REPORT ON
VIETNAMESE VEGETABLE AND FRUIT SECTOR
(Báo cáo ngành hàng rau quả Việt Nam)

Hanoi, 12/2008
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Preface

As a newly official member of the World Trade Organization (WTO), Vietnam is offering great attractiveness to foreign companies and businessmen to do business with the country in several prospective fields. To update foreign importers and investors with latest developments and big export potentials of Vietnamese industries in general and vegetable and fruit sector in particular, the Export Promotion Center (PROMOCEN) under the Vietnam Trade Promotion Agency (VIETRADE) issues a report on the Vietnamese vegetable and fruit sector, one among a wide series introduced by PROMOCEN.

The report is about vegetable and fruit including both fresh and processed vegetable and fruit produced at home and imported for domestic consumption and for export. The report is divided into eight following parts.

- Part 1 deals with the overview details including general information of the development process, current status, position, potentials and strengths of the vegetable and fruit sector in the national economy.
- Part 2 gives an overall description about vegetable and fruit products’ classification, characteristics and structure. It also names big brands of vegetable and fruit products well-known in both domestic and foreign markets.
- Part 3 positions Vietnam as a big vegetable and fruit production hub in the Asian region. It introduces readers with news on the sector production area, scale, capability, technology and method. Besides, it also helps readers be more aware on new production trends of the country’s vegetable and fruit sector.
- Part 4 focuses on the vegetable and fruit domestic consumption. It envisages the domestic market size, consumption characteristics, power, trends and distribution channels.
- Part 5 and 6 pay special attention on the export and import situation of the country’s sector in recent times, especially from 2003 to six early months of 2008, including export and import value, volume and major markets, etc.
Part 7 helps readers understand clearly about Vietnamese policies, orientation of vegetable and fruit production; and forecast on vegetable and fruit export development in the coming years.

Part 8 and the Annex of the report provide useful information on vegetable and fruit related authorities and associations, annually domestic trade fairs and exhibitions, together with contact details of major vegetable and fruit producers and exporters.
Part 1: Overview

Vegetable and fruit production plays an important role on the agriculture of many countries in the world. Vegetable and fruit sector is also an important production sector of Vietnamese agriculture. Vietnam enjoys numerous favorable conditions for vegetable and fruit production in which climate and ground are suitable with tropic, subtropical vegetables and fruits and some temperate vegetables and fruits.

Vietnamese vegetable and fruit production in recent years has marked significant progress in both terms of scale and product structure. Various kinds of special vegetables and fruits with high quality have been developed and brought high yield thanks to the sector’s application of advanced cultivation techniques, etc.

Vietnamese vegetable and fruit sector has gained satisfactory achievements in domestic consumption and export. Plentiful processed products such as tinned and condensed fruits and vegetables have been highly appreciated by domestic and oversea customers. Especially, some new products such as purre, frozen vegetables and fruits have been consumed in America and Japan, etc. In 1995, vegetable and fruit export of Vietnam only was USD 56.1 million, however, by 2007 it reached over USD 300 million, a 6 time increase compared to 1995, made up 0.63% in the total export value of Vietnam in 2007. The results and effects which vegetables and fruits bring about are still limited and have not been corresponding with the big potential of the country.

Part 2: Product classification, characteristics and structure

1. Product classification, characteristics and structure

Fresh vegetables and fruits planted in Vietnam are very diverse.

Vegetables: With wet tropical, temperate and subtropical climate, Vietnam has many favorable conditions for fresh vegetable production all year round. More
than 30 kinds of vegetables are grown in Vietnam. They are divided into plentiful groups as follow:

- Leafy vegetables (cabbage, sauropus androgynus, melon, water morning glory, water dropwort, etc);
- Fruiting vegetables (kohlrabi, cucumber, chayote, pumpkin, tomato, etc);
- Root and tuberous vegetables (carrot, potato, onion, eryngium, celery, small spring onion, etc);
- And other vegetables.

**Fruits:** Thanks to the diversified ecology, there are more than 30 different kinds of fruit-trees in Vietnam, in which 27 kinds have commercial value, and grown on big land area, such as bacustard-applecustard-apple, orange, mandarin orange, pomelo, lemon, jack-fruit, litchi, apple, apricot-tree, plum, peach, papaw, blue dragon, grapes, avacado, durian, star apple, custard-apple, rambutan, mangosteen, sapodila, guava, “To Nu” jack fruit, etc. In which, bacustard-applecustard-apple, orange and pineapple make up a great density in the total area of fruit plantation, satisfy domestic consumption and export demands. Some biggest fruit groups with strong development are langan, litchi and rambutan.

Because different ecological features of fruits, suitable with given climate, fruit-trees are planted in concentrated areas.

- Fruit-trees which have wide adaptation such as banana, segment-fruit (orange, mandarin orange, pomelo, lemon), pineapple, jack-fruit, longan, papaya, custard-apple, apple, sapodila are frequently distributed all over the country.
- Subtropical fruits such as litchi, apricot-tree, plum, persimmon, etc are frequently distributed from Red River delta to Northeastern, Northwest highlands.
- Tropical fruits such as mango, to nu jack-fruit, durian, rambutan, mangosteen, avacado, etc are distributed from Binh Dinh to the Cuu Long River Delta.
- Fruits such as longan, mango, blue dragon, etc which have limited adaptation are frequently distributed in fixed areas; if they are grown at other areas, their quality is poor or productivity is reduced.

**Processed vegetable and fruit products are:** pickled cucumber, canned pineapple, fruit juice, etc.

**Characteristics of some major vegetables and fruits planted in Vietnam:**

**Vegetables:** Some special vegetables of Vietnam are as follow:

+ *Ipomoea aquatica*: is a popular kind of vegetable in Vietnam. *Ipomoea aquatica* includes 2 kinds: the first kind is water-living-*Ipomoea*, grown or risen in wet places, even long-lived in a raft scale and floated on canals or lakes. This kind has the big trunk; its stem is red, juicy and more suitable with boiling than frying or raw eating. The second kind is dry-living-*Ipomoea aquatica*, grown on land. It does not need much water, it has got green-white and small trunk. This kind is more suitable with frying than raw eating. *Ipomoea aquatica* is grown at nearly all rural areas of Vietnam and it serves daily meal of Vietnamese families.

+ *Spinach*: The origin of this vegetable is from American amaranth. *Spinach* then was called by Chinese; and then called as spinach or duck foot-vegetable by Vietnamese. This vegetable is green, has a lot of carotenoids, including beta-caroten and lutein, as well as quercetin, a chemical with anti-oxygen shock which can cause cancer. At present, spinach is one of vegetables which has high economic effect and is one of major export vegetables of Vietnam. Spinach is popularly grown in Lam Dong and some Northern provinces in the country.

+ *Waky pumpkin* is very common with Vietnamese people. Wax gourd, called as green pumpkin, has the same family as calabash in shape and cooked taste. *Waky pumpkin* grows well in the temperature from 25- 27°C. *Green pumpkin* can be grown all year round but its productivity is higher in the two late-crops: its main crop is from December to March of the following year, but the best crop is at the end of January or beginning of February; its auxiliary crop is from
the end of September to beginning of October. At present, waky pumpkin is popularly grown in many regions of the country. Pumpkin and calabash are vegetables with high prospect for export because at present demand on these vegetables as canned soft drink in China, Taiwan, Singapore is very high.

+ Chayote: Scientific name of chayote is sechium edule, a temperate tree, with liana of 3-5 branches, belonging to the family of pumpkin and calabash. Chayote leaves are dark green, big, smooth and its lobe is not divided. Its flower is small, cream-coloured. Its fruit is juicy, looks like pear-shape, has convex edges and thorn-shaped excrescences. Chayote has a big pip and thin peel. The origin of chayote is from Mexico. Chayote was imported to Sapa, Tam Dao, Da Lat of Vietnam more than one hundred years ago. At present, chayote is popularly grown in Northern provinces and highlands of Vietnam. Advantages of chayote are easy to grow, easy to store, easy to transport, rarely catch diseases. Especially it brings high productivity.

+ Cabbage: There are many kinds of cabbages in Vietnam including: bokchoy cabbage, bitter cabbage, celery cabbage, cabbage, lotus-cabbage, chinese lettuce, etc. Celery cabbage derives from China and is leafy vegetable. Celery cabbage is grown much in the North and Highlands of Vietnam. Chinese cabbage derives from the Central and the South of China, it is now popularly grown in the Southeast Asia including Vietnam. Leaf of this cabbage is green, leaf limb is round, leaf stem is relatively white. In Vietnam, chinese cabbage is grown in 2 crops. In the early crop, it is grown in the end of August to the begining of September, harvested at the end of November. In the main crop, it is grown from October to December, harvested from January to March of the following year.

**Fruits:** Some main fruits of Vietnam are as follow:

+ Banana: Vietnam is a tropical country where grows a lot of banana. Vietnamese banana has high nutritional value. At present, there are many kinds of banana in Vietnam such as old banana, areca banana, large banana, large meaty banana, sweet banana, aromatic banana, pip banana, king banana, and
special valuable banana known in foreign countries such as Dai Hoang king banana (Nam Dinh), a very special kind of banana used to be offered to the king.

+ Pineapple: Pineapple is one of fruits which brings high economic effect. In Vietnam, pineapple is grown in many regions, but more suitable in rural areas. There are 2 kinds of pineapple in Vietnam: One kind has smooth eyes called Vietnamese pineapple. It is a bit sweet and aromatic. Another kind is foreign pineapple, with thorny eyes, more aromatic and sweeter than Vietnamese pineapple. Components in pineapple are diverse, including sugar, organic oxide acide, minerals and vitamins B, P, C and Beta-caroten etc. Aroma of pineapple is created by faraneol. Especially in pineapple, there is a protein decomposing enzym called Bro-melin which exists in the core of pineapple. This substance is used to make natural medicine.

+ Special group of fruits has advantages of economic value including litchi, longan, mango, blue dragon, avocado, mangosteen, pomelo, etc.

**Export products:**

According to the Vegetable and fruit Research Institute, in recent years, vegetables which are defined to be able to develop strongly both in output and scale for export are potato, cucumber, bean, corn and cabbage, etc. Within vegetables served for export, cucumber is the main one with two canned products namely whole and 4 part sliced pickled cucumber. These products are usually exported to European market. However, there are still many shortcomings in the cucumber export as farmers have not yet done well at creating new cucumber varieties by cross-breeding, choosing high productivity and quality varieties which can satisfy the demands of different markets. The mobilization of sufficient goods with high quality, reasonable price, and attractive model will increase the competitiveness of Vietnamese cucumber products in the global market.

