

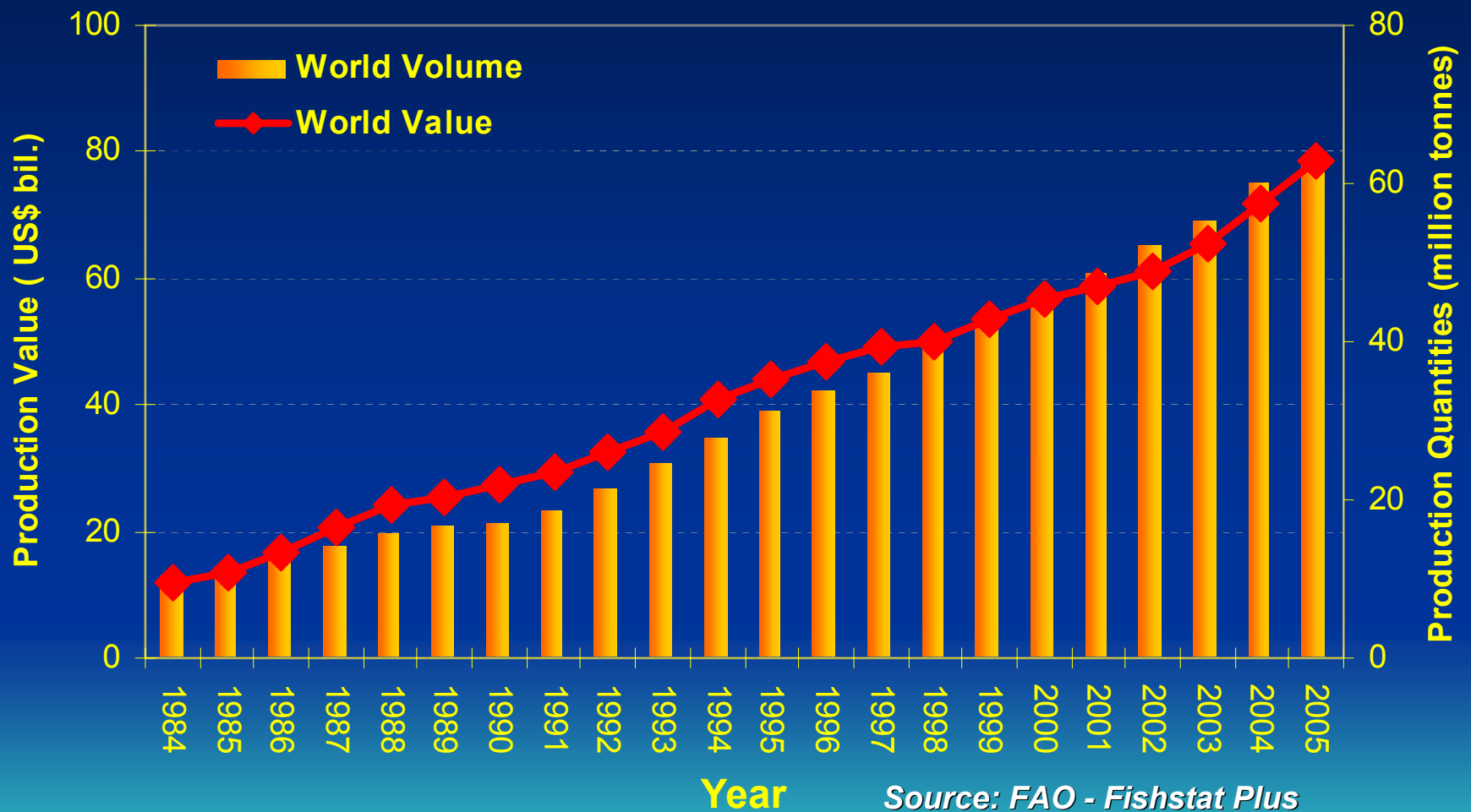
Viet Nam Pangasius Success Story

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Vietnam Association of Seafood Exporters and Producers
(VASEP)



Trend in World Aquaculture



Production by Environments

Tons mil.

