



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

**Mid Term Review  
July 2021**

**Session 1:                      Production – Supply Drivers**

**Presenter:**                      Dr Nguyen Van Hoa, Deputy Director General, SOFRI

**Date:**                                  Tuesday 27 July 2021

Implementing Agency



Funding Agency



Australian Government  
Australian Centre for  
International Agricultural Research

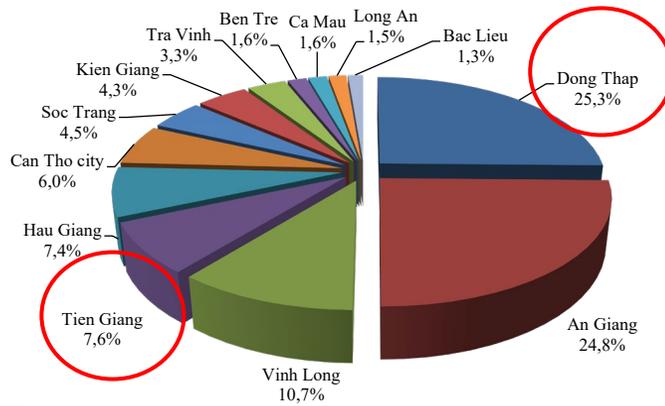


# What we have learnt

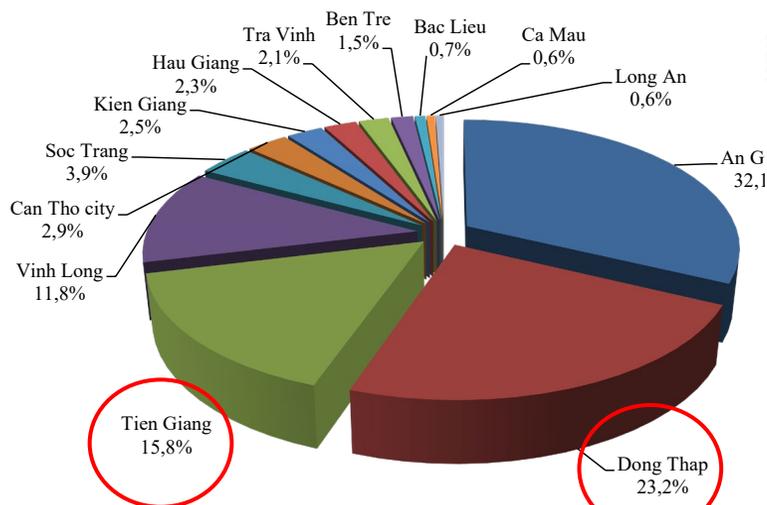
## Southern Vietnam mango (MRD), 2020

- By region – 111,855 ha, MRD 42.8%
- MRD Distribution area – 47,880 ha, Dong Thap – 25.3%

