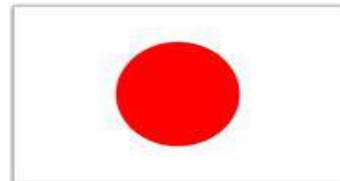


The pathways to increase Value of Food

Vietnamese group



1

Overview about Food Value Chain
and Case studies in Vietnam

2

The learning lessons from this
Japanese Food industry tour

3

Conclusions

I. Overview about Food Value Chain and Case studies in Vietnam

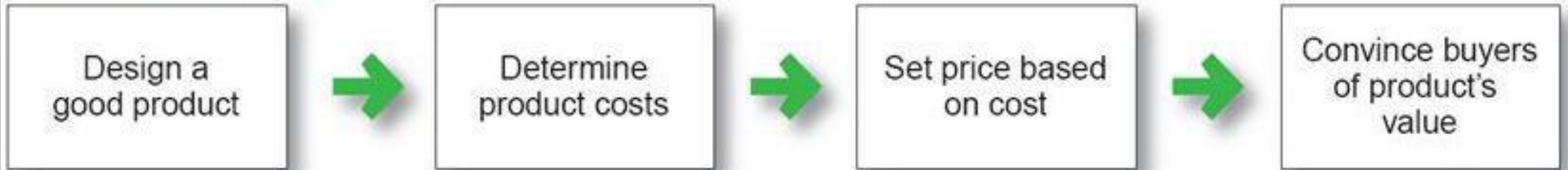


**Do you
like?**

**Do you
know how
to earn?**

**Do you
know how
to
increase?**

Cost-based pricing



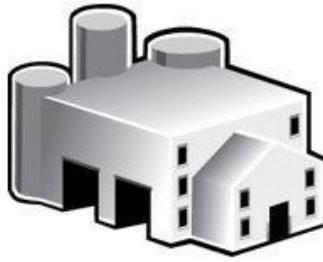
Value-based pricing





The Customer is King

Food Value Chain



Input

Farm

Processing

Distribution

Retail

