



BỘ CÔNG THƯƠNG - MINISTRY OF INDUSTRY AND TRADE  
**CỤC XÚC TIẾN THƯƠNG MẠI**  
VIETNAM TRADE PROMOTION AGENCY



CBI  
*Ministry of Foreign Affairs of the Netherlands*

# **HỘI THẢO PHƯƠNG ÁN XÂY DỰNG CHIẾN LƯỢC THƯƠNG HIỆU NGÀNH THỰC PHẨM VIỆT NAM**

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# **Vietnam Pepper Industry Strategy to Sustainable Development**

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# General about Vietnam Pepper Industry



- Natural conditions is suitable for growing black pepper (BP)
- BP have been cultivated in VN since XIX Century
- It is cultivated widespread whole provinces in the South of VN since the latitude 17 back on to the South, major pepper growing area: Basalt soil area in South Provinces (Binh Phuoc, Binh Duong, Dong Nai, Ba Ria – Vung Tau...) and the highland area (Dak Nong, Dak Lak, Gia Lai...), South Central Coast Region (Quang Tri, Quang Nam...) and South Coast Region (Kien Giang, Phu Quoc island)
- The peak harvesting season: *January to April annual*
- It has been exported to more than 100 countries in the world



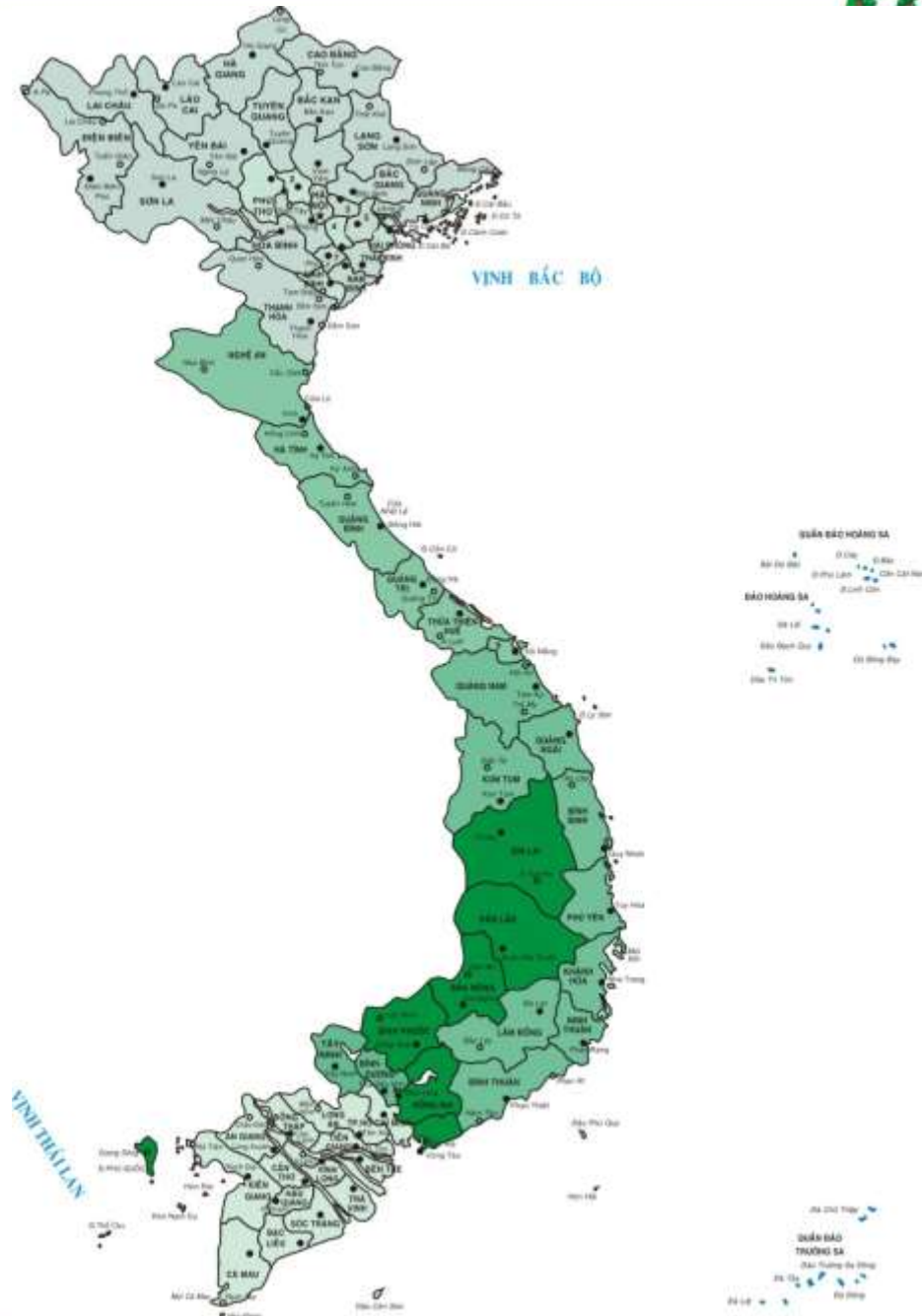
- In 2017, VN has been exported near 180.000 MT of Pepper products that has been earned more than 1.4 billion USD. It became one of the most valuable agro products in Vietnam;
- VN Government has issued policies to encourage trade and production to support VN Pepper Industry (VPI) to sustainable growth with high value to integrate into global trade, and to increase the competitive capability.