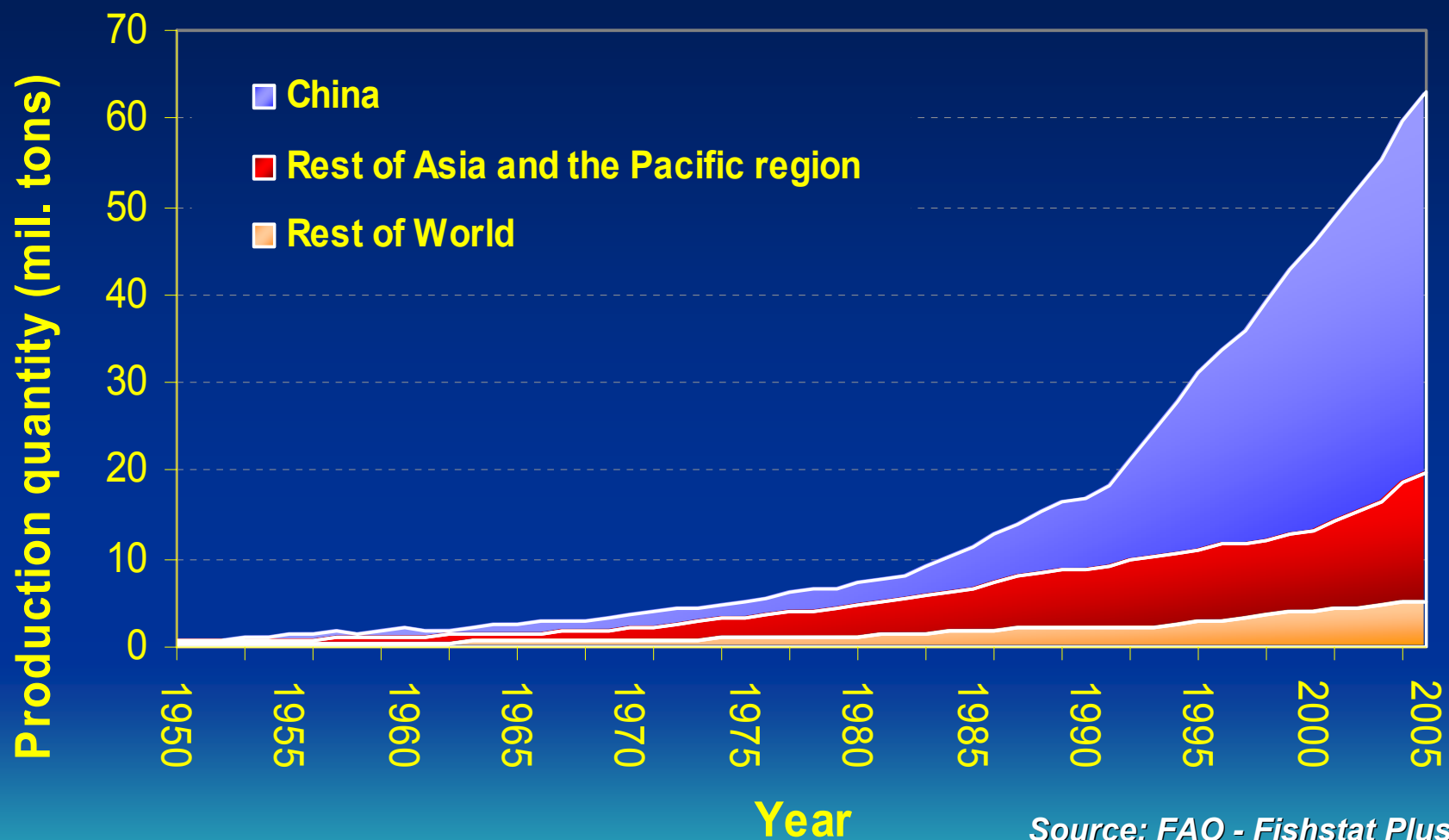


— Brackishwater culture — Freshwater culture — Mariculture

Source: *FAO - Fishstat Plus*
July 23, 2008

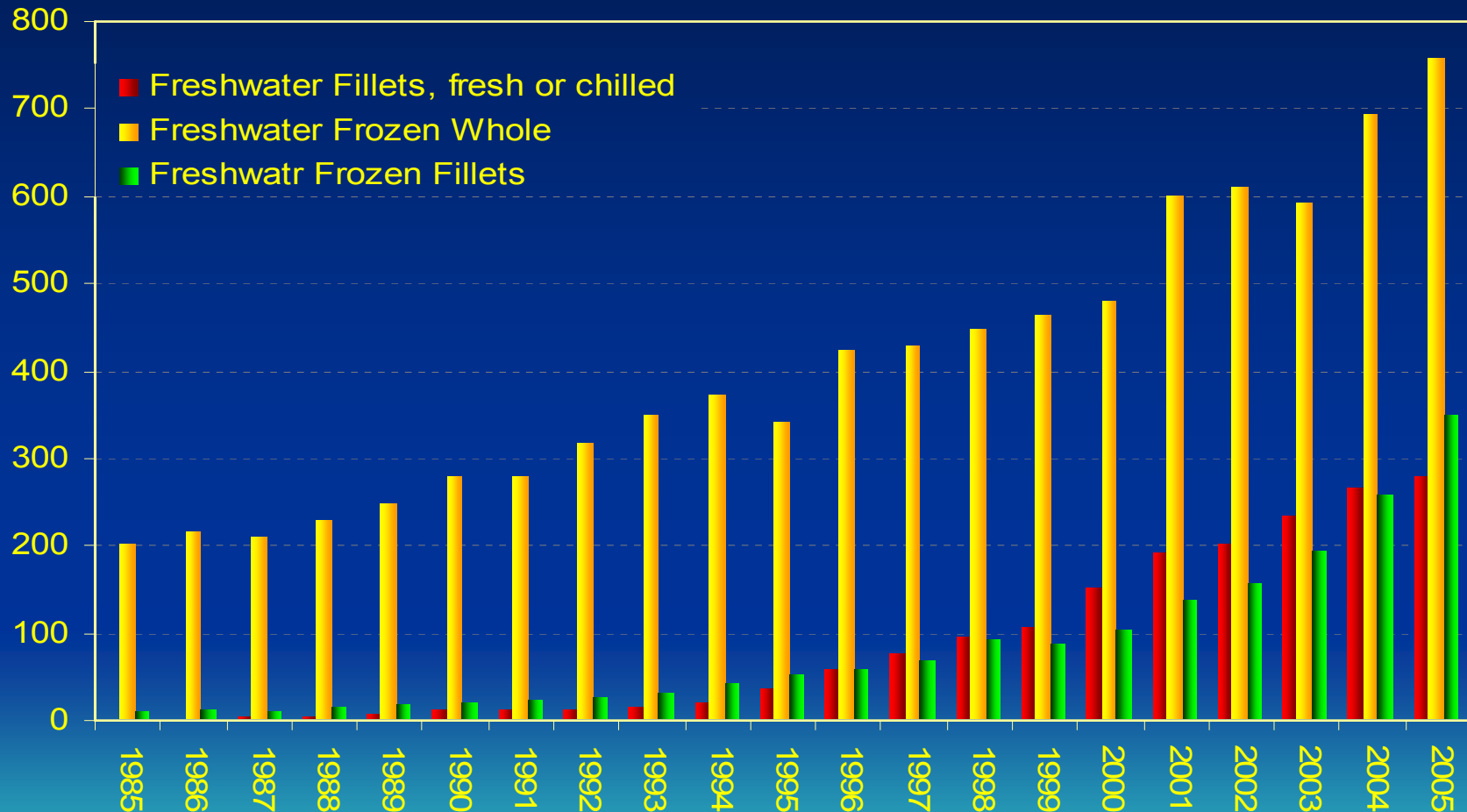
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Production by Main Regions