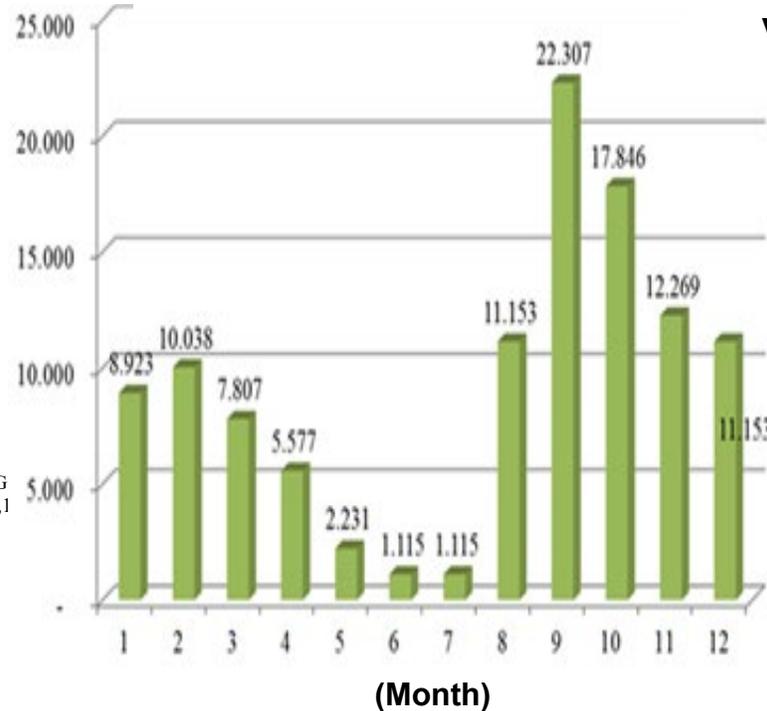
Mango distribution by area, 2020



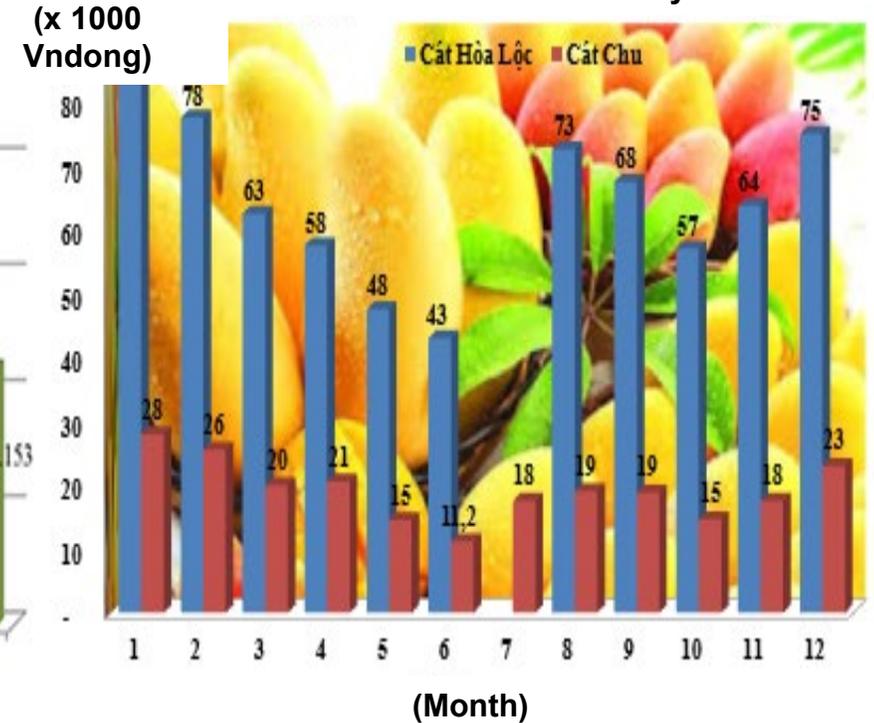
Mango by production, 2020



Production every month of year in Dong Thap



Price of cat Chu and Hoa Loc in year



# Mango supply chain from Dong Thap to Domestic markets

## 1. Farm level

No	Farmer	Address	Variety
1	Vo Viet Hung	My Xuong, Cao Lanh, Dong Thap	Cát Chu
2	Võ Việt Hương	Tân Phát - Tân Thuận Đông - Cao Lanh City - ĐT	Cát Chu
3	Huỳnh Thanh Bình	Tân Phát - Tân Thuận Đông - Cao Lanh City - ĐT	Cát Chu
4		Tân Thuận Đông Cao Lanh City - ĐT	Cát Chu
5	Võ Văn Lãm	Tân Thuận Đông Cao Lanh City - ĐT	Cát Chu
6	Nguyễn Văn Chánh	Tân Thuận Đông Cao Lanh City - ĐT	Cát Chu

## 2. Packhouse

No	Packhouse	Address	Variety
01	My xuong cooperative	Cao Lanh District – ĐT	Cát Chu

## 3. HCMC & My Tho city

No	Market	Address	Variety
1	Big C - Supermarket	My Tho city	Cát Chu
2	Nam An store	Thao Dien ward, district 2, Ho Chi Minh city	Cát Chu
3	Big C Supermarket	Thao Dien ward, district 2, Ho Chi Minh city	Cát Chu
4	Ben Thanh Wet market	District 1, Ho Chi Minh city	Cát Hòa Lộc
5	Small fruit retailer	District 1, Ho Chi Minh city, near by Ben Thanh market	Cát Chu
6	Gift box retailer	District 1, Ho Chi Minh city, near by Ben Thanh market	Cát Hòa Lộc
7	Coop Mart	Cong Quynh street, district 1, Ho Chi Minh city	Cát Chu
8	Vin Mart	district 1, Ho Chi Minh city	Vin Mart

## 4. Ha Noi city

No	Wholesalers	Address	Variety
1	Nga Tiên	Long Biên Market - Hà Nội	Cát Chu
2	pack house	Long Biên Market - Hà Nội	Cát Chu
3	pack house	Long Biên Market - Hà Nội	Cát Chu
4	Huỳnh Thị Vân	Thuận Đông, Cao Lanh city- DT	Cát Chu



**The area of mango HHs is small,  
hard to link these small HHs together for a large area production**

- unit protocol is hard to apply to different farms
- inconsistent mango quality is present from different farms
- hard for traceability & product origin evidence

**Lack of linkage between companies & growers**

- Company lacks product volume for selling as fresh &/or processing
- Lack of linkage between companies and sellers
- A lot of focus on China's market

**Mango consumption is mainly in the form of fresh eating, processing is yet to be developed and demand created**

- At the peak of the season, market pressure increases & mango prices fall
- Still there is limited quality processing being undertaken

In addition to the Chinese market,  
Vietnamese mango has greatest potential in high value markets  
USA, Australia, EU, Japan





# Opportunities to expand mango trade

## 1. Chinese mango market demand increases

- China's economy is still maintaining and growing
- demand for mango consumption is increasing
- Countries that can supply premium quality will win

## 2. Opening up new high value markets

- Australian market
- South Korean market
- Japanese market
- USA market



# Next steps

1. **Upscaling GlobalGAP, VietGAP certification**  
Cooperative/cluster/link to exporter/consume
2. **IPM/IDM for safe & better management**
3. **Farm producing code**
4. **More off-season production**
5. **Proper value chain**
6. **Traceability, better packing (brand name)**
7. **Longer shelf life after harvest**
8. **Diversified products from fresh mango**

