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

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   - 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
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

**PLEASURE**
- Good taste (sweeter, more perfumed…)

**HEALTH**
- Better nutritional quality
- Better hygienic quality (natural product)

**CULTURE**
- Established reputation (product for the Emperor)
- Geographical representation (regional specialty)

Well known food specialty products
Well known local food products: different functions

food products for...

...usual consumption
- Tasty
- healthy...

...souvenir/tourist
- Cultural, historical

...festive meal/high quality
- Scarcity, highly priced
- Cultural, historical representation etc..

Quality
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

Finding real local food specialty products

- **Personal trust**
  - Known vendors
  - Close relatives (friends, family)

- **Institutional trust**
  - Supermarkets
  - Labeled products

- **Other**
  - Production’s place
  - High price

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.