Import of Freshwater Fish

1,000 MT



Source: FAO - Fishstat Plus

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Species of farmed *Pangasius*

Pangasius bocourti - Basa



Pangasius hypophthalmus - Tra





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***Pangasius* – a Fish-Cinderella ?**

- 20 year ago, *Pangasius* was very common fish, served as daily food for poor people in Mekong Delta
- It is omnivorous fish, adapts well to different feed, can survive in very difficult conditions, with low oxygen
- In the past, *Pangasius* farming is a traditional activity of farmers in the South of Vietnam, only for themselves.
- Now *Pangasius* became the beautiful Princess in Vietnamese aquaculture, with harvest exceeded 1 mill. MT, value close to US\$ 1 billion annually
- *Pangasius* is intensively farmed in 3 ways: ponds, floating cages and net-pen enclosure

Vietnam Pangasius Success Story

In 10 years 1997-2007, Vietnam *Pangasius*:

- Farming areas increased only **8 times**, reached **9,000 ha**
- Annual commercial production of raw fish increased **45 times**, from 22,500 MT to more than **1,000,000 MT**
- Volume of exported *Pangasius* fillets jumped-up more than **55 times**, from 7,000 MT to **386,870 MT**.
- Export revenue increased **50 times**, from US\$ 19.7 mill. to **US\$ 979,036 mil.**
- Number of export markets increased to more than **80 countries** and territories, in all continents.
- In 6 months 2008, exported **262,950 MT** fillets **(+53.3%)**, valued at **US\$ 608 mill. (+34%)**, to **103 markets**

Stocking Density & Yield



Floating cages:	100-150 fish/ m³	100-120 kg/m³
Pond :	30- 40 fish/ m²	250-300 MT/ha
Net-pen enclosure:	40 - 60 fish/m²	300-350 MT/ha

Feeding and FCR

Two main kinds of feeds:

Home-made fresh feed & Pellets



**FCR for fresh home-made feed
is 2.8-3.0**



FCR for pelleted feed is 1.5-1.8

Pangasius Farming Area & Commercial Annual Harvest



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Average Productivity

Tons/ha

100

90

80

70

60

50

40

30

20

10

0

1997

1999

2001

2003

2004

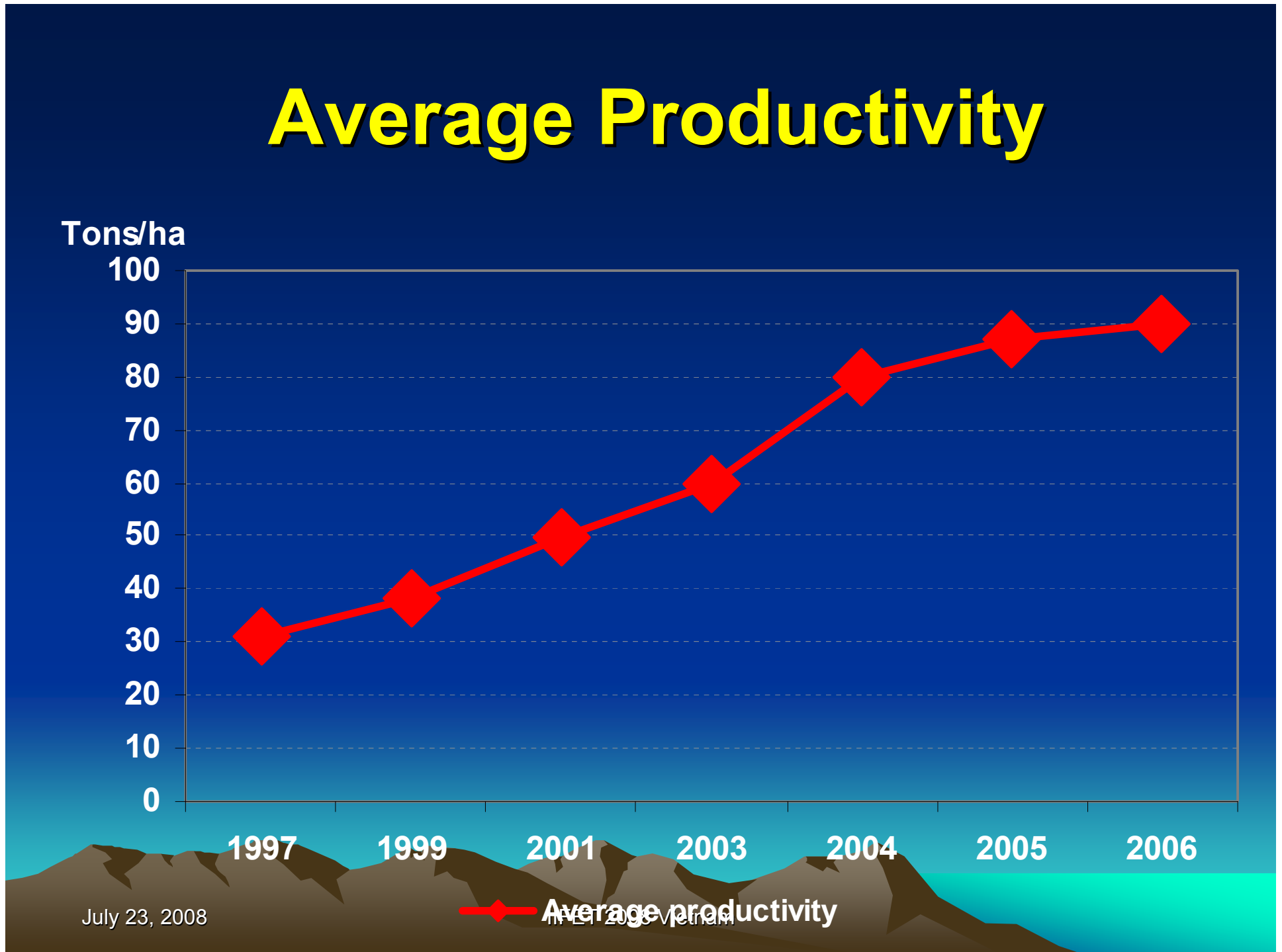
2005

2006

July 23, 2008

—◆— Average productivity

in ET 2005 version



Advanced Farms Standards

- SQF1000^{CM} of SQF Institute (USA)
- EurepGAP of European Retailers Group
- BAP of Global Aquaculture Alliance (USA)

SQF : “**S**AFE & **Q**UALITY **F**OOD”

GAP : “**G**OOD **A**QUACULTURE **P**RACTICE”

BAP : “**B**EST **A**QUACULTURE **P**RACTICE”

Responsible Farming Models

- Agriculture & Rural Development Dept. in An Giang, SGS & VASEP has developed a SQF1000 & 2000 standards for *Pangasius* in 2005
- *Agifish Pure Pangasius Union (APPU)* consisting of 5 kinds of stakeholders of the whole production chain: processor, farmers, hatchery owners, feed producer & medicine producer.
- The *Panga Trace Program* of Vinh Hoan Co.,Ltd. in cooperation with Anova
- First *Organic Pangasius* production of Binca & NTACO, certified by IMO to meet Naturland standards

***Pangasius* Processing Industry**

- More than 80 existing *Pangasius* factories, with capacity to process total 3,500 MT raw fish a day
- Many modern factories are set up (eg. factory with 300 MT raw fish a day can be build up in 6 months!)
- International standards for safety assurance implemented & certified by 3-party bodies
- Fish has tested in residues before harvest allowed
- Improvement of vertical integration - traceability is step-by-step implementation
- Mandatory standards to treat waste water before discharge into the environment