Vietnamese major export fruits are pineapple, banana, citrus cultivars, mango, longan, blue dragon, rambutan, durian and mangosteen, etc in which some tasty fruits are well-known namely Nam Roi pomelo, Ri 6 durian (Vinh Long
Two well-known brands at home and abroad

Thanks to the diversified climate and land, Vietnam has a lot tasty and well-known vegetables and fruits whose brands are linked with the place-name planting them. Following are some Vietnamese famous vegetables and fruits:

- Van Noi, Dong Ha, Tra Que organic vegetables.
- Tam Dao chayotes
- Pomelos:
  - Special pomelos grown in Nam Sa (Vinh Long province), Tan Trieu (Dong Nai province), Phuc Trach (Ha Tinh province), Doan Hung (Phu Tho, Tuyen Quang provinces).
  - Nam Roi pomelos: When Nam Roi pomelos ripen, they have yellowish and greenish color, pear shape, no sour, are easy to
peel and sweet. Nam Roi pomelos are popular in the mid-autumn, and lunar New Year. Nam Roi pomelos are favorite fruits. Their output is about 15-20 tons per year. Nam Roi pomelo price is always high, thus farmers can earn high benefits.

- Green peel pomelos are grown and give fruits all year-round. They develop very quickly. A 4-year-old pomelo tree can give fruits of quite big weight (about 1.2 – 2.5 kilograms per piece). Green peel pomelos are best-sellers.

- Litchis:
  - Special litchis grown in Hai Duong, Hung Yen, Bac Giang provinces.
  - “Thieu” Luc Ngan litchis: red and succulent, sweet, thin peel, very small seed, thin pulp, pure fragrance.
- Tay Bac special apricots and plums
- Lai Thieu mangosteenes: darkly violet peel, white sections, pure fragrance, lightly sweet.
- Lach market Xuong longans, Ben Tre longans, Hung Yen big longans
- Go Cong watermelons;
- Ba Moi grapes grown in Ninh Thuan province;
- Cai Mon durians;
- Binh Thuan blue dragons, etc.

**Brand building work for fresh and processed vegetables and fruits:**

In order to promote vegetable and fruit export, bring about higher value, increase income and benefit for farmers and export companies, the Ministry of Agriculture and Rural Development and related agencies have introduced some main solutions, in which attention to establish a strong brand for Vietnamese vegetables and fruits is seriously paid. Be aware of the importance of brand to the development of the sector, many localities in the country have planned their own strategies, as well implemented, built up brands for their famous vegetable and fruit products. Following are some examples:

+ Build up Tam Dao organic chayote brand: Since Tam Dao chayote has its own brand, the chayote output has continuously increased as supply is not
sufficient for the demand. Tam Dao chayotes do not only satisfy local demands of tourists, but are also supplied for big supermarkets in Hanoi city, Hai Phong and Quang Ninh provinces. Averagely, farmers in this mountaineous area of Tam Dao supply about 5 tons of chayote leaves and fruits everyday for Hanoi and Hai Phong.

+ Van Noi organic vegetables’ brand has been built. Van Noi commune is a long-standing vegetable producing area in Hanoi. Through 14 cooperatives and 3 consuming companies, Van Noi commune supplies the market with over 2,000 tons of fresh vegetables per annum. Most households planting vegetables in the commune are trained, supplied information on the process of producing fresh vegetables and improved their awareness of preserving Van Noi organic vegetables’ brand. Thanks to their conformity to that regulation, “Van Noi organic vegetables” have affirmed their brand in the market.

+ Quang Tri: Build up the brand for organic vegetable area in Dong Ha town: in the period of 2007 – 2010, Dong Ha town will carry out the project on “Organic vegetable consumption, processing and production” in the edge of town to supply fresh vegetables for the town. According to the project, areas in Dong Thanh, Dong Giang, Dong Le wards will be utilized to grow around 2,600 tons of vegetables each year to meet 50% of demand on organic vegetable of consumers in the town. In organic vegetable producing areas, almost farmers will need to apply technical and scientific progresses such as glasshouses or net houses which open in the summer and close in the winter in their production.

+ Exclusive brand for Tra Que vegetables: Tra Que vegetable village in Hoi An township has officially registered its exclusive vegetable brand namely “Tra Que – Hoi An” with the Vietnam National Office of Intellectual Property. Tra Que is a 500 year old traditional vegetable village with an area of 22 hectares and 130 farming households. Everyday, the village supplies the market with more than 4 tons of fresh vegetables with over 20 species of leafy vegetables and herbs such as: houttuynia, salad, green cabbage, basil, coriander, bitter leaf, basella alba, water dropwort, cinnamon-tree. Every year, the village supplies the market with 150 to 200 tons of vegetables, a 10 time higher benefit compared to planting rice.
+ Build up Da Lat vegetable brand: In order to meet the integration demand, Lam Dong has built up brands for 10 products of 6 vegetable producing and processing enterprises in Da Lat and neighboring areas. If a product belonging to the three main groups namely leafy vegetables, root vegetables, fruiting vegetables meets the branding standard, it will be labelled with geographical instruction showing that it is Da Lat vegetable product. After registering brand, enterprises should implement procedures as requested under the consultancy and monitoring of related authorities in commerce, agriculture fields. Besides, enterprises also have to comply with regulations on organic vegetable production.

+ Binh Thuan blue dragon – an exclusive brand: In 2006, the Vietnam National Office of Intellectual Property under the Ministry of Science and Technology decided to register Binh Thuan blue dragon’s original name. This is the certificate of origin - a very important tool to stabilize the quality and reputation of Binh Thuan blue dragon and bring benefits to producers. In a business trip to American market at August 2008, Binh Thuan officers met some American companies, businessmen who specialize in importing and exporting fruits to promote, market and get more information on the American legal procedures to register the brand name for Binh Thuan blue dragon.

Part 3: Production

1. Production area

**Fresh vegetables:** Vietnamese vegetable production areas mainly concentrate in places with favorable land and climate conditions such as the Red River Delta, Southeast region and Da Lat.

In the seven Vietnamese agricultural ecological areas, the biggest fresh vegetable production area is the Red River Delta. The second is the Cuu Long River Delta. Besides the above areas, there are Da Lat where specializes in planting high quality vegetable and other belt areas where also grows fresh vegetable in big quantity.
Vegetable production areas are divided into two main areas: The first area is vegetable production area around cities, towns, big industrial zones where accounts for 35% of total national vegetable production area and supplies 37% of the total national vegetable output. The second is the vegetable rotational cultivation area where accounts for over 65% of the total national production area and 63% of the national vegetable output. Besides, vegetables are also planted in households with an average area of 36m² per household. The average vegetable amount per capita is 65 kilograms per person.

Many organic vegetable areas have been set up to bring high income to the farmers and supply organic vegetable for consumers. Many localities including Hanoi, Hai Phong (An Lao), Hochiminh city, Lam Dong (Da Lat), etc have paid attention to set up and expand their organic vegetable areas.

**Fresh fruits:** the Cuu Long River Delta accounts for nearly 40% of the total national fruit production area. The next is the Northern mountainous region where accounts for about 23%.

**Processed vegetables and fruits:** Because vegetables and fruits need to be processed early right after being harvested to ensure the products’ quality, processed vegetable and fruit factories usually concentrate in fresh vegetable and fruit production areas. Besides, processed vegetable and fruit factories should be located right at the material area in order to help reducing transportation cost and preserve products better.

### 2. Production scale and capability

In recent years, especially from the beginning of the 1990s, Vietnamese production areas of fruits and vegetables have developed rapidly and got more and more specialized.

In 1995, the whole country only had 328,300 hectares of vegetables with an output of 4.155 million tons. By 2007, the area increased to 840,000 hectares and output increased to 9.6 million tons.
Thanks to nutritious land, cooler climate and near Hanoi, the Red River Delta becomes the biggest vegetable production area and accounts for nearly 29% of the total national vegetable output. According to the Ministry of Agriculture and Rural Development, by April 2008, the entire Red River Delta had 13,216 hectares of organic vegetable which accounted for 13% of the total national vegetable production area. In this delta, only 6,755 hectares is certified to satisfy the organic vegetable producing conditions, mainly in Hanoi. The Cuu Long River Delta is the second biggest vegetable production area, accounts for 23% of the total national vegetable output. Da Lat in Lam Dong province is also a region specializing in planting vegetables for export and for domestic demand, especially for Hochiminh city market.

Currently, vegetables are produced under two methods including autarky and mass commodity production, in which the commodity vegetables are mainly planted in two following areas:

- The vegetable production area around cities, towns, big industrial zones: Vegetables of this area are mainly supplied for non-agricultural residents and very diversified with nearly 80 species, 15 species among which are key ones. The land utilization coefficient of this area is quite high with 4.3 crops per annum.
- The vegetable rotational cultivation area: This area is big in scale and large in output. Vegetables of this area is planted alternately with rice or some other crops. The area’s product consumption forms are relatively diversified: some vegetables are served for fresh consumption of local residents, some for processing industries and some for export.

<table>
<thead>
<tr>
<th>No</th>
<th>Region</th>
<th>Area</th>
<th>Productivity</th>
<th>Yield</th>
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Vegetable area, productivity and yield by regions
<table>
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<tr>
<th></th>
<th>(1,000 ha)</th>
<th>(quintal/ha)</th>
<th>(1,000 tons)</th>
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<tr>
<td>Whole country</td>
<td>459.6</td>
<td>635.1</td>
<td>126</td>
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<tr>
<td>1 Red river delta</td>
<td>126.7</td>
<td>158.6</td>
<td>157</td>
</tr>
<tr>
<td>2 Northern midland and moutainous area</td>
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<td>91.1</td>
<td>105.1</td>
</tr>
<tr>
<td>3 Northern central part</td>
<td>52.7</td>
<td>68.5</td>
<td>81.2</td>
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<td>4 Coastal southern central part</td>
<td>30.9</td>
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</tr>
<tr>
<td>5 Southwest area</td>
<td>25.1</td>
<td>49</td>
<td>177.5</td>
</tr>
<tr>
<td>6 Southeast area</td>
<td>64.2</td>
<td>59.6</td>
<td>94.2</td>
</tr>
<tr>
<td>7 Cuu Long river delta</td>
<td>99.3</td>
<td>164.3</td>
<td>136</td>
</tr>
</tbody>
</table>

(Source: Ministry of Agriculture and Rural Development - MARD)

Some Vietnamese typical vegetable growing areas are as follow:

- **The North:**

  - Vegetable production in Hanoi: In 2005, the total production area of various types of vegetable in Hanoi was 8.1 thousand hectares, in which the cultivation area was 3 thousand hectares and the land utilization coefficient was 2.7 times. The productivity was 186.2 quintals per hectares. The output was 150.8 thousand tons. Vegetable varieties are rather diverse. Leafy vegetables such as green cabbage, ipomoea aquatica, celery cabbage, spinach, etc predominate in terms of area and output which accounts about 70-80% of the total area and have a high commodity rate.

