturally within coffee farms. This approach has required not only technical perseverance but also the resolve of an enterprise willing to accept short-term risks in pursuit of long-term value for both the environment and local communities.

In parallel with its farming transition, VTC proactively built an integrated value chain “from farm to cup,” encompassing organic raw material production, post-harvest handling, deep processing, and brand development. As a result, coffee beans are no longer treated merely as low-value commodities but have become the foundation for a diverse portfolio of high-value-added products, including roasted coffee, freeze-dried instant coffee, cascara tea, and coffee blossom tea. This model enables farmers to participate more deeply in the value chain, gradually reducing their dependence on volatile market prices while strengthening their capacity to secure sustainable livelihoods.

Figure 2: Harvesting organic coffee at the farm

A defining feature of VTC's approach is its community-based partnership model grounded in trust and shared responsibility. The company works directly with hundreds of farming households and multiple cooperatives in Đắk Lắk, committing to purchase coffee at prices above

market levels while providing continuous technical support and organic knowledge transfer. To date, VTC has developed a linked production area of approximately 700 hectares, with dozens of hectares having fully transitioned to organic cultivation and hundreds of farming households actively practicing environmentally friendly production. These figures reflect not only the scale of production, but also the diffusion of a new production mindset—one in which economic returns are pursued alongside social and environmental responsibility.

The impacts of this model are evident across multiple dimensions. Environmentally, soil fertility has gradually been restored, water resources are better protected, and agricultural ecosystems have become more balanced and resilient. Economically, from the same hectare of organic coffee, farmers can generate value through multiple product streams, increasing economic returns by four to five times compared to conventional models, while reducing input costs by approximately 30 percent. Socially, more stable incomes, safer working conditions, and improved farmer health have contributed to stronger community cohesion through cooperatives and producer networks.

These positive outcomes are reinforced by tangible evidence. Several of VTC's organic product lines have been successfully commercialized, the company has received consistent recognition from both domestic and international media, and it has been honored among the Top 50 outstanding local brands of Đắk Lắk Province. Together, these achievements demonstrate that organic coffee is not only environmentally and socially viable, but also commercially competitive—offering a compelling pathway toward a more responsible and resilient coffee economy.

More importantly, the model developed by Vuong Thanh Cong Organic Coffee (VTC) demonstrates strong potential for replication and adaptation in Vietnam as well as in other coffee-producing countries. By building on smallholder farmers, indigenous knowledge, and natural inputs, the model does not depend on large plantation-scale production, while significantly reducing risks for farmers during the transition period. Through free training programs, knowledge-sharing initiatives, and on-farm learning visits, VTC is gradually disseminating responsible production practices to a wider community, opening up opportunities for application across different crops and diverse local contexts.

From the perspective of responsible tourism, VTC's story carries a profound message: responsibility does not begin at the destination, but at the very origin of products and the livelihoods of local communities. When organic coffee is integrated with experiential activities, education, and cultural storytelling, the enterprise goes beyond producing goods for the market—it helps shape conscious consumption experiences that nurture deeper connections between people, nature, and communities. In this context, coffee is no longer merely a beverage, but a symbol of a business model that respects ecological limits, places human values at its core, and aspires toward shared prosperity.

Conclusion

“Coffee Beans Sowing the Seeds of Happiness” is not a marketing slogan, but a development philosophy. The happiness of consumers stems from safe and trustworthy products; the happiness of farmers grows from sustainable livelihoods; and the happiness of the planet arises from respect for nature.

As the global economy moves toward green growth and responsible consumption, the Vuong Thanh Cong model demonstrates that organic agriculture is not only an ethical choice, but a strategic pathway for the future of Vietnamese coffee—one that aligns economic resilience with social well-being and environmental stewardship.