Product Diversification



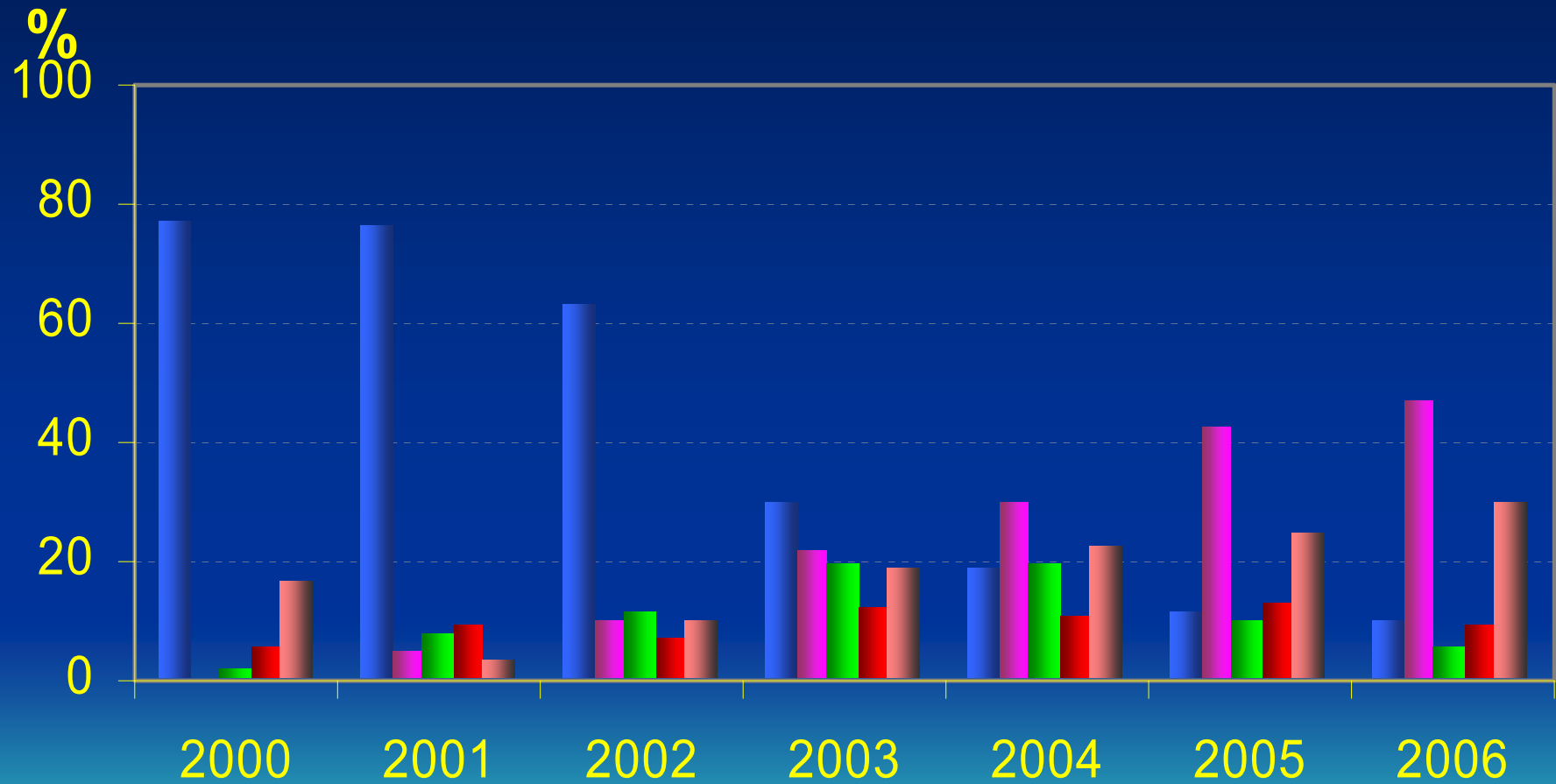
Pangasius Export 2001-2007



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Trend of Market Shares (in volume term)