  Organic vegetable producing cooperatives mainly concentrate in Dong Anh, Soc Son, Tu Liem districts. Some cooperatives have strictly conformed with organic vegetable producing procedures in recent years and are issued certificates of producing organic vegetable. Most organic vegetables produced according to the insulating production technology...
in net houses or glasshouses do not use fertilizers and inorganic agro-medicines

- Production areas of carrot, onion and garlic, watermelon are hundreds of hectares in Nam Sach, Binh Giang, Kim Thanh communes of Hai Duong province. Vegetable production in these areas brings about VND 70-90 million per hectares every year.

- Vegetable areas in Ly Nam commune of Ha Nam province yearly produce around 400-500 hectares of tomato and cucumber to supply processing factories of the Vietnam National Vegetable and Fruit Corporation. In the 2006 spring crop, the Corporation organized to produce 840 hectares of material vegetables in which 274 hectares for gherkins, 300 hectares for capsicums, 126 hectares for sweet corns and 45 hectares for cherry tomatoes in Nam Dinh, Bac Giang, Thanh Hoa provinces. The crop helped the Corporation process more than 6,000 tons of products.

- Thai Binh has established an agricultural area specializing in some main products such as onion, garlic, capsicum, potato in Quynh Luu commune; cucumber, baby corn, salad in Thai Thuy commune, etc. Some subsidiary vegetables for export are planted more such as German potatoes; Taiwanese, Korean, Japanese capsicums, cabbages, green gourds; French beans; Japanese sweet potatoes and cherry tomatoes, etc to increase the income and production efficiency.

- Planting bamboo sprouts in Dan Phuong – Ha Tay: Dien Truc bamboo sprouts which originate from China are planted in Song Phuong, Dan Phuong commune of former Ha Tay province (now being merged with Hanoi) on the impoverished soil of hill base. After 12 months, bamboo sprouts can be harvested. Deducting all expenses, farmers can get benefits from VND 60-70 millions per hectares. Dien Truc bamboo sprouts are economic because all parts of the sprouts can be used: the roots of sweet bamboo sprouts are sold well in the market at the price of VND 8,000 – 11,000 per kilogram; cataphylls are sold for trade villages
to sew hats; bamboo trucks are main materials to produce bamboo sedge mats.

- The central part:

- Produce vegetables for export in Quynh Luu district of Nghe An province.
  In the main crops (winter crop and autumn summer crop), everyday farmers in Quynh Luong, Quynh Luu produce about 30 to 45 tons of vegetables on average. The commune has built up a website to introduce, advertise and sell its products. Thanks to this website, many vegetable sales contracts for domestic and foreign customers have been signed. In 2005, Quynh Luong commune, Quynh Luu district, Nghe An province exported to the Netherlands 600 tons of green vegetables including tomatoes, colzas, beans, cabbages, dills and onions.

- The South:

- Apply hi-tech in growing vegetables in Hochiminh city.
  In 2005, there was about 1,663 hectares for producing organic vegetables with an output of 30,000 tons per annum in the city. Currently, the city has built up a hi-tech agricultural zone on 100 hectares in Cu Chi district, which applies techniques of water cultivation, nutritious coat, on-shelf cultivation and cell subculture for vegetables, flowers, fruit-trees. Moreover, this zone also applies vegetable growing conditioner, gene technology to produce mushrooms, and microorganism goods.

- Vegetable production area in Tien Giang province
  Currently, Tien Giang’s vegetable production area is up to 30,000 hectares with an annual output of approximately 450,000 tons and a total revenue of VND 150 billion. As planned, the provincial organic vegetable production areas are in Than Cuu Nghia, Long An, Phuoc Thach, Tan Hiep (Chau Thanh) communes; Long Binh Dien, Binh Phan, Binh Phuc Nhat (Cho Gao); Binh Nhi, Long Vinh (Go Cong Tay); My Phong, Tan My Chanh (My Tho city) and Long Hung (Go Cong town).
Currently, Tien Giang Provincial People’s Committee has approved a project of 500 hectares for producing organic vegetables. It is estimated this area will be increased to 1,000 hectares in the next years.

- Temperate vegetable production area in Lam Dong province
  The vegetable production area in Lam Dong in 2005 was about 27,315 hectares with an output of 67,700 tons, and an export output of about 17,324 tons. Types of vegetable are diverse, and there are many high quality vegetables such as cabbages, celery cabbages, cauliflowers accounting for 55-60% of the total vegetable output. Root vegetables including potatoes and carrots, etc account for 20-25%. Fruiting vegetables including beans account for 10-12%.

Apart from vegetables, due to high demands, the fruit production area has recently increased very fast. In 2000, it was 420,000 hectares with an output of 3.5 million tons. By 2005, it was 766,900 hectares with an output of 6.5 million tons. According to 2007 statistics, Vietnamese fruit production area was 755,000 hectares with an output of about 6.5 million tons. Main fruit trees are citruses, mangoes, pomelos, pineapples, rambutans, longans, star apples, etc. Banana has the highest output with about 1.4 million tons. The runner-up is citrus cultivars with about 800,000 tons. The third is longans with 590,000 tons. By September 2008, the fruit production area in Southern provinces was about 460,900 hectares, accounting for 59.43% of the total national fruit production area. The fruit trees are grown mainly in the Cuu Long River Delta with an area of about 231,000 hectares accounting for 35% of the total national fruit production area. In the tendency of shifting the fruit tree structure, in 2008, this area will be increased to nearly 300,000 hectares and bring about 3.3 million tons. Other big fruit production areas are the North-East area accounting for 19% and the South East area 17%. The total national fruit output is about 4 million tons per year in which the Cuu Long River Delta in particular accounts for 2.5 million tons per year.

According to the Cultivation Department of Ministry of Agriculture and Rural Development, by 2010, the fruit production area in Southern provinces will be 539,000 hectares while the total national fruit production area is 910,000
hectares with an output of 6.5 million tons. Main fruit production area for export will be about 165,000 hectares with an output of 280,000 tons. It is estimated that by 2020, the fruit production area in the Southern provinces will be 666,500 hectares. Export value of vegetables and fruits will be USD 192 million in 2010.

Vietnam’s fruit production area

(Source: Ministry of Agriculture and Rural Development – MARD)

Recently, efforts to establish a good material area for export fruit processing have contributed to form some specialized fruit areas like Hoa Loc sweet mango area in Tien Giang province, blue dragons in Binh Thuan province, Thieu litchi in Bac Giang province, grape in Ninh Thuan province, Nam Roi pomelo in Vinh Long province, etc. Some typical specialized fruit production areas are as below:

- **Thieu litchi**: The biggest litchi production area in Vietnam is Bac Giang province. It mainly concentrate in the 3 suburban districts of Luc Ngan, Luc Nam and Lang Giang with a total area of 35.1 thousand hectares,
and an output of 120.1 thousand tons. The next is Hai Duong with an area of 14 thousand hectares mainly in two districts of Thanh Ha and Chi Linh and an output of 36.4 thousand tons.

- **King orange**: is mainly grown in the Cuu Long River Delta with an area of 28.7 thousand hectares and an output of over 200 thousand tons. The province which has the highest output is Vinh Long. In 2005, its output was over 47 thousand tons. The next is Ben Tre province with 45 thousand tons and Tien Giang province with 42 thousand tons. In the Northern midland and moutainous area, the king orange is grown a lot in Ha Giang province, however, the output is nearly 20 thousand tons.

- **Rambutan**: is mainly grown in the Southeast area with an area of 14.2 thousand hectares, and an approximate output of 100 thousand tons accounting for 40% and 61.54% correlative of the national rambutan area and output. The province which has the highest rambutan area is Dong Nai with 11.4 thousand hectares. The next is Ben Tre province with 4.2 thousand hectares.

- **Blue dragon**: is mainly grown in Binh Thuan province with an area of about 5 thousand hectares, an output of 90 thousand tons accounting for 70% of the total national blue dragon production area and 78.6% of the total national blue dragon output. The next is Tien Giang province with an area of 2 thousand hectares. Blue dragon has the biggest export value in comparison with other fruits.

- **Pomelo**: Vietnam has many tasty varieties of pomelo that many consumers like such as Nam Roi, Green peel, Phuc Trach, Thanh Tra, Dien, Doan Hung, etc. However, only Nam Roi pomelo has a relatively big output. Total Nam Roi pomelo area is 9.2 thousand hectares mainly distributed in Vinh Long province with an area of 4.5 thousand hectares and an output of 31.3 thousand tons, accounting for 48.6% of the total national pomelo production area and 54.3% of the total national Nam Roi pomelo output. In which Binh Minh district takes the biggest part
with an area of 3.4 thousand hectares and an output of 30 thousand tons. The next is Hau Giang province with 1.3 thousand hectares.

- **Mango**: Currently, there are many varieties of mango planting in Vietnam, however, the variety that has high quality and is grown in concentrated area is Hoa Loc sweet mango. This mango is mainly grown along Tien river which is about 20-25 km far from My Thuan bridge with an area of 4.4 thousand hectares and an output of 22.6 thousand tons. The biggest Hoa Loc sweet mango production area is Tien Giang province with an area of 1.6 thousand hectares and an output of 10.1 thousand tons. The next is Dong Thap province with an area of 873 hectares and an output of 4.3 thousand tons.

