

Vietnam to specify target markets for organic farm produce

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Vietnam needs to specify target markets and control the implementation of standards in organic agricultural production to meet the needs of the domestic and foreign markets. Deputy Minister of Agriculture and Rural Development Tran Thanh Nam said this at a forum on the development of organic farm produces held by the Ministry of Agriculture and Rural Development (MARD).

Organic agricultural production must be associated with the development of the consumption market. Organic products with specific characteristics must comply with strict standards and often have low yields and high costs. These products are for the high-end market segment, he added.

According to Nam, organic agriculture development must be the right way to approach potential customers at home and abroad.

Along with reasonable planning, standards and management for the production and certification of organic agricultural products must be strictly implemented to improve the quality of Vietnam's certified organic products.

Vietnamese organic farming products are exported to about 180 countries, with an export turnover of 335 million \$ per annum. The organic farming products exported are tea, shrimp, rice, cashew nuts, pepper, cinnamon, anise, essential oils, and spices.

The main export markets of those products include France, Denmark, Switzerland, Sweden, China, Cambodia, the US, Italy, Germany, the UK, Russia, Canada, Belgium, Thailand, Malaysia, Netherlands, Hong Kong (China) and Taiwan (China).