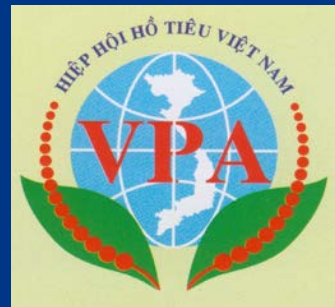


ASTA Annual Meeting

May 8-11, 2006

Vietnam Pepper Association (VPA)



Mr. Do Ha Nam - Chairman

OUTLINE

- 1 **Vietnam Pepper Association**
- 2 **General Preview of Vietnam Pepper Industry**
 - Vietnam Production and Export
 - Exports to USA Market
- 3 **Development Orientation of Vietnam Pepper In Future**

HISTORY

Vietnam Pepper Association, established in 2001, is a non-governmental organization with 56 members, includes:

- Pepper processors, producers and exporters.
- Management units under Ministry Of Agriculture And Local Authorities.
- Institutes of agricultural science
- Foreign Joint Venture Companies in Vietnam.
- Commodity Quality inspection and Service Companies.

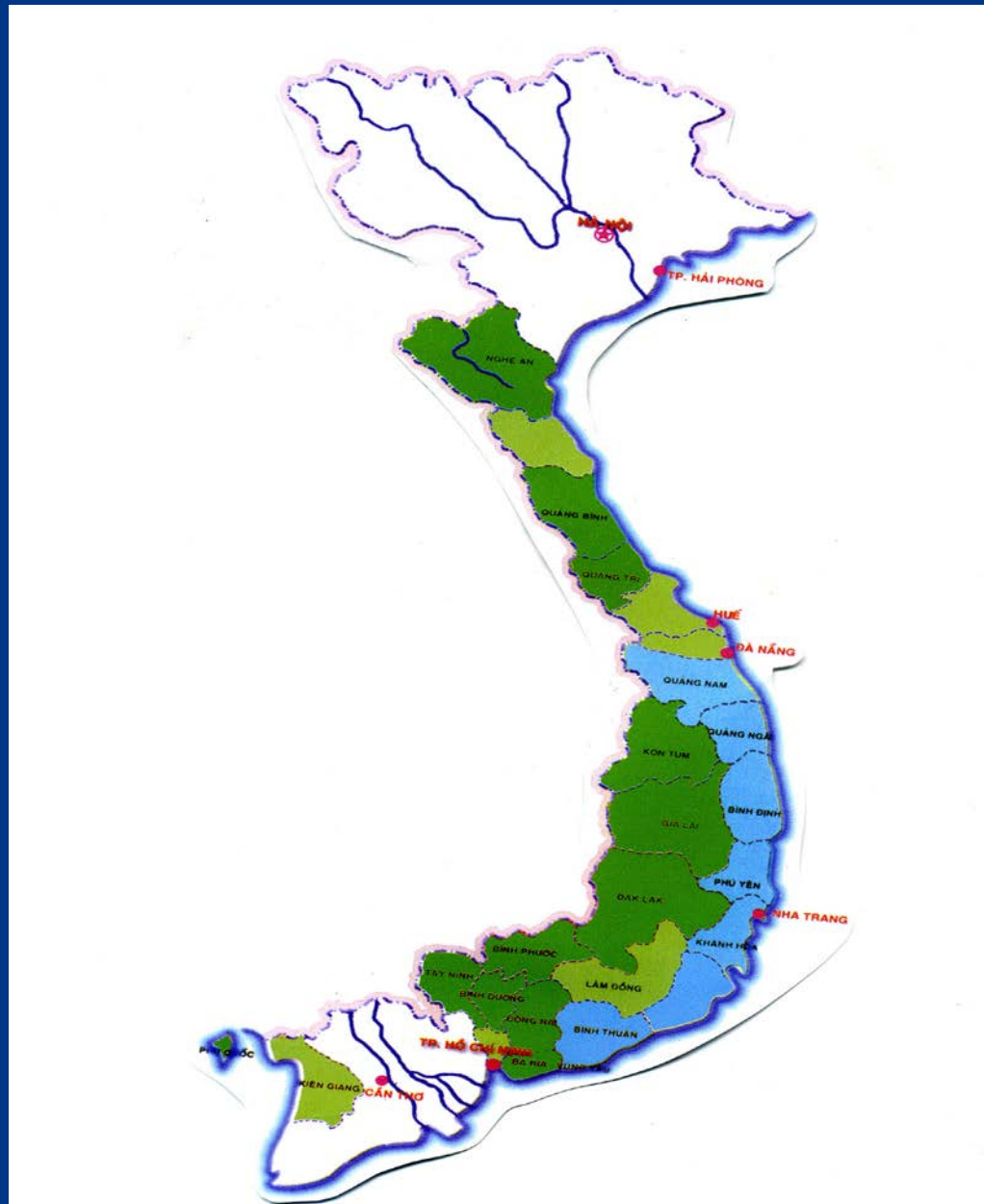
FUNCTIONS

- Provider of information of pepper industry.
- Organizer of fairs, surveys and trade promotions for Vietnam pepper.
- Connector among producers, traders, local government, and international organizations.
- Participating in managing development and investment projects of Vietnam pepper industry.
- Actioning associate with producers, traders and processors of pepper.
- Being Vietnam representative in International Pepper Community – IPC – since March 2005.

GENERAL PREVIEW OF VIETNAM PEPPER INDUSTRY



PRODUCING REGIONS



- Vietnam pepper has been started to develop since 1986 when the government made innovative policies permitting individual producing at Farmer level.
- Plantation 1986 was 3,900 ha in 1986 but increased to 52,000 ha in 2005.
- Vietnam exported 9,000 tons in 1990, 100.000 tons in 2004 but downed to 96,000 tons in 2005. That figure is estimated to be 90,000 tons in 2006. The main reason is due to very low price and drought variety of export commodities

* **ASTA-PEPPER:**

- In 2001, export of **ASTA-PEPPER** was 5,000 tons, accounting for 5.21% of the total pepper export volume of Viet Nam



- ☞ The figure was up to 20,000 tons in the year 2005, occupied 20.83% of total export volume of Vietnam.