- **Mangosteen**: is a nutritious and tasty tropical fruit. Mangosteen is grown in the Cuu Long River Delta and Southeast area, among which Cuu Long River Delta has the biggest area of about 4.9 thousand hectares and an output of 4.5 thousand tons. Ben Tre province has 4.2 thousand hectares of mangosteen. Though mangosteen can be sold at good price in the market, it is difficult to extent the production area of this fruit-tree because the growing time is quite long (5-6 years).

- **Pineapple**: is one of 3 main fruit-trees that has been encouraged to develop for export recently. The main varieties are Queen and Cayene; in which Cayene variety is highly productive, suitable for processing (condensed fruit-juices, sliced pineapples). Areas that have big pineapple area are Tien Giang province with 3.7 thousand hectares, Kien Giang province with 3.3 thousand hectares, Nghe An province with 3.1 thousand hectares, Ninh Binh province with 3.0 thousand hectares and Quang Nam province with 2.7 thousand hectares.

By 2005, the whole country formed a network of processing units including over 60 processing factories and workshops with a total capacity of over 290,000 tons per annum. These production units have been equipped with 12 advanced production lines from Europe and America since 1999 with a total capacity of over 50,000 tons per annum.
To develop the production scale, Vietnam has speeded up the process of planning areas that have advantages in specially concentrated planting of fruits and vegetables. In details, Vietnam focuses on planting vegetables in the Northern provinces, Da Lat and belts around big cities, growing fruits in the Cuu Long River Delta, Northern midland and mountainous areas, Central part and Southeast area to effectively solve the material issue, the most interested issue of many vegetable and fruit processing and trading enterprises. This solution should accompany with researching, creating new varieties by crossbreeding, selecting and bringing high quality and productive varieties into production, using ecological techniques to create clean products to increase the products’ competitiveness in the integration tendency. Besides, the vegetable and fruit sector also applies every measure to realize the target of reducing losses after harvesting to 15% by 2010 such as intensifying the investment, modernizing the techniques for fresh vegetable and fruit preservation, improving, renovating techniques, equipment to be suitable with the material area and consumption markets.

3. Production technology and method

For fresh vegetables and fruits: Vegetable production in the orientation of high-tech agriculture is taking its initial shapes such as production in net houses, greenhouses to protect vegetables from insects, production in the non-steady plastic houses to limit affect and impact of the negative environmental factors, production using water-cultivation techniques, nutritional membranes, variety multiplication and production of special plants of high quality by applying Israeli greenhouse technology which helps control environmental factors. the intensive cultivation level of Vietnamese vegetable production today is assessed to be at good grade.

The domestic fruit production has many progresses with more farms and co-ops specializing in planting fruits including mango, longan, litchi, blue dragon, mandarine and so on, creating various supply sources with high quality and identiality. The fruit sector has also imported and grown a great deal of new varieties such as Cayen pineapple, Thail fruit specialties (durian, mangosteen,
rambutan …). New planting and growing methods are more and more applied. This has helped increasing the use of organic fertilizers and decreasing pesticides. Especially, the sector has recently applied method of growing fruit trees following GAP standard (Good Agricultural Practices) through such projects as VNCI (USA) project to growing blue dragons in conformity with EUREGAP (European standards) in Binh Thuan and Tien Giang province; a project connecting six provinces on the bank of Tien River. Those projects will bring Vietnamese fruits with Vietnamese GAP standard, strengthen the competitiveness of Vietnamese fruits in the markets.

**For processed vegetables and fruits:** Improvement of the production competence to process vegetables and fruits has drawn attention of numerous investors. Before 1999, there were only 12 factories and 48 units specializing in vegetable and fruit processing, equipped with old production lines and backward technology with a capacity of just 150 thousand tons per annum. Nowadays, some factories and units have been newly constructed with high capacity, advanced technology but they are lack of materials. This results in their not so high economic efficiency. Loss after fruit harvesting is about 30%.

After 4 years of deploying the proposal on developing fruit, vegetable, flower and decorative plants for the phase of 1999-2010, there are additionally 12 processing factories, increasing the total capacity of the whole country by about 290 thousand tons. These factories are equipped with advanced production lines and technologies imported from Europe. By 2005, the country had a fruit processing network of more than 60 factories and workshops with a total capacity of over 290,000 tons of finished products per annum.

At present, there are hundreds of vegetable and fruit processing factories and units of small and medium scale, with an average capacity of roughly 1,000 – 1,500 tons of materials per annum. Two thirds of which are for processing vegetable only, about one fifths processing fruits and the remaining processing both of them. The large part, about four fifths of those factories belong to private business sector, and about only 10% of enterprises are state-owned and the rest is foreign-invested ones.
The capacity of processing vegetable and fruit factories nationwide has been intensified and invested by several sectors, branches and localities with relatively effective operation.

3. Production trends

At present, there is an increasing orientation of producing vegetable and fruit commodities at various commercialization levels in different areas. Cuu Long river delta has the highest ratio of goods fruits with nearly 70% of the sold out yield in the market. Ranking after it is the Southeast area and the Southern Central with 60% and 58% respectively. Ratio of vegetable and fruit goods in other regions reaches about 30-40%. The high commercialization level in the South implies a concentrated cultivation area of which scale is larger than that of other regions nationwide. Small-scale production and garden-formed production are still available; this is a constraint to the commercialization and development of concentrated cultivation area with high quality.

Regarding kinds of fruits processed for export: there is an orientation of diversifying processed products such as fruit starches, fruit juices, condensed fruit juices, sugar-infused fruits, dried fruits, free-dried fruits, fruit jams, etc.

Part 4: Domestic consumption

1. Market size and consumption characteristics

Vietnam has got a copious domestic vegetable and fruit consumption market with more than 86 million people. Vietnamese people have habit of consuming a lot of vegetables and fruits, especially fresh ones. Processed vegetables and fruits are drawing more interests of the domestic consumers, especially clean processed ones.

Vietnamese people consume vegetables and fruits in their daily meals. While the urban people often eat fresh fruits after meals and processed fruits on the occasions of holidays or new years, the rural people, differ from those in the
urban areas, often consume fresh fruits, climately available in their places, due to their demand and in changeable points of time of the day.

The domestic vegetable and fruit consumption market is quite easy with prompt growth but may be under hard competition in the time to come.

2. Consumption power

Vegetables and fruits are two kinds of products popularly consumed in Vietnamese households. Of those, vegetables make up about three fourths. In term of value, consumption of vegetables and fruits accounts for about 4% of the total average consumption volume of households.

Components of vegetable and fruit consumption vary from region to region. Beans, kohlrabis and cabbages are popular in the North; while oranges, bananas, mangoes and other fruits are more preferred for consumption in the South. The greatest contrary in term of region can be seen in the case of kohlrabis which are consumed by over 90% of people in the Northern rural, mountainous areas and Red River Delta and only about 15% by households in the Southeast area and Cuu Long River Delta. Ratio of consumption of all products in the urban areas is higher than that of rural and mountainous areas. There is now a drastic increase in demand for organic vegetables and fruits in a part of consumers.

Vietnamese people are consuming more and more vegetables and fruits: a survey conducted by the Vietnam Agricultural Science Institute about production and trade of goods vegetables and fruits shows that: Total quantity of consumed vegetables and fruits per capital has doubled for the past ten years. Consumption trend of the Vietnamese people has changed much with a fast increasae in domestic demand. If the quantity of consumed vegetables per capita was 50 kg/person/year in 1993, in 2002 it increased to 111kg/person/year. Similarly, the quantity of consumed fruits per capita was 18kg/person/year in 1993, in 2002 it was 38 kg/person/year. Also, the survey result sees an increase in consumption of water morning glories and other vegetales during the period of 1993 – 1998, the following period from 1998 - 2002 saw an increase in consumption of peas, beans, cabbages, kohlrabis.
Green vegetables have played an important role in Vietnamese meals with higher level of consumption. Meanwhile, consumption ratio of fruits has increased equally in all types. In the case of banana, a traditional fruit, banana consumption has faced a short stop in consumption currently.

3. Consumption trends

Vietnamese people tend to consume fresh and organic vegetables and fruits more than processed ones.

For the domestic market, the demand for fruits and vegetables is increasing rapidly in terms of both quantity and quality. During the process of the country’s industrialization and modernization, nowadays processed vegetables and fruits are accepted by domestic consumers through a big system of developing supermarkets in urban areas.

4. Distribution channels

The common distribution channel of Vietnamese vegetables and fruits is that the farmers harvest, then the traders collect, classify and transport to wholesale and retail markets or processing factories where vegetables and fruits will be again classified before packed up or processed.

Some of above mentioned steps are manually done and distributed by farmers and small traders who are lack of knowledge about business, distribution and storage of vegetables and fruits. This makes the quality of fresh vegetables and fruits unreliable via each step during distribution. In fact, fresh vegetables and fruits can undergo some loss from 10% - 50% at the final step, making product expense increase higher, and so income of the farmers is not guaranteed.

Part 5: Export

1. Export volume and value
Recently, Vietnam has made remarkable progress in vegetable and fruit export. Export value sees a trend of increase. For the whole period of 2003-2007, Vietnamese vegetable and fruit export value increased 19.3% per year at average. However, the competitive capacity in export of this sector still needs a lot of interests in solving shortcomings.

**Vietnamese vegetable and fruit export value during 2003-2007**

*Unit: USD 1,000*

<table>
<thead>
<tr>
<th>Year</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>152,500</td>
<td>178,839.9</td>
<td>235,482.3</td>
<td>259,081.9</td>
<td>305,641.3</td>
</tr>
<tr>
<td>Growth (%) in</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>comparison with the preceding year</td>
<td>17.3%</td>
<td>31.7%</td>
<td>10.0%</td>
<td>18.0%</td>
<td></td>
</tr>
</tbody>
</table>

(Source: Vietnam General Administration of Customs)

According to statistic figures of the Vietnam General Administration of Customs, export value from vegetables and fruits in June 2008 reached USD 26.47 million, nearly equal to that of the preceding year, lower 33% in comparison with that of May 2008. In the 6 early months of the year, Vietnamese export value of vegetables and fruits reached USD 184.37 million, up 17.59% compared with the corresponding period of 2007. Like preceding years, due to seasonal characteristics, Vietnamese export value of vegetables and fruits is forecasted to experience a light reduction in the final months this year.

