



Well known local food products in Vietnam:
*Quality perception and trust on products' origin
from consumers' point of view*

Trần Thị Thắm

Malica/CIRAD, MOISA (SupAgro)

Content of the presentation

1- Introduction

2- Method

3- Results

- Inventory of well known local food products for Vietnamese urban consumers;
 - Understand the meaning of well known local food products given by urban consumers and make the typology of those products according to different use objectives;
 - Consumers' trust on local food products depend on products quality, and reliable distribution chains
-

Introduction

- Many stakeholders are interested in well known local food products:
 - Consumers (high quality products)
 - Producers' group (for products differentiation strategy)
 - Government (institutions for GI approach)

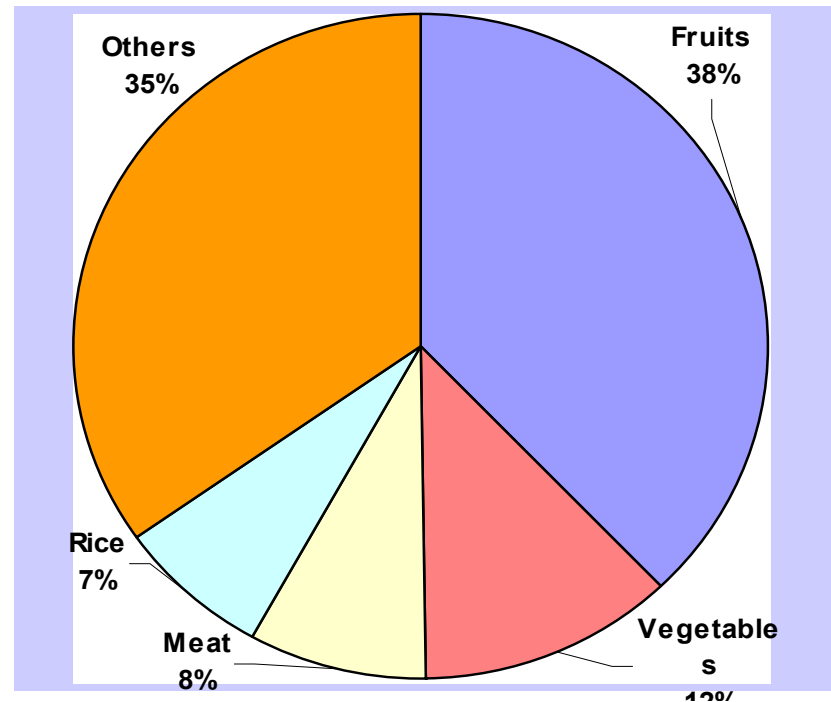
 - However, there are no study on consumers' perception of those products quality in Vietnam
-

Method

- ❑ 40 direct individual interviews with consumers in Hanoi and 25 in Ho Chi Minh City
 - ❑ 4 focus groups of 26 consumers each organized with the assistance of The Hanoi Consumers Association
 - ❑ Specificity of study method:
 - Spontaneous association of products with specific geographical origins
 - Stopping of survey when no new product is quoted
 - ❑ Choice of respondents: assure the diversity in terms of revenue, age...
-

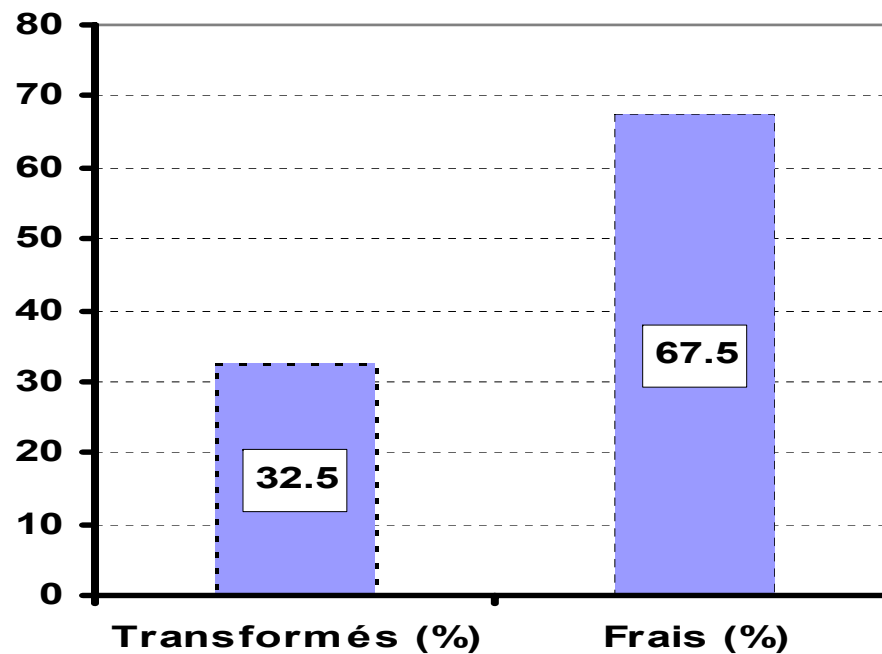
Important number of well known local food products according to consumers