Consumer

Seeds
Pesticides
Agbiotech
Traits
Fertilizers

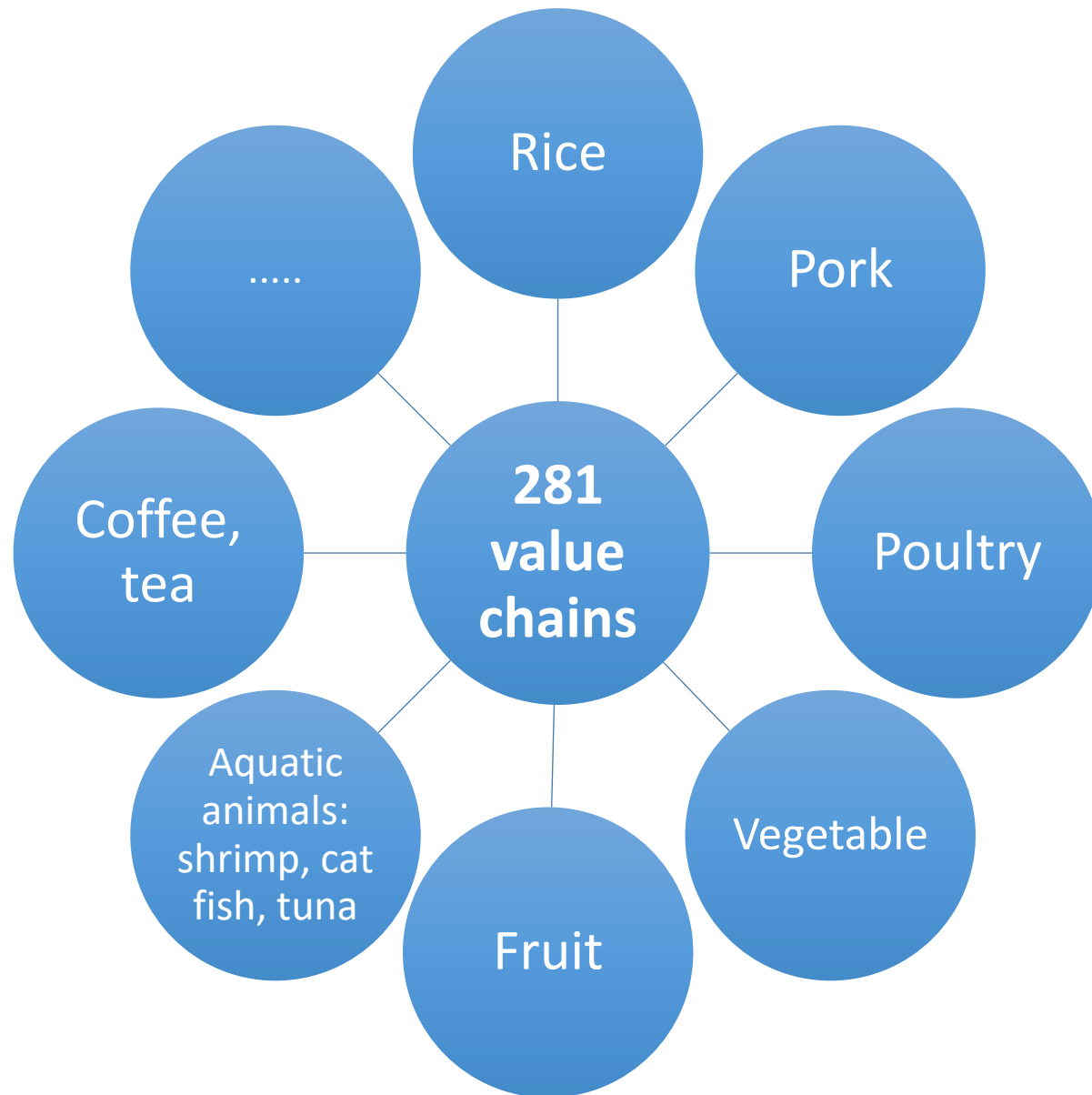
Farmers
Ranchers
Fishermen

Aggregators
Processors
Manufacturers
Beverages

Distributors
Importers
Exporters

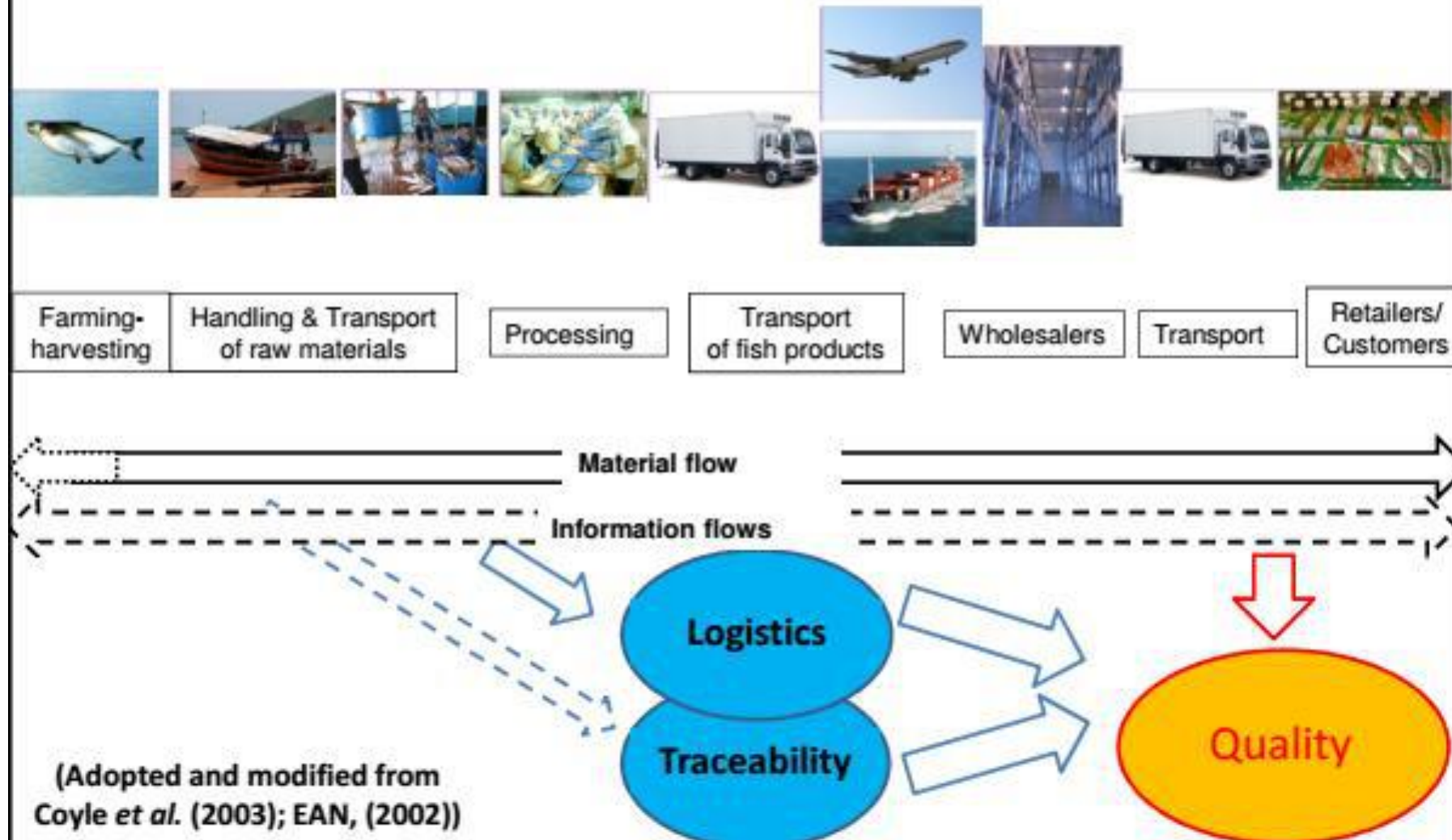
Retailers
Supermarkets
Restaurants

Consumers



Fishery Value chain