As estimated, Vietnamese export value of vegetables and fruits in 2008 may reach USD 350 million, up 16.7% compared with that of 2007.

2. **Major export markets**

Vietnamese vegetables and fruits have been exported to more than 51 countries and territories in the world. At present, Vietnamese vegetable and fruit export
has no longer focused only on such traditional markets as China, Taiwan, Japan, Korea, etc but extended to other big markets such as America, Russia, EU, etc. The sector has been capable in diversifying its export markets, avoiding the dependence in export partners.

In 2007, Taiwan, China, Japan, Russia and America were respectively Vietnam’s biggest export markets of vegetables and fruits.

**10 leading vegetable and fruit export markets of Vietnam in 2007**

<table>
<thead>
<tr>
<th>No</th>
<th>Market</th>
<th>Export value (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Taiwan</td>
<td>29,476,671</td>
</tr>
<tr>
<td>2</td>
<td>China</td>
<td>27,229,697</td>
</tr>
<tr>
<td>3</td>
<td>Japan</td>
<td>26,426,348</td>
</tr>
<tr>
<td>4</td>
<td>Russia</td>
<td>22,430,699</td>
</tr>
<tr>
<td>5</td>
<td>USA</td>
<td>20,304,684</td>
</tr>
<tr>
<td>6</td>
<td>The Netherlands</td>
<td>10,331,893</td>
</tr>
<tr>
<td>7</td>
<td>Singapore</td>
<td>10,127,213</td>
</tr>
<tr>
<td>8</td>
<td>Korea</td>
<td>10,439,383</td>
</tr>
<tr>
<td>9</td>
<td>Hongkong</td>
<td>8,087,081</td>
</tr>
<tr>
<td>10</td>
<td>Thailand</td>
<td>7,742,959</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>172,596,628</strong></td>
</tr>
</tbody>
</table>

*(Source: Vietnam General Administration of Customs)*

+ **China**: is one of five biggest export partners of Vietnam in 2007 and forecasted to continue being the potential vegetable and fruit market of Vietnam in the upcoming time. China often consumes such Vietnamese fresh and processed vegetables and fruits as aromatic bananas, Thieu litchis, big longans, mangoes, cucumbers, field cabbages, powdered red peppers, frozen fruit juices and frozen vegetable products made from pineapples, cucumbers, litchis, rambutans, etc.
China imports Vietnamese vegetables and fruits via both merchant and non-merchant ways. Chinese provinces including Guangdong, Guangxi, Yunan are potential markets for Vietnamese fresh vegetables and fruits thanks to low cost of transport and convenience in exporting to other markets. Besides, Vietnamese vegetables and fruits are popular in China because of good quality and reasonable prices.

In 2008, it is estimated China will account for about 60% of the total Vietnamese vegetable and fruit export volume.

+ Japan, Taiwan, Korea and Hong Kong:

Markets in the aforesaid countries and territories share common consumption customs and habits with Vietnam. They have demands for tens of million tons of vegetables and fruits per annum on average. Since 1994, these markets have set up relations with Vietnam with stable export value. In the future, they are potential markets to consume Vietnamese vegetables and fruits in great quantity because they are lack land and workforce while they have very huge demands.

For Japan, the Japanese people have great demand for cabbages, gingers, hot peppers, bananas, pomelos, oranges, pineapples, mangoes, papayas which are commonly grown in Vietnam. Therefore, this market presents a big prospect for export of Vietnamese vegetables and fruits. However, any products before penetrate into this market must overcome strict requirements in product quality and delivery deadline. Japanese buyers attach special importance to product sanitation. They are very sensible to food and consume more fresh food than other countries. Vegetable and fruit taste is also very important to them. When selecting and buying vegetables and fruits, they often take notice to the freshness, shape, color, brightness and price, etc. Of those, freshness plays the key role: if goods is not fresh, they will not buy them whether the price is high or low. Every year, Japan consumes about 17 million tons of fruits vegetables, much more than any other countries in the world, each Japanese person eats 100kg of fruits vegetables per year on average. Japanese people recently intends to consume natural and organice fruits vegetables which are good for their health, especially green vegetables and fruits which are rich of vitamins.
For frozen vegetables and fruits, the common method of distribution in Japan market is via commercial companies. Sometimes, frozen vegetables and fruits are imported from commercial companies and transported to the foodstuff processing factories and then processed into foodstuff.

Predilection and consuming trend of the Japanese for some types of vegetable and fruit are as follows:

- **Bananas:** Only green banana is allowed to import (according to the plant protection law, yellow banana is banned from import). Green bananas will be left in the storehouse until they are ripened and then brought out for sale. Most of imported bananas are Cavendish or hybridized. Another kind so-called “money” banana is also imported.

- **Pineapples:** Most of imported pineapples are "cayenne smooth". Besides, Japan also imports “Queen” pineapples from Taiwan which can be separated by hands and consumed immediately. Pineapples are often imported in fresh, frozen state and then packed. Frozen pineapples are peeled off, separated with pulp before being cooled and then consumed. When ice is melt, frozen pineapples can be used as materials for fruit juice processing. Pineapples are imported in Japan in the year round.

- **Papayas:** Papayas grown in Hawaii and Solo papayas grown in Philippines are lifted from import ban in accordance with Japanese plant quarantine regulations.

- **Mangoes:** Japan imports "Super Manila" mangoes, or called as "pelican mangoes" from Philippines. Mangoes imported from Mexico are called as "mango-apples" because of their red skins. They are imported in 5 kg boxes. Mangoes are imported from Philippines all year round and from Mexico from March to September.

- **Pears:** Most of pears imported from Mexico and a part from America (California). Pears are imported from Mexico from October to the end of March, and from America all year round.

- **Other kinds of tropical fruits:** Japan also imports some other kinds of tropical fruits such as 1,000 tons of litchis from Taiwan and a small
quantity of durians and passion fruits. Guavas and custard apples are rarely imported in other forms but frozen one after being inspected.

- **Grapes:** Most of fresh grapes are imported from Chile and America. Japan also imports an inconsiderable quantity from New Zealand. Grapes are imported all year round.

- **Kiwis:** Kiwis are imported from New Zealand from April to the end of December, from Chile from May to July, and from America from October to April.

- **Apples:** Apple import was officially free in 1971 in Japan, yet Japanese regulations on plant inspection still prohibit the spreading of some epidemic diseases and plant insects. Therefore, only apples imported from North Korea are not forced to comply with these regulations. However, after the fumigation technology was developed, the ban was removed for some kinds of apples such as Gara, Granny Smith, Fuji, Braiburn, Red Delicious and Royal Gara imported from New Zealand, Red Delicious and Golden Delicious imported from America. Eventually, in October 2001, the ban was completely removed for all kinds of apples imported from America in conformity with standards promulgated by the Ministry of Agriculture, Forestry and Fisheries.

- **Cherries:** There are two kinds of cherry including sweet and sour cherries. Nearly all fresh cherries imported from Japan are sweet cherries.

- **Peaches:** Peaches are fruits from peach-trees, small and no down. Anti-import command was revoked for 6 kinds of American peaches in June 1988, 3 other kinds of American peaches in July 1993, and others in April 1995.

- **Oranges:** Oranges are fruits in the family of mandarin oranges called Rutaceae. They are grown on wide areas in the world, from tropical to temperate zones. Common kinds of oranges are Valencia orange, Naven oranges, oranges with red segment, and oranges with no acid. Japan frequently imports oranges in winter and only Valencia oranges in summer.

- **Yellow peel lemons:** Not like other kinds of rutaceaeas, more than a half of yellow peel lemon demand is from commercial field. Green peel lemons look remarkably like to yellow peel lemons, but they only make up 1% in total import turn-over of lemons.
• **Pomelos:** Pomelos are created by flower cross-breeding or natural cross-breeding. They are fruits which spring with a bunch (like a bunch of grapes). Pomelo is not grown in Japan. Nearly all pomelos are imported from America (States Florida and California). Most imported pomelos of Japan are the pomelos which are white and without pips, although there are still imported peach pomelos.

For Hongkongese market, Vietnam is advantageous with tropical fruits… including mangoes, bananas and litchis.

Taiwanese market: It is expected Taiwan will be a major market of Vietnamese vegetables and fruits in the upcoming time. Major products imported to Taiwanese market are:

• **Vegetables:** Cabbages, cucumbers, potatoes, beans, carrots, bamboo shoots, tomatoes, mushrooms.

• **Fruits:** pineapples, bananas, watermelons, blue dragons, mangoes, litchis and longans, etc. Taiwan is a potential market with diverse taste and has no high requirement of quality. Taiwan is a medium market for Vietnamese products to European, American and East Asian markets. However, Taiwanese market is not easy to penetrate because this economy mainly maintains its domestic market customs and does business with traditional fellow traders. At present, blue dragons are imported in Taiwan with a great number from Vietnam. Taiwanese consumers really like Vietnamese blue dragons.

+ **SNG and EU market:**

SNG used to be a traditional big Vietnamese vegetable and fruit market formerly. After 1989, export value between Vietnam and SNG is reduced because of the institutional changes in SNG. According to the assessment of the Vietnam Vegetable and Fruit Corporation: “Russia is the biggest vegetable and fruit market of the Corporation. In the future, Russia will be still a wide market, with great demand on the consumption of Vietnamese fruits and vegetables as seasons of the two countries are not alike. However, far distance is one of difficulties for Vietnamese vegetables and fruits to penetrate into this market.
Kinds of fruits and vegetables consumed in big quantity in Russia include potatoes, cabbages, onions and some other vegetables of winter crop such as fresh bananas, dried bananas, canned bananas and frozen juices”.

+ **EU**: is the biggest vegetable and fruit import market in the world. Its consumption demand on tropical vegetables and fruits are more and more increasing. However, competition in this market is severe as EU requires high quality products with competitive price and safety. Most of current Vietnamese vegetable and fruit products which appear in EU countries are fresh and processed vegetables and fruits such as longans, mangoes, salted cucumbers, salted egg-plants, blue dragons, avocados, mangosteens, durians, bananas, Indian taroes, cabbages, aubergines, etc. EU countries importing the most of Vietnamese vegetables and fruits are the Netherlands, Italy, France and Germany.

Demand on vegetable and fruit import in EU in general is about 80 million tons of fresh fruits, more than 62 million ton of fresh vegetables, in which import rate from developing countries makes up 35-40%. Vietnamese vegetable and fruit import in EU only makes up a modest position, on average about 5.5-6 tons per year.

