

# Improving smallholder incomes in the north-western highlands of Vietnam by increasing access and competitiveness in regional temperate and subtropical fruit markets



## Key details

### Location

Vietnam

### Duration

Start Jul 2014

End Apr 2019

### Budget

AUD 1,480,197

### Commissioned organisation

The University of Queensland

### Partners

Center for Agrarian Systems Research and Development; Department of Primary Industries; Fruit and Vegetable Research Institute; Hanoi Agricultural University; Northern Mountainous Agriculture and Forestry Science Institute; Plant Protection Research Institute; Plant Protection sub-Department Lao Cai; The University of Queensland; University of Adelaide

### Project Leader

Oleg Nicetic

### Program

Agribusiness

### Project code

AGB/2012/060



## Overview

**This project aimed to improve the income and livelihoods of ethnic minority households in north-western Vietnam, and to increase their access to and competitiveness in Asian temperate fruit markets through more strategic market-driven industry planning and development.**

The Northwest is the poorest region in Vietnam; Lai Châu, Sơn La and Lào Cai provinces have the first, third, and fourth highest poverty rates in the country. The Vietnamese Government invested considerable effort and resources, especially during the 1990s, in developing temperate fruit production in the north-western highlands. Local People's Committees supported Government investment in the new

plantings, significantly expanding production areas of Tam Hoa plum, which peaked in the early 2000s and contracted when prices fell after the supply of Tam Hoa plum increased. Competing fruits from Vietnam and other countries became available in urban markets.

Designed in close co-operation with ACIAR project [\*AGB/2012/059 Towards more profitable and sustainable vegetable farming systems in north-western Vietnam\*](#), this project addressed recommendations from the review of ACIAR project [\*AGB/2002/086 Improving postharvest quality of temperate fruits in Vietnam and Australia\*](#).

## Project outcomes

- Evaluated consumer and market dynamics
- Supported government-led planning, co-ordination and development
- Overcame barriers to adoption of improved varieties and cultivation techniques; and
- Developed competitive consumer-driven value chain and marketing models for engagement with more profitable markets.



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