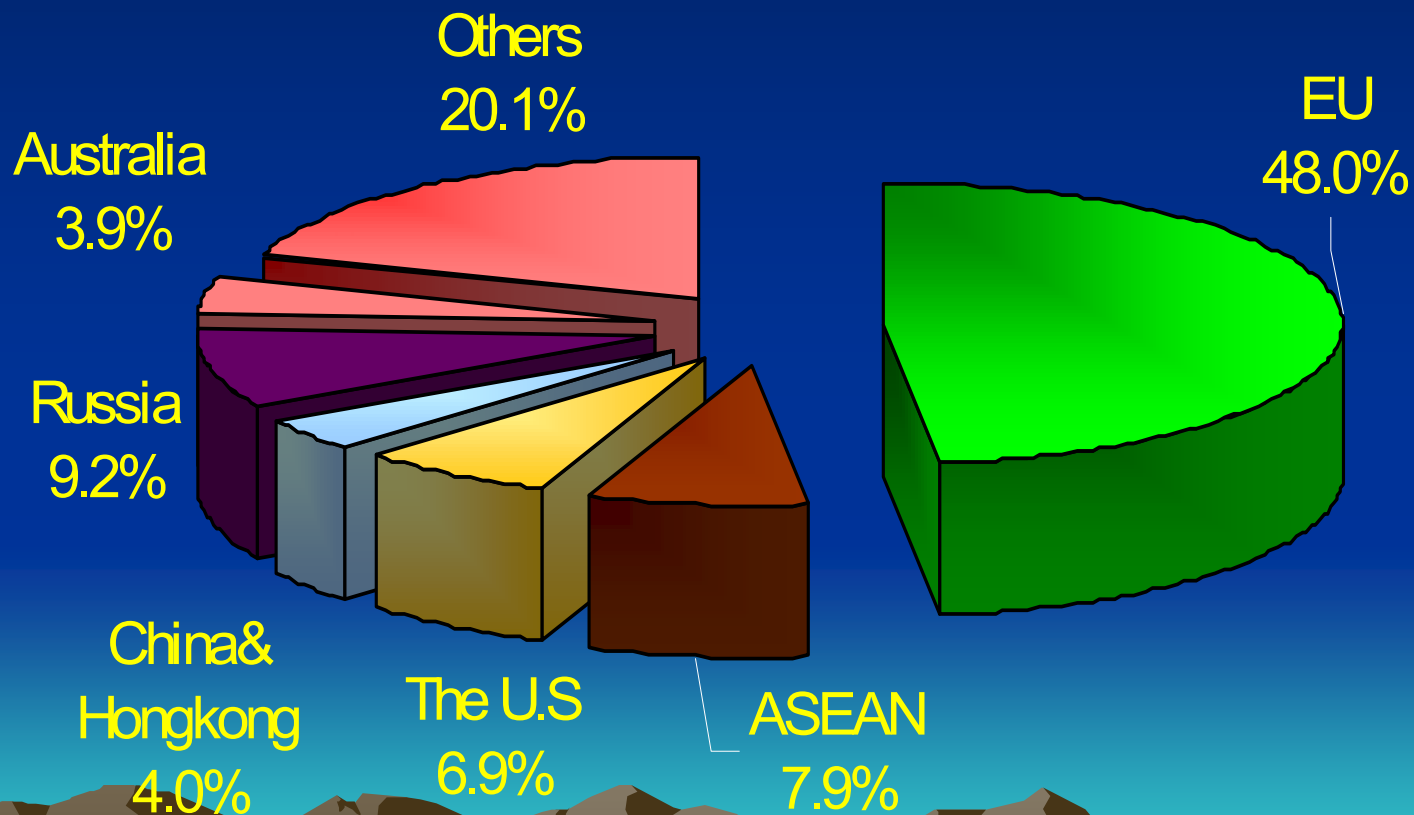


■ USA ■ EU ■ CN&HK ■ ASEAN ■ Others

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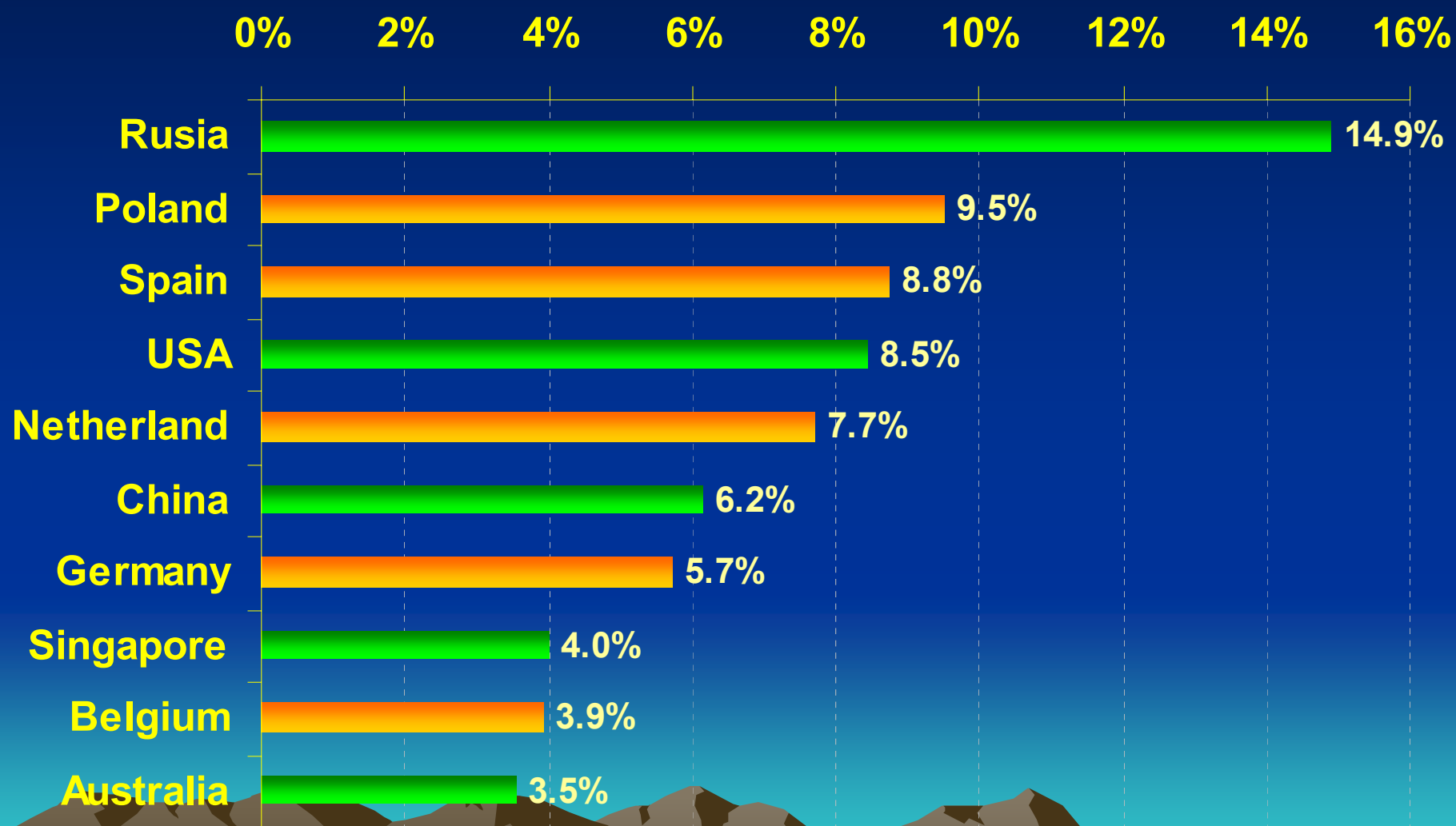
Pangasius Market Structure 2007 (in value)



