

# ***ACTION PLAN***

## ***Strawberry Market of Vietnam***

*Creator:* *Pham Vu Huyen Linh*

*6<sup>th</sup> October, 2018*

***Strawberry is a temperate fruit. It is a kind of fruits that is relatively easy to grow but it is hardly to storage and transportation. Because of attractive aroma with sweet and sour, strawberry becomes more and more preferred, nowadays.***





# *Situation and Problem*

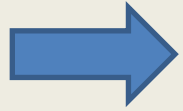
- *Vietnam's Climate can be divided into two main selected:*
  - *a tropical*
  - *a subtropical.*
- *The cool climate of mountainous areas such as Da Lat and Moc Chau is suitable for the cultivation of strawberry.*
- *Strawberry grown by farmer with small scale*  
⇒ *Hard to establishes a strawberry supply chain from production to customer .*



# ***NECESSARY ACTIVITIES AND EXPECTED OUTCOME***

- Applying the JA farm experience, creating links between small-scale strawberry growers, do post harvest operation.*
- Gathering strawberry products makes it easier to invest in equipment.*
- Farmers should be trained about how to growing, preserving Strawberry, and learning about standard conditions in order to produce the best yield and quality.*

***=> Creating effective Strawberry supply chains throughout my country so that increasing economic value .***



***In the first two years:***

- ***Test the linkage between farmers growing strawberry.***
- ***Improving the quantity and quality.***
- ***Expanding domestic and international market.***





# THANK YOU FOR LISTENING