- 265 local food products quoted by Vietnamese consumers
- Around 40% of local food products quoted by consumers are fruits



Essential place of non-processed products

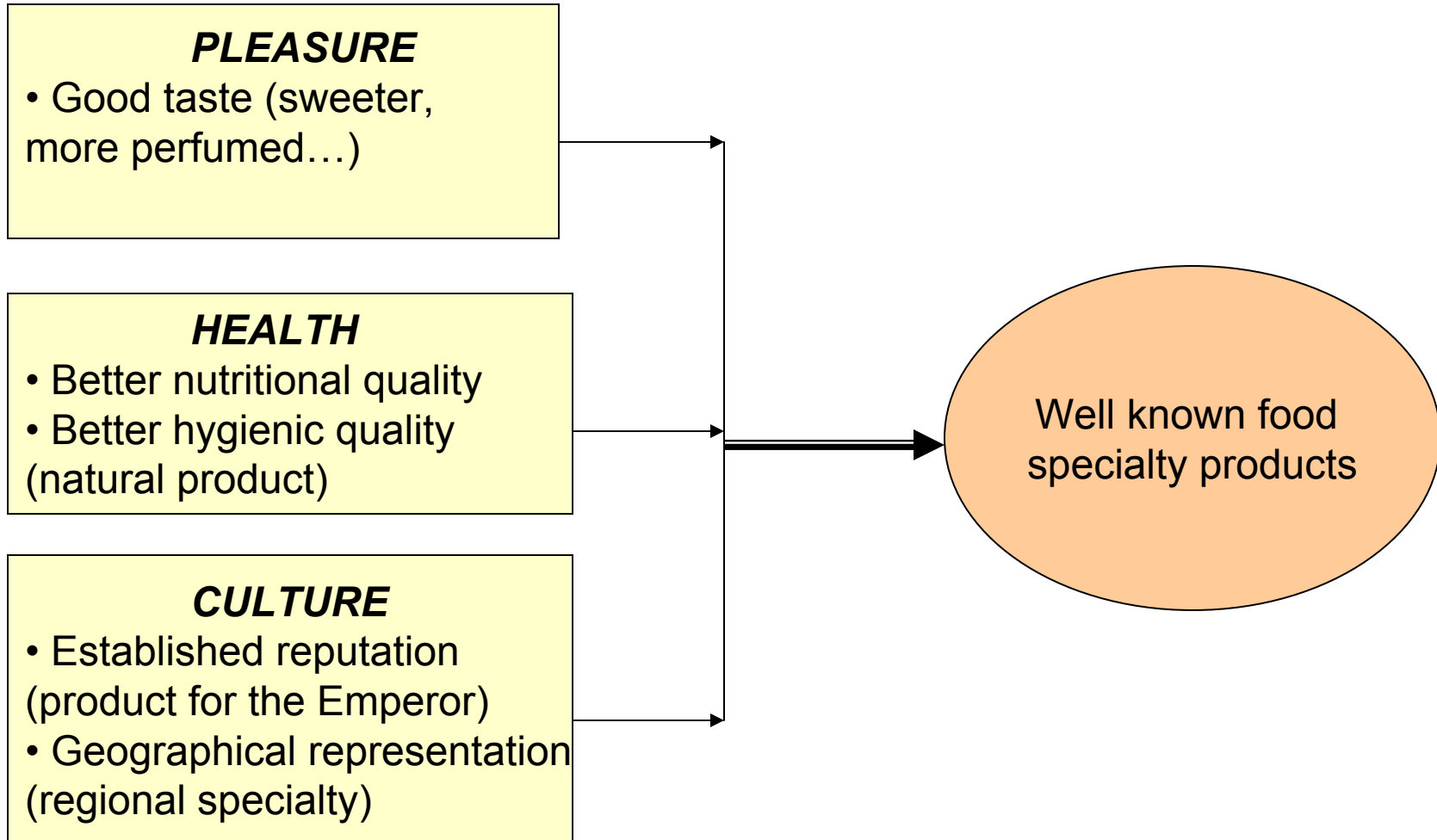
- ❖ Around 70% of local food products quoted by consumers concern non-processed products