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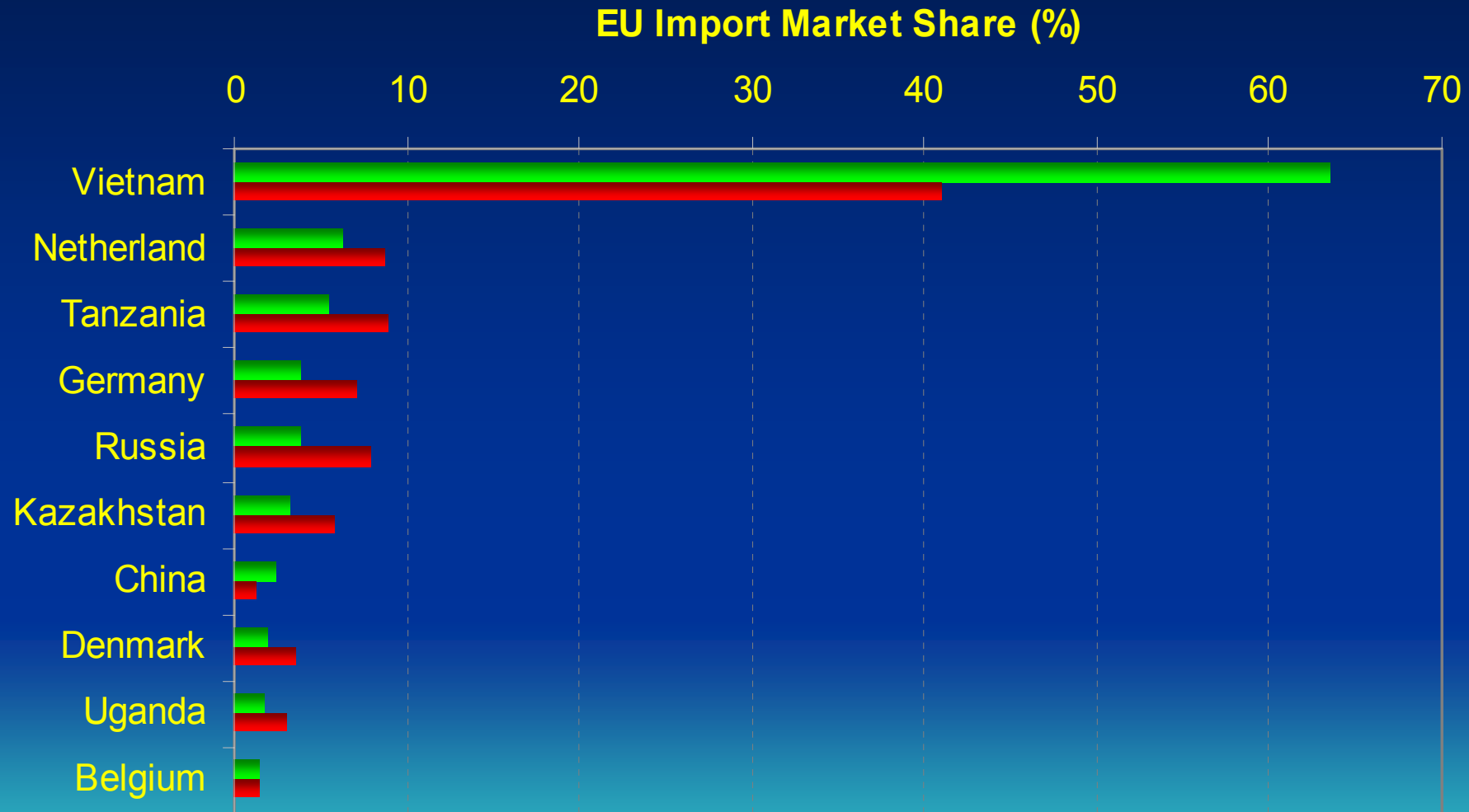
Top importing countries in 2006



