

CASE WRITING
FOREST FOODS
TR'DIN SYRUP NATURAL SWEETENER
CONTRIBUTIONS TO THE UN GOALS

Author: Vu Cao Yen Nhi - SBC_GR_197_E2023

1. About Forest Foods

Forest Foods is a project started from the desire to help the ethnics from remote mountainous areas of Tay Giang. In 2012, Pham Thanh Hoang - Founder of the project had the first trip to Tay Giang with his volunteer team which was named Song Han Da Nang Charity Organization. Besides the superb beauty here, the team was struck when they saw the poverty and the hardship. Local people had to live underprivileged lives, they lacked clothes, food, electricity...; schools and hospitals were faraway, therefore they did not have many chances to improve their knowledge and their lives. Furthermore, most of the households suffered from poverty for decades, they did not have a sustainable job that can help them with their financial issues. Since then, Thanh Hoang knew that he did not want to only help for once but their whole life after. The team decided to work with the locals in developing business to improve their lives. During the long period of time since then until now, the company has grown and helped more than 3000 households in the area. We have been selling natural Tay Giang products for many store chains in the West. Not stopping there, the company decided to research and develop a brand new product which is Tr'Din syrup - a natural sweetener. This syrup is extracted from Tr'Din trees. It has a low Glycemic Index (GI<50), proven not to increase blood sugar after consumption via Alpha-Glucoside analysis. Hence, this product can perfectly meet the demand of people who have diabete or obesity.

2. Vision statement

Mission statement: Through producing and consuming Tr'Din syrup, we enhance people's health, local environment and remote mountainous households' life.

Vision statement: Our vision is to create a society where people hold solutions for well-being.

Through our vision statement, we want to draw a bright future for both customers and stakeholders. Moreover, our vision and mission statement are highly consistent, clear and close to our core values.

Forest Foods project seeks for opportunities to improve health, provide sustainable life and employment as well as protect the environment. We commit to create values and bring benefits to people who care and want to improve their health, people who suffer from obesity and diabetes, people who live in the remote mountainous areas of Tay Giang and finally, the local Tay Giang government and economy.

3. Setting goals

Keeping the vision and mission in mind, Forest Foods always wants to bring out the best product and service. As a social entrepreneur, profit is not our only purpose but creating social impacts.

a. Analyzing SWOT:

Our biggest strength is our team which is the combination of people who have abilities in different fields and hearts full of changing desire. We started from volunteering to help to doing business to change. Therefore we have the strengths of local government and people's encouragement and huge natural resources. In addition, external opportunities also play an important role. Since there is a rocket increase in the demand of living green, consuming healthy foods and products, people nowadays care more about their health.

That is a perfect opportunity for our product to join the market in which we can meet a big demand of modern society to be complementary for sugar. Moreover, there are more governments around the world that are applying taxes on sugar and more organizations are investing in this field. According to the Financial Department, WHO has officially recommended governments to act in order to encourage people to eat healthy foods through imposing taxes on drinks containing sugar. From 2012 to 2021, the number of countries opposing this tax has increased from 15 to 50 names: England, French, Thailand, Philippines,...

However, we also have weaknesses. Tay Giang areas are remote mountainous areas which often have terrain, landslide that are barriers to harvest. The long distance is also difficult for inbound and outbound logistics. Another weakness is the low acknowledgement of local people who have been living in poor conditions for decades.

Lastly, we are a startup enterprise so we still lack the potential to do many activities. Following these is the threat from other companies with the same products such as Stevia sugar, Maple syrup, Honey...