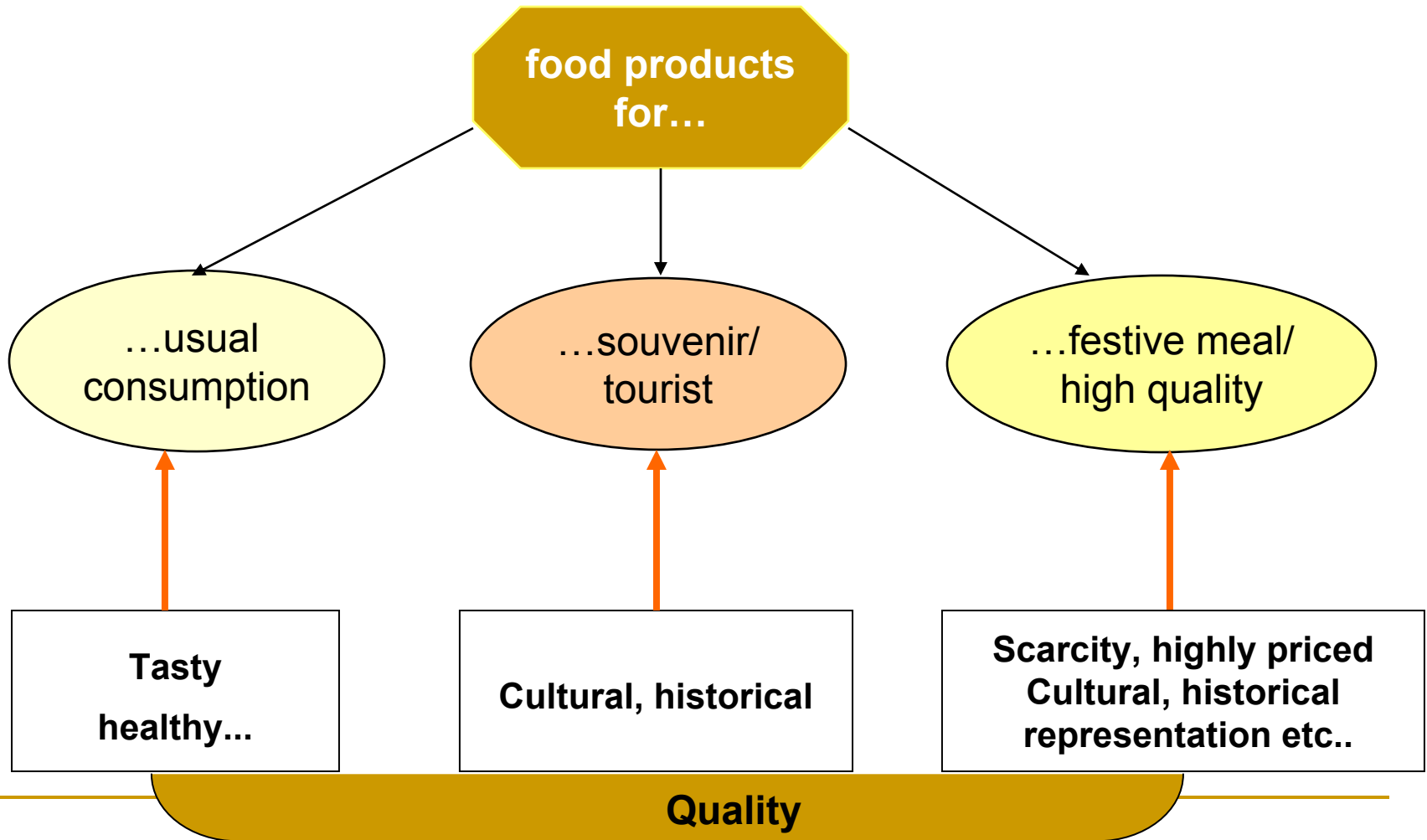
Regions for highly appreciated local food products

- ❖ 95 well known production localities have been quoted by consumers
 - ❖ Concentration of well known local food specialty products in some specific regions: Dalat, Sapa, Cai Mon
-

Consumer expectations related to the quality of local food specialty products



Well known local food products: *different functions*



Why are these specialty products considered to be of better quality?