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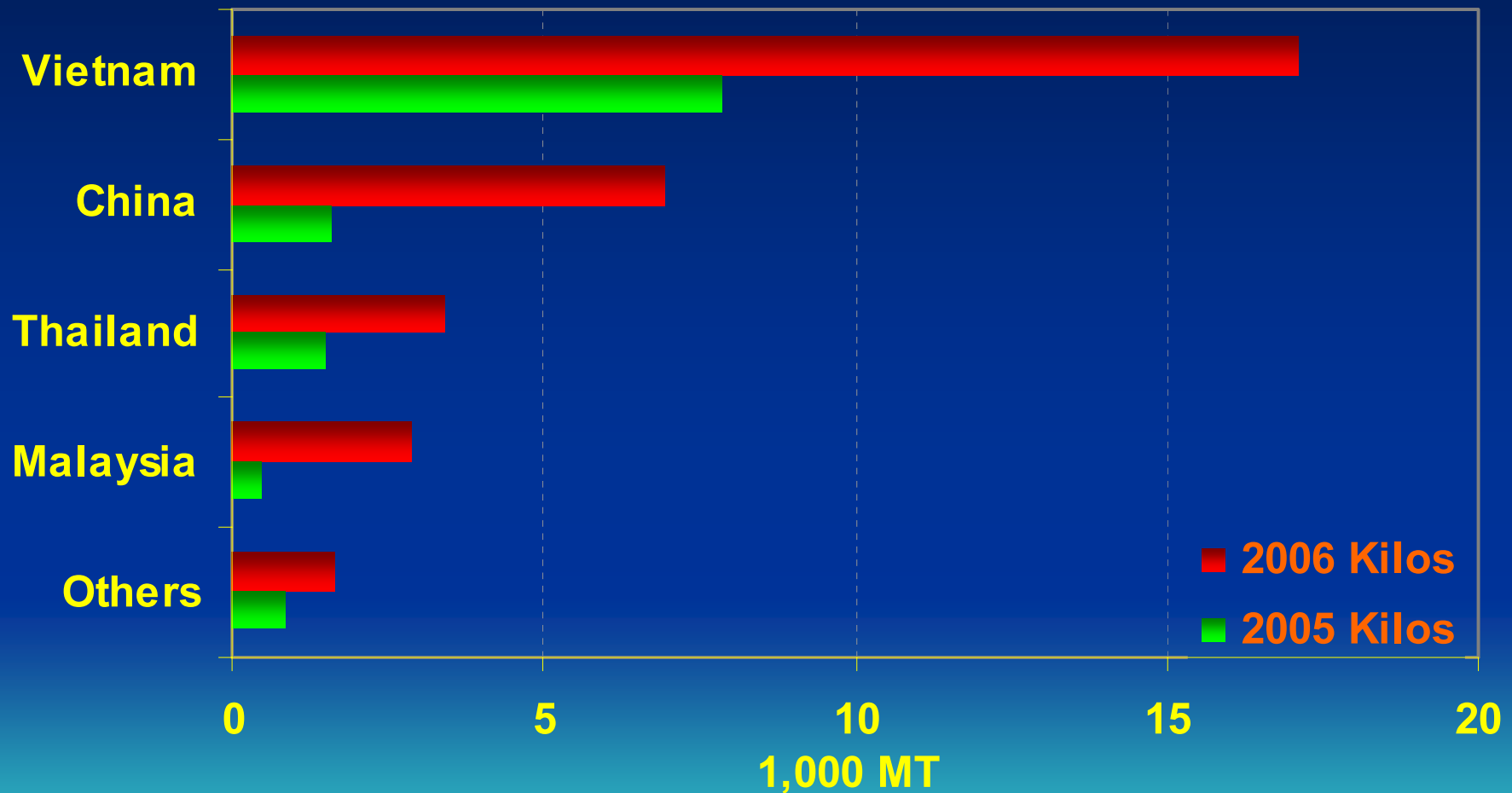
Data of 2006
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EU Frozen Freshwater Fillets Suppliers



July 23, 2019 Source: Eurostat – Frozen Fillet Freshwater Fish 03042019

Top Frozen Fillets Catfish Suppliers of USA



Vietnam *Pangasius* Strategy

- **Sustainable & responsible development**
- **Environmental-friendly farming and processing**
- **Natural pharmaceuticals & probiotics use**
- **Technology & infrastructure modernization**
- **Vertical integration improvement**
- **Community-based safety and quality management**
- **Market diversification and value-added products**
- **4-Parties Strategic Alliance Set-up**
- **Branding & country image building**

Better *Pangasius* Farming

- **Use floating pellets instead of “freshly made” wet feed.**
- **International standards for safety assurance implemented at farms & certified by 3-party bodies**
- **Planning of farms development, based on loading capacity of waterbodies in Mekong Delta**
- **Improvement of vertical integration - traceability implementation**
- **Mandatory national standards for farms to treat the waste water before discharge into the water-bodies**

New Standard: VietnamGAP

- ❖ VietnamGAP will be voluntarily implemented for responsible & sustainable *Pangasius* farming
- ❖ VietnamGAP is designed to be equivalent to EurepGAP & BAP-ACC standards
- ❖ VietnamGAP will set standards for:
 - Design & construction of farms
 - Good Farming Practices
 - Traceability of product
 - Proper fish health management
 - Environmental monitoring & management
 - Social responsibility
 - Food safety & quality assurance

Trade issues and solutions

- Trade name confusion: *Basa, Tra, Pangasius*
- US anti-dumping duties: *Review & sunset review*
- Anti-biotic residues: *National programme*
- Over-use of polyphosphates and over-glazing: *VFFA Declaration*
- Traceability: *VASEP&Trace Tracker Project*
- Environmental and Social responsibility: *VietnamGAP implementation*
- Top and Stable Quality: *Grade A product standards*



**Thank You
and
See You
Again
in Vietnam!**

Vietnam Association of Seafood Exporters & Producers (VASEP)

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