+ **American market:**

Vietnam and America have officially normalized the diplomatic relation since July of 1995, marking an important progress in the process of improving relations, in which there is economic relation. America is a large market with many Asian and American people. Vietnamese community alone lives in America for approximately 1.3 million people. America is one of the largest exporters of vegetables and fruits on all over the world, but it also imports a great quantity of fresh vegetables and fruits and processed ones annually. Since the Vietnam – the US trade agreement signed, American market has expanded a lot of prospects for Vietnamese export of tropical vegetables and fruits. However, because requirements on quality, standards on food safety, sanitation for imported vegetables and fruits of this market are quite high, on the other hands, it is far way from Vietnam, Vietnamese vegetables and fruits exported to
American market are just frozen and processed products. Only a few of fresh vegetables and fruits is imported in America via the air-way. In 2003, American market imported USD 8.1 million of Vietnamese vegetables and fruits, making up nearly 5% of the total export value of Vietnamese vegetables and fruits mainly tinned pineapples, fresh mangoes and tender corns. In 2007, export value of Vietnamese vegetables and fruits to America reached USD 20.3 million, increased 2.5 times compared to 2003. At present, some Vietnamese vegetables and fruits including blue dragons have penetrated American market. Besides blue dragons, longans, rambutans and others are facing with gold chances to penetrate to American supermarkets.

Other potential vegetable and fruit products exported to America include tinned foods, frozen juices such as pineapples, cucumbers, litchis, rambutans, mangoes, blue dragons and dried, salted vegetables and fruits such as dried bananas, cucumbers and salted mushrooms.

**In the early months of 2008,** export values of vegetables and fruits to Russian, Chinese and Indonesian markets increased rapidly. Main markets of Vietnamese vegetables and fruits was still Taiwan, China, Japan and Russia.

**Vegetable and fruit export markets of Vietnam in June and six early months of 2008**

<table>
<thead>
<tr>
<th>Market</th>
<th>Export value in 6/2008 (USD)</th>
<th>Export value in 6 tháng đầu beginning months of 2008 (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>81.061</td>
<td>618.258</td>
</tr>
<tr>
<td>UK</td>
<td>230.595</td>
<td>1.947.027</td>
</tr>
<tr>
<td>Poland</td>
<td>62.400</td>
<td>449.042</td>
</tr>
<tr>
<td>Belgium</td>
<td>101.872</td>
<td>1.258.908</td>
</tr>
<tr>
<td>UAE</td>
<td>102.857</td>
<td>553.295</td>
</tr>
<tr>
<td>Cambodia</td>
<td>120.298</td>
<td>1.076.873</td>
</tr>
<tr>
<td>Canada</td>
<td>486.285</td>
<td>2.185.197</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>-------</td>
<td>-------------------</td>
</tr>
<tr>
<td><strong>Taiwan</strong></td>
<td>2.625.609</td>
<td>14.497.808</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>628.300</td>
<td>3.230.950</td>
</tr>
<tr>
<td><strong>Estonia</strong></td>
<td>298.684</td>
<td>822.233</td>
</tr>
<tr>
<td><strong>The Netherlands</strong></td>
<td>1.109.791</td>
<td>7.156.684</td>
</tr>
<tr>
<td><strong>Korea</strong></td>
<td>1.335.795</td>
<td>6.226.713</td>
</tr>
<tr>
<td><strong>Hongkong</strong></td>
<td>1.106.097</td>
<td>5.489.672</td>
</tr>
<tr>
<td><strong>Hungary</strong></td>
<td>60.326</td>
<td>368.353</td>
</tr>
<tr>
<td><strong>Indonesia</strong></td>
<td>334.268</td>
<td>11.063.771</td>
</tr>
<tr>
<td><strong>Italy</strong></td>
<td>196.834</td>
<td>1.551.982</td>
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<td><strong>Litvia</strong></td>
<td>38.233</td>
<td>207.531</td>
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<td>9.939.264</td>
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<tr>
<td><strong>Norway</strong></td>
<td></td>
<td>226.620</td>
</tr>
<tr>
<td><strong>Russia</strong></td>
<td>4.676.102</td>
<td>22.137.930</td>
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<td><strong>Japan</strong></td>
<td>2.440.846</td>
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<td><strong>Australia</strong></td>
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<td><strong>Singapore</strong></td>
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<td><strong>Thailand</strong></td>
<td>158.377</td>
<td>4.686.965</td>
</tr>
<tr>
<td><strong>Sweden</strong></td>
<td>26.002</td>
<td>411.203</td>
</tr>
<tr>
<td><strong>Switzerland</strong></td>
<td>95.769</td>
<td>484.823</td>
</tr>
<tr>
<td><strong>China</strong></td>
<td>4.201.823</td>
<td>19.700.118</td>
</tr>
<tr>
<td><strong>Ukraine</strong></td>
<td>192.560</td>
<td>997.991</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>26.468.222</strong></td>
<td><strong>184.373.355</strong></td>
</tr>
</tbody>
</table>

(Source: Vinanet)

3. Competitors
Vietnamese export vegetables and fruits have to severely compete with those being originated from Asian regional countries such as Thailand and China.

Thailand is a directive competitor of Vietnam in the Chinese market. Vietnam’s strong point items are also Thailand’s main-force export products. Competitiveness between the two countries’ enterprises in China is becoming more and more severe while both Vietnam and Thailand are seeking for the methods of increasing export in any ways. Thailand’s export vegetables and fruits are more advantageous than Vietnam’s because Thai vegetables and fruits are bigger in quantity, better in quality, more equivalent in grade and on time in delivery.

Vietnamese vegetables and fruits are good in quality, but products’ patterns and packages are poor. Chinese and Thai pomeloes are not as delicious as Vietnamese pomeloes, but it is difficult for Vietnamese pomeloes to sell when Chinese pomeloes appear in Europe because Chinese pomeloes are 10-20% lower at price and better looking at pattern than Vietnamese thanks to China’s advanced processing and polishing methods.

Thai products such as mangoes, rambutans, bananas, oranges…are very beautiful in pattern, fresh for long duration, but lower in quality than Vietnamese ones. On the other hand, Thailand always updates and plants new, strange vegetables and fruit-trees with good quality, high efficiency such as MD2 pineapples, red-blue dragons, green-long heavy rambutans, sweet mangoes… while Vietnam is slowly aware of this matter.

Transportation expenses of Vietnamese vegetables and fruits are 1.5 for the airway times as much as Thai expenses. Transportation time is an utmost important issue for fresh vegetables and fruits, but Vietnam takes more time for transportation compared to other countries in Asian region, it usually lasts more 6 – 10 hours (when transporting by airway) and 5-6 days (when transporting by the seaway).

Besides, Vietnamese vegetable and fruit storage technology is much lower than other countries in Asian regions. Thai litchis can be kept for 45 days, while
Vietnamese lichis are only kept for 15-20 days. Many products such as sweet potatoes, rambutans, bananas, fresh pineapples, mangosteens are in the same situation due to lack of appropriate storage methods. Therefore, they have not yet been able to approach European, American and Middle East markets.

4. Export strengths and opportunities

4.1 Export strengths

- Vietnam’s land and climate are suitable for planting tropical and temperate trees. There are two seasons in the north including hot and cold seasons. The hot season is suitable for fruit-trees such as longans, litchis, plums, mangoes, pineapples, bananas, etc. The cold season is suitable for cultivating the assorted vegetables such as cabbages, kohlrabis, potatoes, tomatoes, cucumbers, watermelons. In the south the yearly average temperature is quite high, therefore it is suitable for planting tropical assorted fruit-trees such as longans, rambutans, mangoes, blue dragons, custard-apples, pineapples, bananas, etc. With a great deal varieties of specificical vegetables and fruits, Vietnam has good advantages in productions and export of these products compared with other countries in the Asian region.

- A lot of Vietnamese vegetable and fruit products are produced on modern process lines. Their quality, patterns and models are getting better and better. Their processing capacity is becoming larger.

- The development rate of Vietnamese vegetables and fruits is very powerful, especially in key areas of Southeast area, Cuu Long River Delta and High-lands, etc.

- Vietnam locates near great markets such as China, Japan, Taiwan and Singapore.

4.2 Export opportunities
- Vietnam has participated in the regional and international cooperation organizations such as ASEAN, APEC, World Trade Organization (WTO)… therefore Vietnam’s export market size has been getting more and more expansively.

- Vietnam has opportunities to increase export of vegetables and fruits to Japan: According to the Vietnam Trade Office in Japan, currently Chinese vegetables and fruits exported to Japan are getting strongly decreased. The reason is that Japan continuously finds Chinese products having bad chemical substances which are banned by Japanese law on food safety and sanitation. Thus, this is a good chance for Vietnamese vegetables and fruits to take advantage of penetrating to this market.

- Import demands on both fresh and processed vegetables and fruits from the international market are not limited but increasing very fast. European market alone needs to import USD 10.7 billion of vegetables and fruits. Vietnamese vegetables and fruits are only exported to EU at a small quantity and value. Many EU countries are intending to replace import of Chinese and Thai vegetables and fruits by Vietnamese goods. Some ASEAN countries such as Singapore, Malaysia which have rather large demands on assorted vegetables and fruits also like Vietnamese products.

- Many kinds of Vietnamese vegetables and fruits have still been favored in the international markets with increasing quantity day after day.

- Vietnamese vegetable and fruit sector has good conditions to enhance relations, joint venture, association with other countries to learn, exchange experiences, acquire the advanced technologies in production, processing and management in order to improve the country’s competitiveness and producer capacity.

A lot of products meet demands of consumers and accepted by “fastidious markets” such as frozen vegetables exported to Japan; tinned pineapples, condensed juice to America, the United Kingdom, French, Germany, etc.
Part 6: Import

Although domestic supply is rather abundant, Vietnam has still to import a big quantity of vegetables and fruits to serve its big domestic market, not for re-export. Vegetable and fruit import value has gone up in the past few years. Policies on trade liberalization such as cutting down taxes and non-tariff barriers as well as increasing the living standards are factors to enable import growth.

