



Vietnam's KLC Seafood launches cooperative to strengthen live seafood exports

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The 120-plus-member initiative will connect farmers with procurement, logistics and quality-control networks as the company targets China and other Asian markets



KLC SEAFOOD

KLC Seafood is strengthening its farm-to-market network in Vietnam with the launch of the KLC Dai Duong XI Aquaculture and Tourism Cooperative, a new initiative designed to consolidate supplies and improve access to export markets for high-value marine products.

Based in Khanh Hoa province in central Vietnam, the cooperative will connect local farmers with KLC Seafood's procurement, quality control, logistics and export operations. The model is intended to create a more coordinated supply chain for live seafood, where handling practices, transportation conditions and delivery schedules are critical to maintaining product quality.

The cooperative will bring together more than 120 members and operate within a wider network of affiliated farming areas covering approximately 884 hectares across Cam Ranh, Van Ninh and Song Cau. KLC Seafood said its affiliated supply network has an annual seafood supply capacity of around 12,000 metric tonnes.

High-value marine species will be central to the cooperative's operations, with green lobster and ornate spiny lobster among its priority products. Grouper and spotted Babylon snails could also form part of the supply portfolio.

For live seafood exporters, closer coordination between farms and downstream operations can help improve supply consistency, product handling and traceability. KLC Seafood's cooperative model seeks to bring these functions closer together while connecting local producers with established procurement and export channels.

The launch also coincided with the signing of a memorandum of understanding between KLC Seafood and a Chinese partner to develop commercial ties and promote Vietnamese seafood exports to China. The companies did not disclose specific sales targets, shipment volumes or financial commitments under the agreement.

China remains a priority market for KLC Seafood, particularly for live green and ornate spiny lobsters. Hong Kong and Taiwan are also among the Asian markets the company serves.

Consumer preferences provide an important backdrop to the strategy. A Global Seafood Alliance survey cited by SeafoodSource found that 72.8 per cent of respondents in China preferred buying seafood live, typically from tanks at wet markets. This preference places a premium on reliable handling, transport and delivery throughout the supply chain.

KLC Seafood's export performance highlights the scale of its existing operations. According to company figures cited by the Vietnam Association of Seafood Exporters and Producers, the company recorded export value of \$85.9 million in the first five months of 2026. Its subsidiary, Phat Loi, reported exports worth \$83 million over the same period.

The new cooperative adds a further organisational layer to KLC Seafood's supply network as it seeks to connect aquaculture producers more closely with international demand. Its longer-term contribution will depend on how effectively the model improves traceability, maintains live seafood quality and delivers consistent supplies to export markets.