



Improving smallholder farmer incomes through strategic market development
in mango supply chains in southern Vietnam

Mid Term Review
July 2021

Session Title: No. 1 Tuesday 27 July 2021
Market Situation – Demand Drivers

Presenter: Hoang Vu Quang
Director, SCAP

Implementing Agency



SIAEP

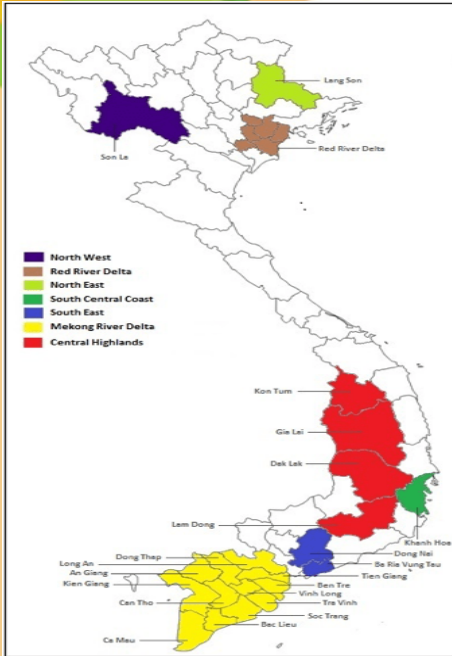


Funding Agency



Australian Government
Australian Centre for
International Agricultural Research

What we have learnt

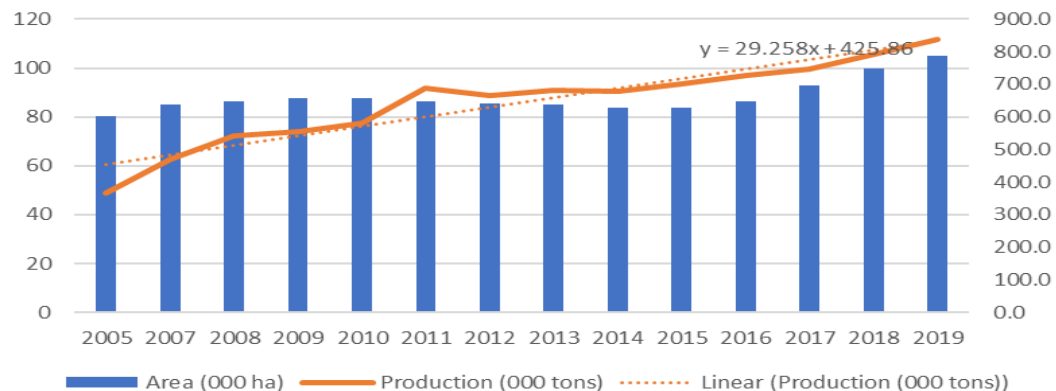


Region	Area (1000 ha)	%
Red River Delta	2.6	2.5
Northern Mountain	19.5	18.6
Northern Central Coast	1.7	1.6
Central Coast	13.8	13.2
Central Highland	3.9	3.7
South East	16.6	15.9
Mekong Delta	46.7	44.5

Vietnam mango market facts

- ▶ 90% production is domestic consumption
- ▶ Consumers buy fresh mango from popular market, street markets/ vendors, supermarkets, fruit stores, online selling
- ▶ Supermarkets buy fresh mango from coops, group/ companies, rarely from farmers (quality, volume, broken contract)
- ▶ Traceability is not used (i.e. QR codes)
- ▶ High losses along the chain.

Evolution of mango area and production in Vietnam





How this links to our project

- ▶ Increased domestic demand (income, urban people)
- ▶ HCMC and Hanoi markets are important and have potential
- ▶ Potential for exports: GAP, traceability, MRL
- ▶ Consumers' concerns: appearance and quality, food safety standard, product traceability
- ▶ Requirements of retailers: (1) appearance, (2) quality, and (3) production certification
- ▶ Supermarket: traceability
- ▶ Willing to pay higher price for safety mango and applied traceability
- ▶ Cat Hoa Loc and Cat Chu are the two most popular varieties (Cat Hoa Loc mango is a premium one).