Integrated fish supply chain





Case study 1: Pork

90%

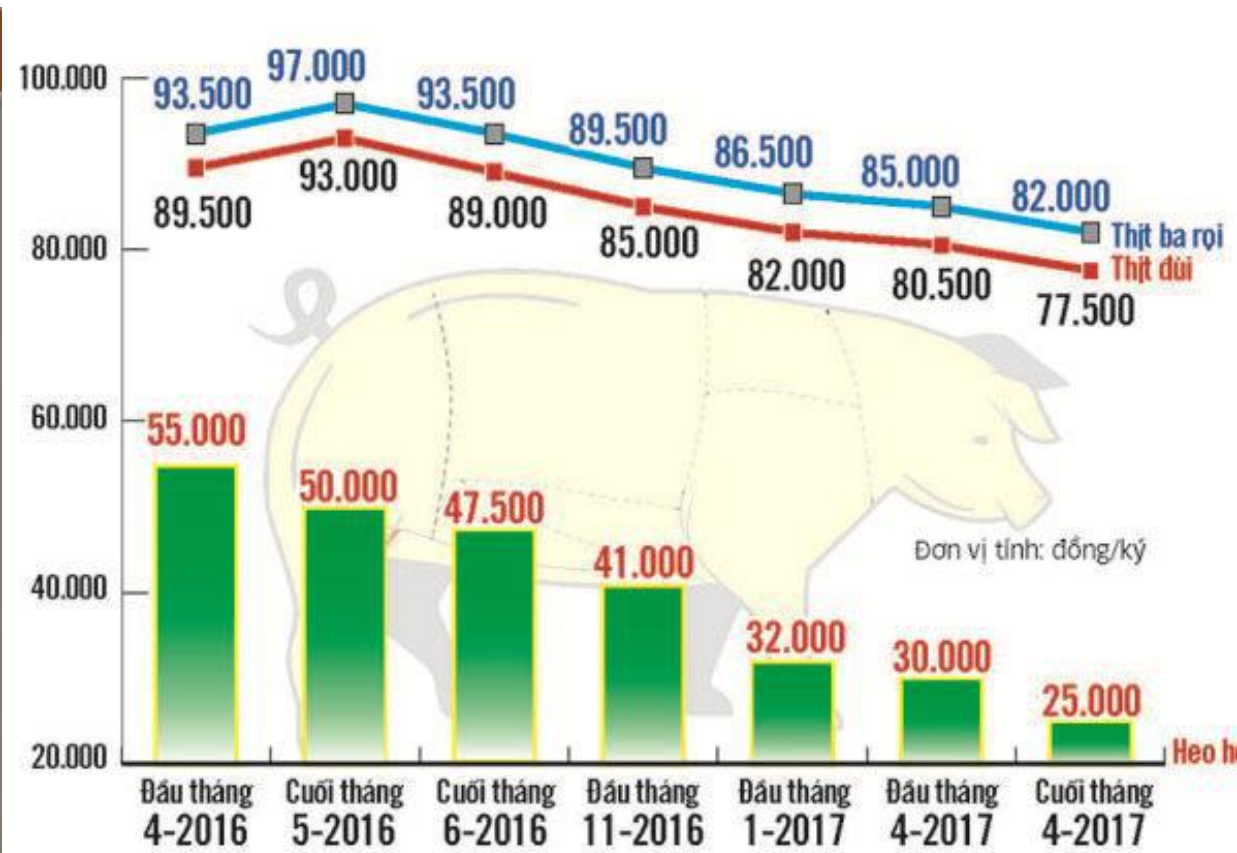
EXPORT



Case study 1: Pork



Price of Pork in China (NDY/kg)



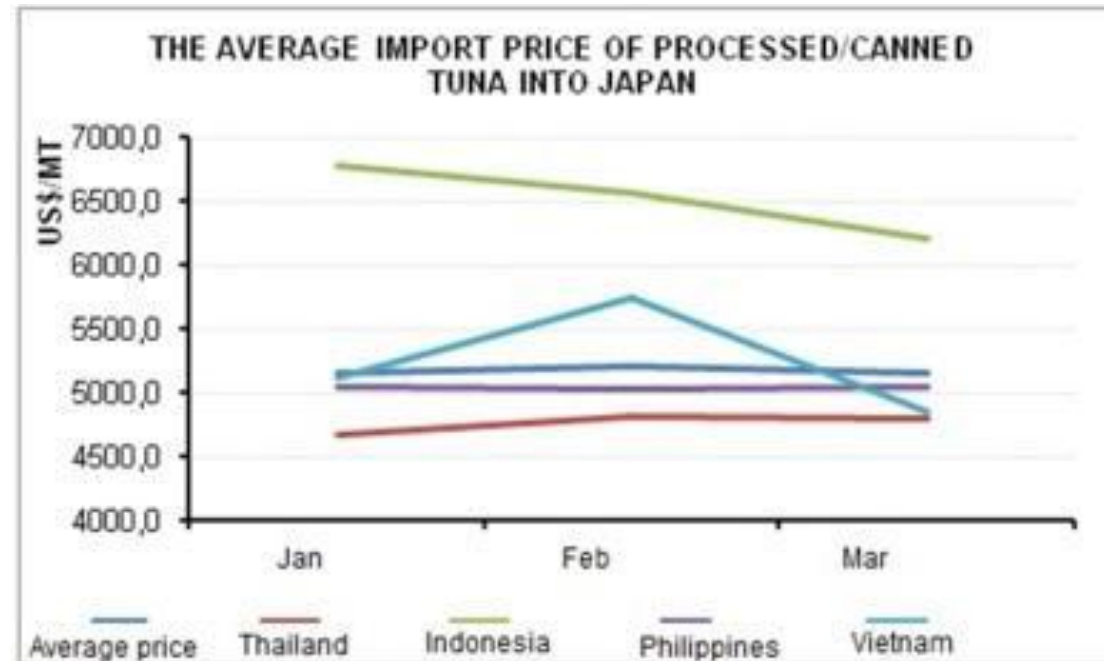
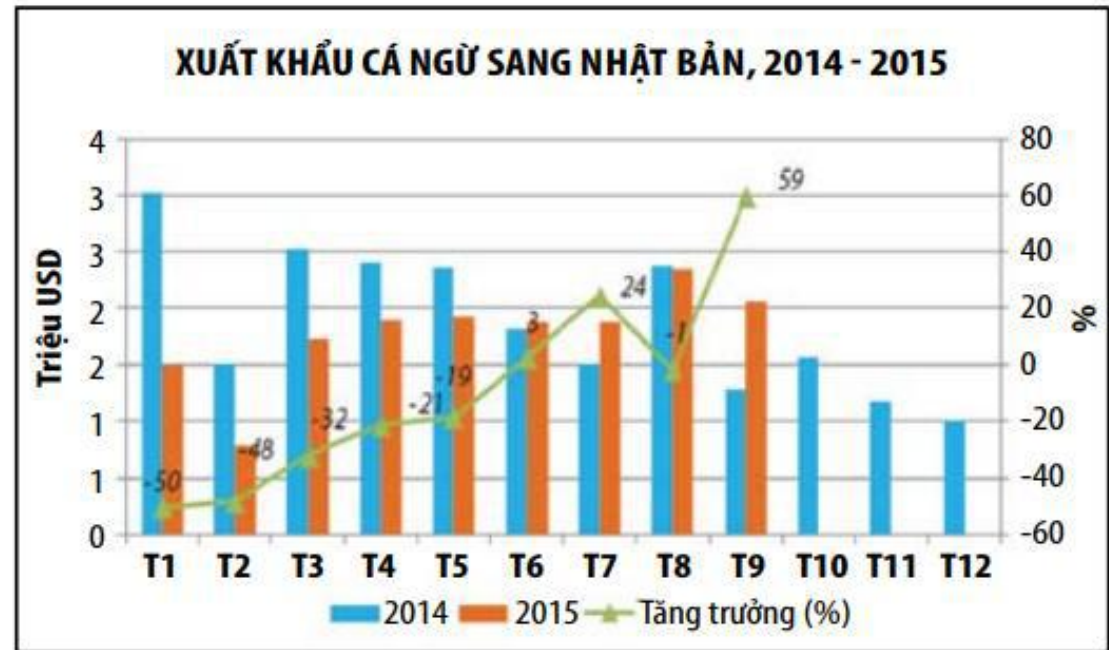
Price of live pigs and Pork in Vietnam (VND/kg)