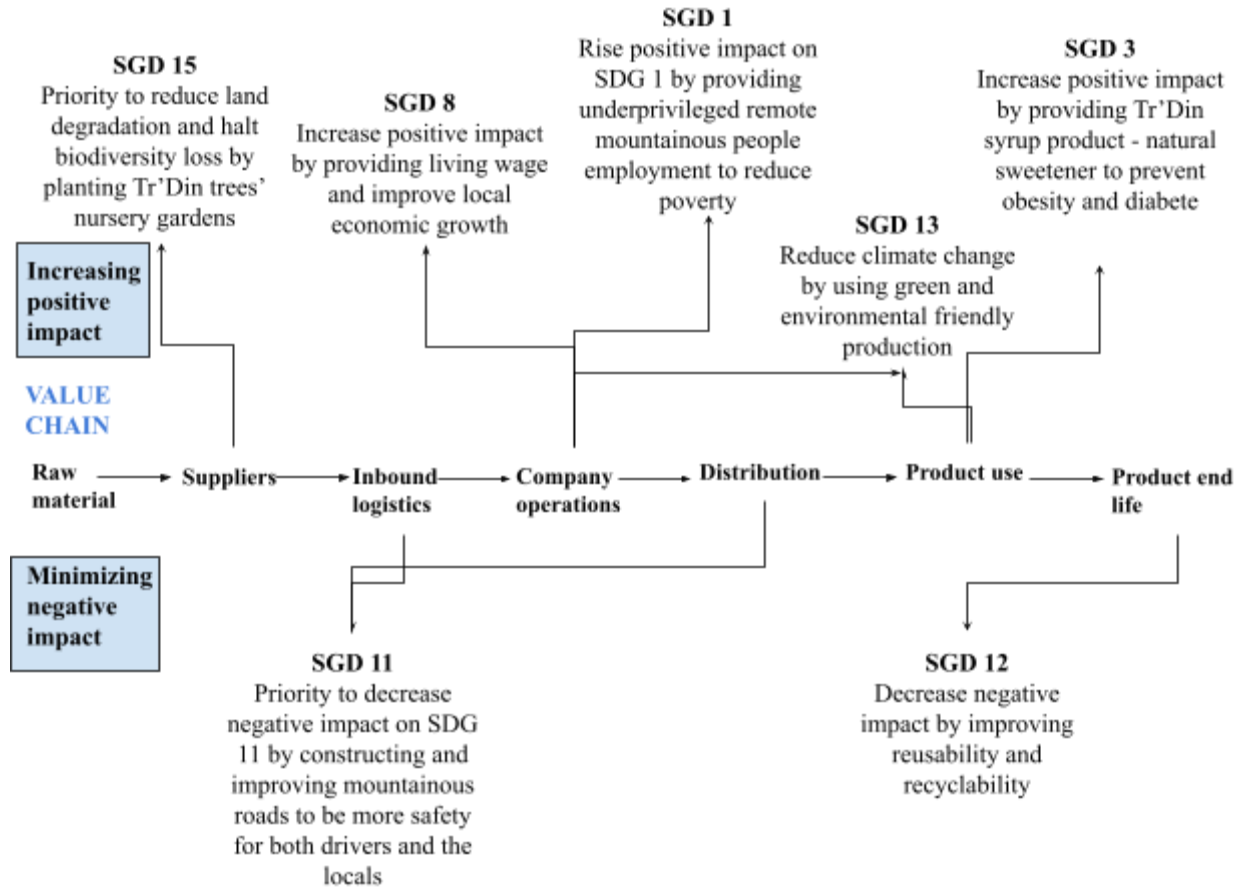
b. Setting goals

In order to develop our strengths and improve our weaknesses, we create goals that are aligned with SDGs of the UN.

Our project with Tr'Din syrup is expected to serve 5 main sustainable development goals:

- Goal 1: No poverty → End poverty in all its forms everywhere
- Goal 3: Good health and well-being → Ensure healthy lives and promote well-being for all at all ages
- Goal 8: Decent work and economic growth → Promote sustained, inclusive and and sustainable economic growth, full and productive employment and decent work for all
- Goal 13: Climate action → Take urgent action to combat climate change and its impact
- Goal 15: Life on land → Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

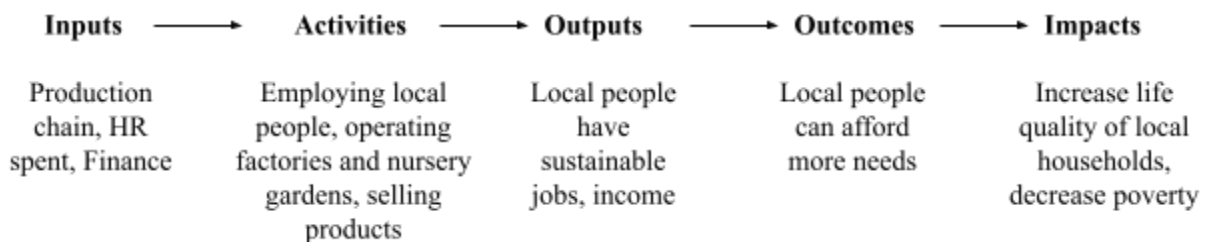
These goals can be seen clearly through our value chain map:



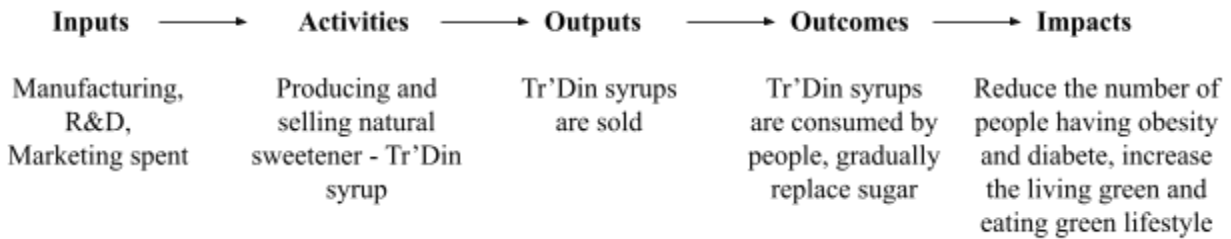
As can be seen from the graph, “Company operations” and “Product use” processes are the high impact areas that we need to concentrate on. Therefore, we will mainly focus on creating positive impacts on SDG 1, SDG 3, SDG 8 and SDG 15.

