

Title Improvement of domestic and export market for Vietnam fruit through improved postharvest and supply chain management

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Abstract

The fruit industry in Vietnam has a great potential and plays an important role in agricultural production. About 85% of Vietnamese households are involved in some way in vegetable, fruit and flower production. These people, especially the farmers, are experiencing dramatic changes in moving from a centrally – planned to a market – orientated economy (Nguyen Dinh Hung, *et al.*, 2004). Exports of fruit and vegetables in 2000 were US\$213 million, in 2003 they fell to \$151 million, but in 2007 exports have now risen to 283 million (Vietnam News 2007). Vietnam is experiencing difficulties in competing with other Asian nations in export markets and its own domestic market, especially with China and Thailand. This suggests that Vietnam’s horticultural industries require substantial development to be globally and domestically competitive. With increasing living standards Vietnamese consumers are also demanding safer and higher fruit. This CARD project mapped current domestic supply chains to determine customer and consumers preferences and needs. This information was then used to design training programs that focusing on the total supply chain to implement quality management and Good Agricultural Practices (GAP) systems that provide benefits to Vietnamese farmer, supply chain participants and ultimately the consumer. To date about 572 farmers, 79 collectors and wholesalers have had training by this CARD project in pre- and post-harvest GAP practices.