* **WHITE PEPPER:**

- In 2001, export of white pepper was 500 tons, accounting for 0.52% of the total pepper export volume of Viet Nam



- ☞ The figure was up 14,000 tons in the year 2005, occupied 14.58% of total export volume of Vietnam.

- Export of both ASTA and white pepper in 2001 accounted for 5.73% in total export volume of Vietnam. but until 2005, it made up to 35.41%.
- Vietnam has 11 pepper clean processing factories, of which 7 factories equipped steam sterilized treatment system for clean pepper, with productivity of 5,000 tons/year/factory

EXPORTS TO USA MARKET

- In 2001: 3,000 Tons
- In 2002: 11,000 Tons
- In 2003: 9,800 Tons
- In 2004: 12,600 Tons
- In 2005: 20,000 Tons
- Good quality and reasonable price help Vietnam export volume into USA market develop quickly.
- Exports into USA market is estimated to increase in years ahead, especially ASTA_clean pepper and white pepper.

**DEVELOPMENT ORIENTATION OF
VIETNAM PEPPER IN TIME AHEAD**

- Ministry of Agriculture and Rural Development of Viet Nam specifies, from 2005 to 2010, maintaining cultivating area at 50,000 ha, production at 100,000 tons/year and mainly focusing on high effective regions.
- Continue to invest for producers who grow and process pepper according to ASTA's standards, with production at 30,000 tons/year of black pepper, 20,000 tons/year of white pepper .
- Maintaining and developing widely the technical guidance program for farmers on planting, harvesting and preserving pepper

- According to the process of food safety and hygiene at big cultivating areas.
- Building Vietnam pepper brand with high effective and good quality to meet the demands in over the world.

- Vietnamese proverb says:
“Customer is God”.
- Vietnam always wants to be the leading pepper exporter to USA market with:
 - ✓ BEST QUALITY.
 - ✓ MOST REASONABLE PRICES.
 - ✓ MOST RELIABLE PARTNER.

**Wish all of you
wealthy, lucky and
successful!**



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Thank you!