Majority of them are temperate vegetables and fruits including:
- Green peas, peas, cabbages, potatoes, carrots, potatoes, asparagus
- Salted vegetables, cucumbers, melons
- Vegetables, temporarily preserved vegetables…
- Guavas, cherries, apricots, plums, grapes, apples, lemons, bananas, pears, strawberries, dates...

Recently, many foreign vegetables imported to Vietnam have also been multiplied, test-cultivated. By the time, import species have become adaptable with Vietnamese climate and land. Many vegetables such as spinachs, wasabis, spice plants have brought good economic efficiency for Vietnam.

Major vegetable and fruit import markets of Vietnam are China, America, Hongkong and other countries in Asian region. China is the largest exporter of vegetables and fruits to Vietnam, mainly apples, pears, mandarin oranges, cauliflowers, gingers, Indian taros, tomatoes, etc. Beside China, Vietnam also import a big volume of durians, mangoes, mangoteens, etc from Thailand; grapes and apples from America, etc. Moreover, Vietnam also imports some kinds of vegetables and fruits from Combodia

Part 7: Policies, orientation of production; and forecast on export development in the coming years

Vegetables and fruits are potential export items of Vietnam thanks to their high potential in export, high value competitiveness.
So as to develop the export of vegetables and fruits, in 2007 the Ministry of Agriculture and Rural Development promulgated Decision No. 52/2007/QD-BNN dated June 5th, 2007 approving the plan on developing vegetables, fruits and flowers, ornamental plants by 2010, in vision of 2020 on the following main contents:

+ Orientation of development:
  - Focus on developing competitive fruit trees for export such as bananas, pineapples, longans, blue dragons, mangoes, pomeloes, litchis, star apples…
  - Combine production with markets, accelerate production and processing of high value products in order to gain competitiveness in domestic and international markets. In the coming time, it is necessary to focus on Asian Pacific markets for vegetables, fruits and flowers, ornamental plants, especially China, Taiwan, Korea and Japan.
  - Apply high technology in vegetable and fruit production. First of all the production process shall be done towards good agricultural practices (GAP) to ensure food safety and sanitation, compete with imported goods at domestic market and accelerate export.

+ Development target: Production area for fruit trees will reach 1 million hectares by 2010, approximately 1.3 million hectares by 2020. Area for vegetables will reach 700 thousand hectares by 2010, approximately 750 thousand hectares by 2020.

Production schedule of vegetables and fruits in the period of 2005 - 2010
<table>
<thead>
<tr>
<th>No.</th>
<th>Region</th>
<th>Area in 2005 (1000 ha)</th>
<th>Area (1000 ha)</th>
<th>Productivity (1000 tons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Vegetables</td>
<td>635.1</td>
<td>700</td>
<td>14000</td>
</tr>
<tr>
<td>1</td>
<td>Red river detal</td>
<td>158.6</td>
<td>170</td>
<td>4100</td>
</tr>
<tr>
<td>2</td>
<td>Northern midland and moutainous area</td>
<td>91.1</td>
<td>90</td>
<td>1260</td>
</tr>
<tr>
<td>3</td>
<td>Northern central part</td>
<td>68.5</td>
<td>80</td>
<td>1080</td>
</tr>
<tr>
<td>4</td>
<td>Coastal southern central part</td>
<td>44.0</td>
<td>70</td>
<td>860</td>
</tr>
<tr>
<td>5</td>
<td>Southwest area</td>
<td>49.0</td>
<td>50</td>
<td>1100</td>
</tr>
<tr>
<td>6</td>
<td>Southeast area</td>
<td>59.6</td>
<td>80</td>
<td>1700</td>
</tr>
<tr>
<td>7</td>
<td>Cuu Long river delta</td>
<td>164.3</td>
<td>160</td>
<td>3900</td>
</tr>
<tr>
<td>II</td>
<td>Fruits</td>
<td>767.1</td>
<td>1000</td>
<td>10000</td>
</tr>
<tr>
<td>1</td>
<td>Red River Delta</td>
<td>79.2</td>
<td>90</td>
<td>1160</td>
</tr>
<tr>
<td>2</td>
<td>Northern midland and moutainous area</td>
<td>178.4</td>
<td>230</td>
<td>1440</td>
</tr>
<tr>
<td>3</td>
<td>Northern central part</td>
<td>58.5</td>
<td>80</td>
<td>720</td>
</tr>
<tr>
<td>4</td>
<td>Coastal southern central part</td>
<td>30.2</td>
<td>38</td>
<td>300</td>
</tr>
<tr>
<td>5</td>
<td>Southwest area</td>
<td>23.1</td>
<td>32</td>
<td>300</td>
</tr>
<tr>
<td>6</td>
<td>Southeast area</td>
<td>128.4</td>
<td>150</td>
<td>1755</td>
</tr>
<tr>
<td>7</td>
<td>Cuu Long River delta</td>
<td>269.3</td>
<td>380</td>
<td>4325</td>
</tr>
</tbody>
</table>

(Sources: Ministry of Agriculture and Rural Development – Attached with Decision No. 52/2007/QD-BNN dated 05/6/2007 of the Ministry of Agriculture and Rural Development)

+ Export value: Total export value of vegetables and fruits is strived to reach USD 760 million per year by 2010, obtaining USD 1.2 billion per year by 2020. In which, vegetables: 200 thousand tons, USD 155 million by 2010; fruits: 430 thousand tons, USD 295 million by 2010.

Export targets for some vegetables
### Export targets for vegetables

<table>
<thead>
<tr>
<th>No.</th>
<th>Type</th>
<th>Orientation by 2010</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Export volume (1000 tons)</td>
<td>Export value (USD million)</td>
</tr>
<tr>
<td>1</td>
<td>Asparagus</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Bamboo shoots</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Mushrooms</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Pea</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>Taro, sweet potato</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Tomato</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Other vegetables</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>155</strong></td>
</tr>
</tbody>
</table>

(Source: Ministry of Agriculture and Rural Development – Attached with Decision No.52 /2007/QD-BNN dated 05/6/2007 of the Ministry of Agriculture and Rural Development)

### Export targets for some fruits

<table>
<thead>
<tr>
<th>No.</th>
<th>Type</th>
<th>Orientation by 2010</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Export volume (1,000 tons)</td>
<td>Export value (USD million)</td>
</tr>
<tr>
<td>1</td>
<td>Pineapple</td>
<td>100</td>
<td>85</td>
</tr>
<tr>
<td>2</td>
<td>Banana</td>
<td>100</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>Rutacea</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>4</td>
<td>Litchi</td>
<td>40</td>
<td>32</td>
</tr>
<tr>
<td>5</td>
<td>Mango</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Blue dragon</td>
<td>90</td>
<td>45</td>
</tr>
<tr>
<td>7</td>
<td>Other fruits</td>
<td>60</td>
<td>58</td>
</tr>
</tbody>
</table>
Forecast on export value and markets of Vietnamese vegetables and fruits

According to the Export – Import Department under the Ministry of Industry and Trade of Vietnam in December 2008, export value of Vietnamese vegetables and fruits is forecasted to reach USD 520 million by 2010, increasing two and a half fold compared to the export value of 2004, much less than the planned number of USD 760 million declared by the Ministry of Agriculture and Rural Development in the Decision No. 52/2007/QD-BNN dated June 5\textsuperscript{th}, 2007 approving the plan on developing vegetables, fruits and flowers, ornamental plants by 2010, in vision of 2020. Under this new forecasted figure, the increasing rate of average export value of the vegetable and fruit sector during 2008-2010 will be 19.3\% per annum.

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (million USD)</th>
<th>Increase / Decrease (%)</th>
<th>Value (million USD)</th>
<th>Increase / Decrease (%)</th>
<th>Value (million USD)</th>
<th>Increase / Decrease (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegetable and fruit</td>
<td>371</td>
<td>21.2</td>
<td>440</td>
<td>18.6</td>
<td>520</td>
<td>18.2</td>
</tr>
</tbody>
</table>

(Source: Vietnam Ministry of Industry and Trade)

For markets: the Ministry of Industry and Trade forecasts that EU is still the largest importers of tropical fruits on all over the world, among EU French is the largest consumption market. In 4 main types of tropical fruits (pineapples, mangoes, avocados and papayas), pineapples are dealt the most but mangoes have high growth rate of import the in the coming years. America, EU, Japan,
Canada and China are still main importers for fresh tropical fruits. According to forecast, transaction of other tropical fruits will also raise rapidly in the coming years with its growth rate higher than 4 main types of tropical fruits. Therefore, Vietnamese vegetable and fruit sector should pay serious attention and keeping its good foothold or penetrate into these above markets.

**A number of solutions on the export development of Vietnamese vegetables and fruits**

- Form large areas specializing in the growing and goods production: This is an issue that many researchers are interested in, because, in fact Vietnamese vegetable and fruit gardens are miscellaneous in size. In order to develop high-quality large goods for export, it is vital to develop specialized areas for vegetable and fruit production.

- Diversify the processed products such as fruit powders, condensed juices, sugar-soaked fruits, dried fruits, freeze drying fruits, preserved fruits… Increase the processing rate of vegetables and fruits from 10% at present to 20% by 2010 and 30% by 2020.

- Enhance study and encourage vegetable and fruit production expansion. International experiences show that State’s investment in agricultural research will bring high efficiency. Furthermore, the efficiency in the researches on vegetables and fruits is very significant as the expenses for this field has not been symmetrical with its importance in production and export.

- Develop market information: The market information is getting more and more important in the vegetable and fruit markets. Because the market’s expansion, demands on exact and timely information on prices and conditions is becoming more and more vital. Market information shall be combined with information users’ feedbacks to ensure useful and reliable information.
• Invest for sanitation and flora – fauna quarantine (SPS). SPS issue will be the biggest barrier for vegetable and fruit export to markets whose consumers have high and average income.

• Construct strong agricultural product brand: This is not only interested issue of vegetable and fruit sector but also of other sectors. At present, Vietnam does not have international well known brands for vegetables and fruits, therefore brand development in combination with quality promotion will help domestic exporters feel more confident. This is an important issue in long term.

• Competent authorities should improve combination and complete agreements relating to vegetable and fruit export to big markets, especially botanical quarantine, negotiation of tax policies.

• Improve mechanisms, policies relating to capital of material development, processing investment, construct nodal markets in conformity with infrastructure such as traffic road, store system, transports etc to create forces for reaching development targets of vegetable and fruit sector in the following years.

