

## Adapting fruit production to market demand: The experience with persimmon in Da Bac, Vietnam

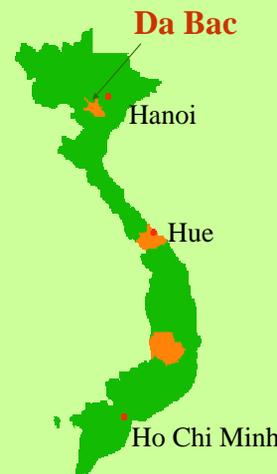
### The national Context

- Fruit (and persimmon) markets in Vietnam are expanding rapidly but characterized by strong competition
- Government has heavily subsidized significant expansion of fruit production areas in upland regions
- Little consideration given to markets (market size, variety preferences, quality requirements)



### The local context

- Persimmon promoted among ethnic minorities displaced by the Hoa Binh dam
- 500 ha under Yen Thon (red, astringent) persimmon (also widely promoted in other northern upland regions)
- Farm-gate prices of Yen Thon persimmon have fallen from US\$200/ton to US\$ 45/ton over the past 5 years => excessive supply of red persimmon and consumer preferences for soaked (also astringent) cultivars
- Oversupply means that farmers can only sell a very small share of their harvest



### SADU interventions

- Work with multi-stakeholder district working group since July 2006
- Improve local understanding of market demand and requirements
- Expose farmers and service providers to new, marketable cultivars
- Enhance farmer skills – topworking/grafting and cultivation practices



### Emerging outcomes and impacts

- 49 farmers organized in four groups purchased grafts of *fuyu* (non-astringent persimmon) from another province (November 2006)
- In the future these farmers will use own grafting material to graft new trees
- 50 additional farmers are planning to purchase grafts during July 2007
- 10 trial/demonstration/local bank sites were established by the Da Bac Economic Section and the Fruits and Vegetables Research Institute (FAVRI)
- Targeting impact by 2010: 1,000 households supplying high-value markets