Case study 2: Tuna

Japan had been Vietnam's third largest tuna consumers

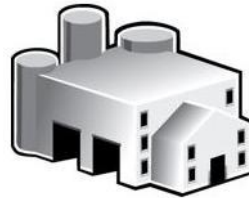
2012: Vietnam earned 54 million U.S. dollars from exporting tuna to Japan. 2016: hitting nearly 20 million U.S. dollars

Tuna caught using Japanese technology



II. The learning lessons from this Japanese Food Industry tour

Food Value Chain



Input

Production

Processing

Distribution

Consumers

The factories/companies during the tour



Western Japan's Largest Roadside Station
with Accommodations

Tango Kingdom "Shoku-no-Miyako"



P A S O N A





- **Fuji Oil:** Establishing the extensive channels of the high quality raw materials from around the world



- **Takii seed and seedlings:** Developing the technology for high quality seeds, no GMO seeds, to ensure the high quality of agro-products
 - Accredited by ISTA and can accredit officially for the other organizations under ISTA rules



- **Sake, Yoshinoya and Kikkoman:** Very high control of input materials rice, soybean, fruits & veg, water, etc.



- **Takii seed and seedlings:**

- Applying the high tech in quality control:

- + germination test
 - + free-disease test and
 - + purity test



- Fostering the young generations for the future of agriculture

- **Pasona:**

- Attracting and supporting the people who are becoming the farmers: proud of agriculture, less stressful life

- High technique in agriculture: cultivate without soil and using artificial light

- **Sake and Yoshinoya:** utilize by-products for making other foods or plant fertilizer or animal feed



- **Fuji Oil, Sake factory, Takii, Kikkoman:** Diversification of products to improve competition



- **Kikkoman and Yoshinoya:** Utilization of by-products and waste to increase the adding value while reducing impact on the environment
- **Japanese sweets, Yoshinoya, Sake factory:** Retaining tradition to maintain image of company





- The large and sustainable distribution network



- Applying the excellent technique in transportation



- Big retailer:
 - Convenience of shopper movement
 - Strong products
 - Various kind of products



Input

Production

Processing

Distribution

Consumers

➤ Various consumers:

- Age
- Culture
- Vegetarian



KIKKOMAN

FUJI OIL



III. Conclusion

- The Vietnamese supply chain management is not very good such as linkage among the chains, distribution network and logistics.
- What we have learned from this tour very useful for applying in Vietnamese Food Industry

Acknowledgement

- *We would like to express our deep thank to MAFF for financial support through HRD project.*
- *We are thankful to AFH for well organizing and arrangement for Japanese visit tour and your hospitality.*
- *We would also like to thank all participants from other countries for your coordinating during the program.*