- Viet Nam is the member of International Pepper Community, including VN and 5 others biggest pepper producing countries in the world: Brazil, India, Indonesia, Malaysia, Sri Lanka.
- VPA has become the important voice in global spice market.
- It has contributed significantly to reduce poverty and improve the livelihoods of rural sector in VN

# Area and production of Pepper in VietNam

Year	Area (ha)	Production (MT)
2011	50.000	120.000
2012	52.500	118.000
2013	64.500	122.000
2014	83.000	125.000
2015	86.000	130.000
2016	110.000	150.000



## Export of Pepper Products in VN over the years

<b>Year</b>	<b>Black Pepper</b>	<b>White Pepper</b>	<b>Total</b>
<b>2012</b>	<b>100.381</b>	<b>16.584</b>	<b>116.962</b>
<b>2013</b>	<b>115.112</b>	<b>19.275</b>	<b>134.387</b>
<b>2014</b>	<b>140.067</b>	<b>16.329</b>	<b>156.396</b>
<b>2015</b>	<b>115.446</b>	<b>18.123</b>	<b>133.569</b>
<b>2016</b>	<b>159.171</b>	<b>20.062</b>	<b>179.233</b>

## Export turn over & Average Price

<b>Year</b>	<b>Turn over (million USD)</b>	<b>Change (%)</b>	<b>Averg Price (USD/MT)</b>	<b>Change (%)</b>
<b>2012</b>	<b>794</b>	<b>14,5</b>	<b>6.785</b>	<b>15,9</b>
<b>2013</b>	<b>898</b>	<b>11,3</b>	<b>6.685</b>	<b>-1,1</b>
<b>2014</b>	<b>1.210</b>	<b>34,7</b>	<b>7.739</b>	<b>15,8</b>
<b>2015</b>	<b>1.276</b>	<b>5,5</b>	<b>9.429</b>	<b>21,8</b>
<b>2016</b>	<b>1.440</b>	<b>12,9</b>	<b>9.413</b>	<b>-0,2</b>





# Pepper products for exporting

- **Black Pepper FAQ: 500gr,550gr, 570gr/lit**
- **White Pepper: 650gr/l**
- **ASTA standard Pepper**
- **Steamed sterilized Pepper**
- **Crushed or ground Pepper (black, white)**



# The quality of VietNam pepper:

- VPI is following standards: ASTA, IPC, ESA..
- There are more than 18 pepper processing factories, including 14 factories with steam sterilized processing system, productivity is about 5.000 MT/year/factory.
- The volume of high quality meeting the requirements of customer all over the world has been increased





# ***Development strategy of VN pepper industry in the future***

# TARGET

- **Area** : **80- 100.000 ha**
- **Production** : **160.000 – 180.000 MT**
- **Export** : **90% of production**
- **Turnover** : **USD 1,3 – 1,5 billion**



# Focused actions

- *Bringing VPI become to sustainable growth, contribute to sustainable economy, society and the environment of country;*
- *Focusing on: to improve the cultivation technical, pest and disease management, harvesting, processing.*
- *Improving quality following GAP, GMP in production to meet ASTA, ESA standards,*
- *Building VPI becomes a strong brand name with more high value added, greater competitiveness, suitable to general integration trends.*



# STRATEGY

**VPI will become the top country in supplying spice products in the global market with key criteria:**

- *The best quality;***
- *The best price;***
- *Trusted partner;***



**Thank you!.**



**Liên hệ:**

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