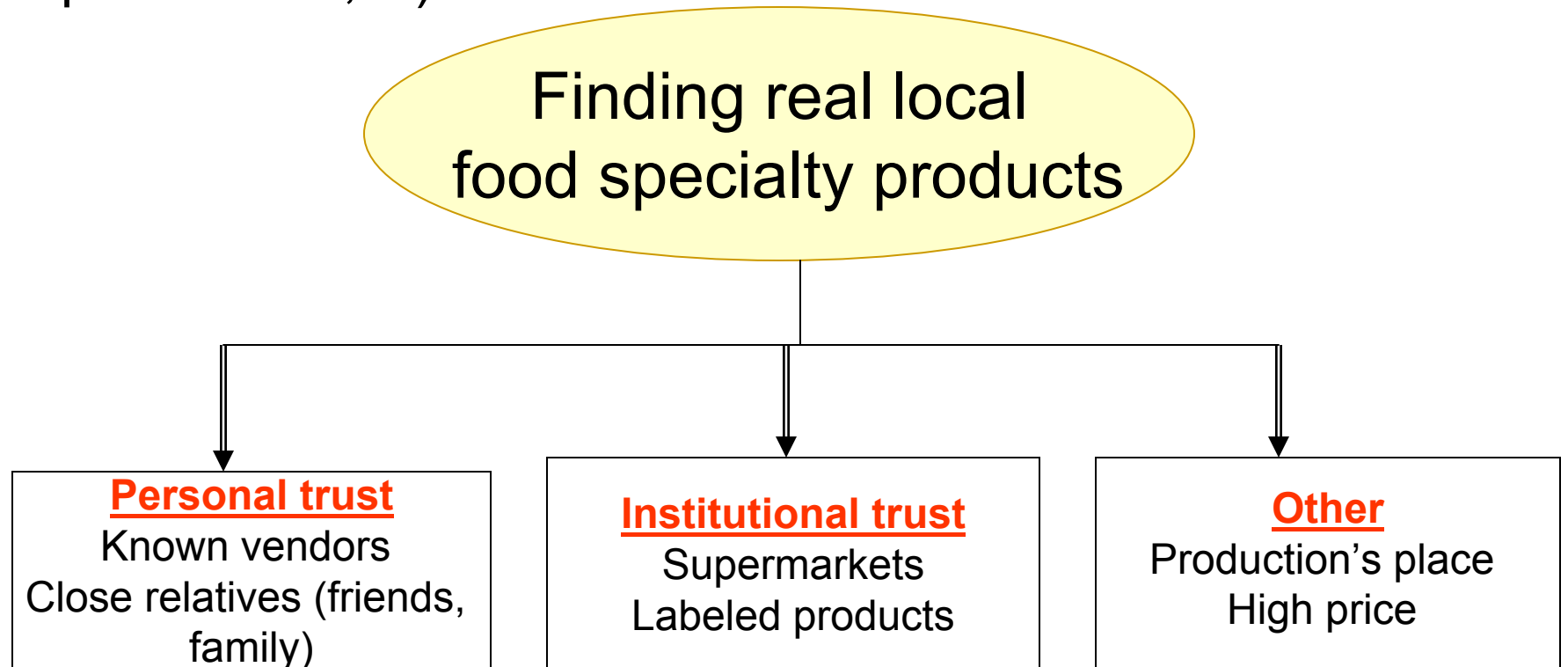
- ❑ **Links to physical environments:** *temperate climates such as Sapa, Dalat...*
 - ❑ **Link to a socio-economic environment:** *traditional region of production, traditional production techniques ...*
 - ❑ **Link to an historical background:** *production for the Emperor*
-

Consumer difficulties in identifying local food specialty products

- ❑ Impossibility to recognize well known local food products by themselves
 - ❑ Absence of information on products, those without labels, for example
 - ❑ Consumers often feel misled: incorrect information given on products
-

Ways of finding authentic local food products according to consumers

Trusting buying places or vendors (production places, supermarkets,...)



Conclusions

- Identification of well known local food specialty products is a necessary step for G.I.

-This work allows us to identify the national potential even if many other elements have to be taken into account (*e.g., readiness and capacity of local stakeholders for organization*)

-The potential of local food specialty products is important in Vietnam and the notion of specific geographic origins exists in the local food culture of this country

Conclusions

- ❑ In the perspective of implementing G.I. in the local market: consumer difficulties in identifying the origin of well known local food products and therefore the need to install a reliable origin labeling system
 - ❑ Strategies to implement this G.I. approach are different according to different kinds of local food products (*usual, festive and tourist consumption*)
 - ❑ Study how to establish consumers' trust on well known local food products is important, this subject will be studied more in depth.
-