Section C: References

1. References

IMPACT uses hyperlinks instead of formal academic referencing references. Links should direct readers to the source of reference; detailed reports, other pieces of research, news items, or blog posts. Open access sources are preferable compared to those behind paywalls. The maximum number of references should not exceed ten references. Kindly fill in your references in the table below (an example is provided):

#	Sentence	URL/Reference link	Word to hyperlink
1	The company has been at the forefront of developing an integrated organic coffee model that harmoniously combines environmental restoration, community empowerment, and responsible value chain development—aimed at improving farmers’ livelihoods while elevating the global standing of Vietnamese coffee	https://nongnghiephuoco.vn/cong-ty-vuong-than-h-cong-hanh-trinh-thanh-lap-va-phat-trien-thuon-g-hieu-ca-phe-huu-co-5960.html	organic coffee
2	Vietnam is the world’s second-largest coffee exporter; however, the industry has long been facing a range of structural and	https://nhandan.vn/ron-rang-mua-thu-hoach-ca-phe-post933060.html	coffee exporter

	persistent challenges		
3	Amid climate change, volatility in global markets, and growing tariff pressures, the limitations of conventional coffee production have become increasingly evident	https://iamtapnews.com/ca-phe-viet-co-chiu-suc-ep-vu-hoa-ky-do-bo-thue-quan-brazil	tariff pressures
4	This approach has required not only technical perseverance but also the resolve of an enterprise willing to accept short-term risks in pursuit of long-term value for both the environment and local communities	https://nhandan.vn/phat-huy-di-san-tri-thuc-trong-va-che-bien-ca-phe-dak-lak-post932450.html	long-term value
5	In parallel with its farming transition, VTC proactively built an integrated value chain “from farm to cup,” encompassing organic raw material production, post-harvest handling, deep processing, and brand development.	https://nongsanviet.nongnghiepmoitruong.vn/lay-3-nen-tang-cot-loi-xay-dung-he-sinh-thai-ca-phe-huu-co-d773074.html	farm to cup

6	Several of VTC's organic product lines have been successfully commercialized, the company has received consistent recognition from both domestic and international media, and it has been honored among the Top 50 outstanding local brands of Đắk Lắk Province	https://baodaklak.vn/kinh-te/202506/dak-lak-co-mot-doanh-nghiep-lot-top-50-thuong-hieu-noi-bat-20c10c4/	Top 50
7	More importantly, the model developed by Vuong Thanh Cong Organic Coffee (VTC) demonstrates strong potential for replication and adaptation in Vietnam as well as in other coffee-producing countries.	https://baoquoc.vn/lan-toa-gia-tri-ca-phe-huu-co-viet-nam-ra-the-gioi-269182.html	countries
8	More importantly, the model developed by Vuong Thanh Cong Organic Coffee (VTC) demonstrates strong potential for replication and adaptation in Vietnam as well as in other	https://baodaklak.vn/tin-noi-bat/202503/ket-noi-xuat-khau-ca-phe-sang-thi-truong-trung-quoc-7421bb0/	coffee-producing countries

	coffee-producing countries.		
9	Through free training programs, knowledge-sharing initiatives, and on-farm learning visits, VTC is gradually disseminating responsible production practices to a wider community, opening up opportunities for application across different crops and diverse local contexts.	https://en.baoquocte.vn/spreading-the-value-of-vietnamese-organic-coffee-around-the-world-269264.html	wider community
10	Insert text here	url/link	insert word

Example

Text/paragraph: This is the submission template for International Magazine for Practitioners, Academics, and Community Transformation. IMPACT aims to facilitate discourse among practitioners, academics, and the community in transforming knowledge into practice.

#	Sentence	URL/Reference link	Word to hyperlink
1	IMPACT aims to facilitate discourse among practitioners, academics, and the community in transforming knowledge into practice.	www.searanetwork.org/impact	IMPACT

How it will look when published:

This is the submission template for International Magazine for Practitioners, Academics, and Community Transformation. [IMPACT](#) aims to facilitate discourse among practitioners, academics, and the community in transforming knowledge into practice.

Section D: Other requirements

1. Two highlights (required)

A sentence or critical point that you want to emphasize in your article.

- a. VTC recognized that without a fundamental shift in production models, neither farmers' livelihoods nor the coffee ecosystem itself could be sustained in the long term.
- b. When organic coffee is integrated with experiential activities, education, and cultural storytelling, the enterprise goes beyond producing goods for the market—it helps shape conscious consumption experiences that nurture deeper connections between people, nature, and communities.

2. Figures (if any)

IMPACT encourages using figures, including images (max. 2), graphs, or charts. If you have nothing, the editor will find a suitable picture to accompany the article post. Figures should be:

- a. High-resolution
- b. In landscape mode
- c. Licensed for reuse
- d. Have a caption/description
- e. Have a full attribution/link to the source

Please indicate where you prefer it to be placed anywhere in your manuscript above (e.g., insert image 1). Your figures should be uploaded separately on the [IMPACT Submission Form](#).