For further information of how our project impacts the SDGs, how our business activities translate into economic, environmental and social impacts, we created the 5-step Logic Model:

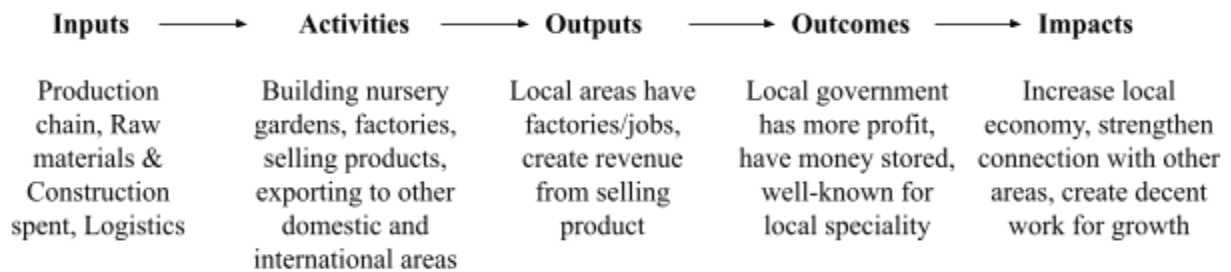
SDG 1



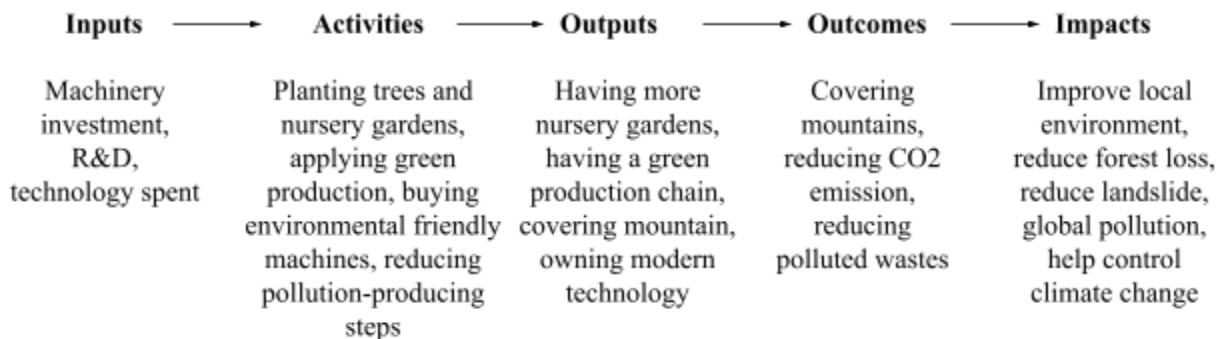
SDG 3



SDG 8



SDG 15



After identifying the strategic priorities, we will have to ensure that sustainability goals' scope is suitable so that they will include opportunities to make positive contributions to the SDGs as well as reduce current and potential negative impacts. This will also ensure the goals not only cover our own operations but also create opportunities to make improvement across the entire value chain.

“What exactly will we do to make positive contributions?”

To answer the question, our team has set specific, measurable and time-bound goals that can help us to achieve our vision.

Goal	Focus	Change	Due
Expanding 30% number of local employee by the end of 2025 (initially the project has around 2000 families support and has created more than 3000 employment opportunities)	SDG 1, SDG 8	N/A	2025
From 2023 to 2025, expanding raw natural areas from 200 ha to 5000 ha	SDG 13, SDG 15	N/A	2025
Establish 2 new plant nurseries for plant production by the end of 2025	SDG 13, SDG 15	N/A	2025
Register for OCOP to receive support from Tay Giang local government via publicity and financial support to participate in product expos by the end of 2023.	SDG 8	N/A	2023
By the end of 2025, register for support from the National Goal Program in 2021 - 2025 about developing the economy and society of mountainous minority ethnic population	SDG 1, SDG 8	N/A	2025
Corporate with more domestic and international stakeholders and investors (Minegen Corp, WWF) between 2023 and 2025	SDG 1, SDG 8	N/A	2025
By the end of 2025, we are expected to approach 15.000 customers after launching the products in 2024	SDG 3	N/A	2025

4. Conclusion

SDGs Compass helps us to set accurate goals that are aligned with the UN Goals throughout our journey. Through applying SDGs Compass, our project not only can identify

future business opportunities but also enhance the value of corporate sustainability. Additionally, aligning our priorities with the SDGs help us strengthen engagement of customers, employees and other stakeholders. We can also stabilize societies and markets. Finally, by using SDGs as a common language and shared purpose, we are able to bring people together as a whole community in order to address the issues.

Our goals in the end of applying SDGs Compass process are expected to be achievable and act as a necessary solution for problems in Tay Giang areas which are the poverty of the ethnics, decadent work and underdeveloped economy and loss of life on land.