• Organize effective consumption network, synchronous development of infrastructure system for vegetable and fruit consumption such as warehouses, parking places, transports, etc.

• Vegetable and fruit export enterprises should combine together to create a great production, plentiful series of products to supply markets, construct export processing zones etc.

Part 8: Other useful information

1. Name and address of related authorities and associations
Ministry of Agriculture and Rural Development (MARD)
Address: 2 Ngoc Ha Road, Ba Dinh District, Hanoi, Vietnam
Tel: 84-4-38468161
Fax: 84-4-38454319
Email: bbtweb vp@mard.gov.vn
Website: www.mard.gov.vn

Ministry of Industry and Trade
Address: 54 Hai Ba Trung, Hoan Kiem, Hanoi, Vietnam
Email: webmaster@moi.gov.vn
Website: www.moit.gov.vn

Vietnam Trade Promotion Agency (VIETRADE)
Address: 20 Ly Thuong Kiet Street, Hoan Kiem District, Hanoi, Vietnam
Tel: 84-4-39347628
Email: viettrade@viettrade.gov.vn
Website: www.viettrade.gov.vn

Vietnam Food Association (VFA)
Address: 210 Nguyen Thi Minh Khai Street, District 3, Hochiminh City, Vietnam
Tel: 84-8-39302614 - 39302613 - 39302544
Fax: 84-8-39302704
Email: vietfood@hcm.vnn.vn
Website: www.vietfood.org.vn

Food and Foodstuff Association of Hochiminh City
Address: 275B Pham Ngu Lao Street, Hochiminh City, Vietnam
Tel: 84-8-3920 6352 - 3920 6351
Fax: 84-8-3920 6351
Email: ffa@hcm.vnn.vn
Website: www.ffa.com.vn

Southern Fruit Research Institute
Adress : Long Dinh commune, Chau Thanh district, Tien Giang province,
2. Annually domestic trade fairs and exhibitions related to the vegetable and fruit sector

There is no annually specialized trade fairs or exhibitions of vegetable and fruit export in particular in Vietnam. However, foreign buyers can understand about Vietnamese vegetable and fruit sector by visiting several related annual events. Following are some events happened in 2008.

**Vietnam International Agriculture Fair (VIAF 2008)**

Time: 3 - 9/12  
Venue: Cantho Exhibition & Fair Center, Can Tho city  
Exhibits: Agricultural products, machines, equipment, new technologies in agriculture sector, plant and animal breeding  
Organizer: Cantho International Exhibition Fair Company (EFC)  
116B Tran Phu, Cai Khe ward, Ninh Kieu Dist, Cantho City;  
Tel: (84-710) 821977/8; Fax: (84-710) 821133;  
Website: www.viaf.com.vn;  
www.efc-cantho.com  
and  
Vietnam Trade Promotion Agency (VIETRADE)  
20 Ly Thuong Kiet, Hoan Kiem, Ha Noi,  
Tel: (84-8) 8264688, Fax: (84-8) 9344260,  
Email: xttm@viettrade.gov.vn  
Website: www.viettrade.gov.vn

**Vietnam Expo 2008**

Time: 9 - 13/04  
Venue: Vietnam Exhibition and Fair Center – 148 Giang Vo street, Hanoi
Exhibits: Furniture & interior fittings, Agricultural Produce & Foodstuffs, Machinery & Equipment; Electronics & Electrical Appliances; Building Materials & Household Ware; etc.
Organizer: Viet Nam Trade Promotion Agency
20 Ly Thuong Kiet, Hoan Kiem, Ha Noi,
Tel: (84-4) 8264688, Fax: (84-4) 9344260,
Email: xttm@viettrade.gov.vn
Website: www.viettrade.gov.vn

and

Vietnam Trade fair and Advertising Joint-stock company (Vinexad)
9 Dinh Le, Ha Noi
Tel: (84-4) 8255513, Fax: (84-4) 8255556
Email: info@vinexad.com.vn
Website: www.vietnamexpo.com.vn

MEKONG International Fair (MEKONG Expo) 2008
Time: 29/4-03/9
Venue: Can Tho Exhibition & Fair Center, Can Tho city
Exhibits: New technologies, transportation product, seafood, construction, agricultural & industrial produce…
Organizer: Cantho International Exhibition Fair Company (EFC)
Address: 116B Tran Phu, Cai Khe ward, Ninh Kieu Dist, Cantho City;
Tel: (84-710) 821977/8; Fax: (84-710) 821133
Email: efccantho@hcm.vnn.vn
Website: www.efc-cantho.com

Annex: Majors producers and exporters

Foodinco Investment and Trading Joint Stock Company (FOODINCO)
Address: 58 Bach Dang Street, Hai Chau District, Da Nang City, Vietnam
Tel: 84-511-825305
Fax: 84-511-822459
Email: foodinco@vnn.vn
Website: www.foodinco.com.vn
Main product: Processed vegetables and fruits, agricultural products
Export market: China, Korea

**Tien Giang Vegetables and Fruits Joint Stock Company (VEGETIGI)**
Address: Km 1977, No1 High way Long Dinh commune, Chau Thanh District, Tien Giang Province, Vietnam
Tel: 84-73-834677
Fax: 84-73-832082
Email: vegetigi@vnn.vn
Website: www.vegetigi.com.vn
Main product: Processed vegetables and fruits, agricultural products
Export market: EU, Asia, Africa, America, Oceania

**Ben Tre Import-Export Joint Stock Company (BETRIMEX)**
Address: No 75, 30/4 Street, 3 Ward, Ben Tre Town, Ben Tre Province, Vietnam
Tel: 84-75-822509
Fax: 84-75-829706
Email: betrimex@hcm.vnn.vn
Website: www.betrimex.com
Main product: Processed vegetables and fruits, agricultural products

**Dalat Agri Foods Co., (Dalat AFC)**
Address: 07 Phu Dong Thien Vuong Street, Ward 8, Da Lat, Lam Dong province, Vietnam
Tel: 84-63-822387
Fax: 84-63-822431
Email: dalataf.v@hcm.vnn.vn
Website: www.dalatagrifoods.com
Main product: Processed vegetables and fruits, agricultural products
Fruit-Vegetables Export Import Joint-Stock Company (Vegetexco Hochiminh City Co.)
Address: 63-65 Ham Nghi Street, Nguyen Thai Binh Ward, District 1, Hochiminh City, Vietnam
Tel: 84-8-38214829
Fax: 84-8-38291222
Email: vghcm@hcm.fpt.vn
Website: www.vegetexcohcm.com.vn
Main product: Processed vegetables and fruits, agricultural products
Export Market: France, Japan, Middle East, Singapore ...

Vegetable and Fruit Export Import Joint Stock Company No. 1 (VEGETEXCO 1 HANOI)
Address: 389 Truong Dinh Street, Hoang Mai District, Hanoi, Vietnam
Tel: 84-4-36621441
Fax: 84-4-36621398
Email: vegetexco1@hn.vnn.vn
Website: www.vegetexco1.com.vn
Main product: Processed vegetables and fruits, agricultural products
Export Market: Russia, EU, Asia

An Giang Agricultural Technology Service Company (ANTESCO)
Address: 69-71-93 Nguyen Hue Street, Long Xuyen City, An Giang Province, Vietnam
Tel: 84-76-841196
Fax: 84-76-843009
Email: antesco@hcm.vnn.vn
Website: www.antesco.com
Main product: Vegetables and fruits, agricultural products
Export Market: EU, Asia

Dalat - Japan Food Co., Ltd (DJF)
Address: Phu Hoi Ward, Duc Trong District, Lam Dong Province, Vietnam
Tel: 84-63-842181
Fax: 84-63-842183
Email: n/a
Website: n/a
Main product: Vegetables and fruits, agricultural products
Export Market: EU, Asia

**Hoang Hau Dragon Fruit Farm Co., Ltd**
Address: Ham My Ward, Ham Thuan District, Binh Thuan province, Vietnam
Tel: 84-62-898616
Fax: 84-62-898558
Email: dragonfruithoanghau@hcm.vnn.vn
Website: http://www.hoanghau.com.vn
Main product: Blue dragon
Export Market: EU, Asia

**Vicustard-apple Hsin Gon Intercustard-appletiocustard-applel Co., Ltd.**
Address: Km 26, Ham Minh Ward, Ham Thuan District, Binh Thuan Province, Vietnam
Tel: 84-62-867606 / 62-867611
Fax: 84-62-867612
Email: vicustard-applehsingon@hcm.vnn.vn
Website: n/a
Main product: Blue dragon
Export Market: Hongkong, Taiwan, Malaysia, Singapore, China, America, Japan

**Agriculture materials and forest-agricultural products Import Export Company (AFRIMEX)**
Adress: 68 Truong Chinh Street, Dong Da District, Hanoi, Vietnam
Tel: 84-4-8689353
Fax: 84-4-8689354
Email: aforimex@vnn.vn
Website: aforimex.com.vn
Main product: Vegetables and fruits, agricultural products
Phuong Giang Trade Pte.
Address: Ham Hiep Ward, Ham Thuan Bac District, Binh Thuan Province, Vietnam
Tel: 84-62-864620
Fax: 84-62-864809
Email: dntntmhuonggiang@hcm.vnn.vn
Website: n/a
Main product: Vegetables and fruits, agricultural products
Export Market: Hongkong, Taiwan, Malaysia, Singapore, China, America, Japan

Vietnam Custard-appletiocustard-appple Vegetable, Fruit and Agricultural Product Corporation (VEGETEXCO)
Address: 2 Pham Ngoc Thach Street, Dong Da District, Hanoi, Vietnam
Tel: 84-4-38524503
Fax: 84-4-38523926
Email: vegetexcovn@fpt.vn
Website: vegetexcovn.com.vn
Main product: Vegetables and fruits, agricultural products
Export Market: EU, America, Russia

REFERENCES

List of Vietnamese trusted exporters posted on Ministry of Industry and Trade Website addressed www.moit.gov.vn; Directory of Vietnamese vegetable and fruit exporters on www.vietnamtradefair.com; Websites of vegetable and fruit manufacturers, exporters and distributors in Vietnam.

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News and reports on vegetable and fruit production and export posted on the special sites for market and vegetable and fruit promotion of the Ministry of Agriculture and Rural Development’s electronic portal (http://xttm.agroviet.gov.vn).