



Bio Fruit Coop

Mekong Delta farmers' Cooperative

Vietnam Case Study with Chris Catto-Smith Freshport (Asia)

Combining High Quality agricultural inputs with International cold chain logistics allows high quality products to reach destination markets and directly support extremely low-income farmers.



On behalf of the farmers of the Bio Fruit Cooperative Vietnam and Freshport we would like to thank the awards committees of both Cool Logistics Global and AI Business Concept for recognizing the efforts & partner support resulting in these two prestigious awards. We appreciate sharing that story with you..... we would also be most pleased to share our product





Bio Fruit Coop

Mekong Delta farmers' Cooperative

"Bring the best of Vietnamese fresh produce to the world !"

Community – Quality – Passion

FRESHPORT 
Asia 



A **community-based** farmers' cooperative with more than 300 members which grant us access to **year-round production** of tropical fruits. 30% growth YoY



A **great local management team** with over 10 years experience in **end-to-end fresh produce supply chain** with expertise in agronomy, post harvest, processing, shipping, quality standards and marketing.



A **unique network** in fresh produce industry in Vietnam which allows us to cover wide range of product sourcing and expertise to serve both **local and export markets**.



Best Practice post harvest cooling, packhouse handling and **in transit temperature control** to ensure highest **product quality** and **maximized shelf life**.

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BioFruitCoop' ambition is to **connect low income farmers to international market.**

It is a Cooperative set up to bring significant **mutual benefits:**

- **Building local expertise and profits**
 - Give farmers **access to expert advisory** on quality standards while improve farm production practices.
 - Cooperative advisory & management team put in place approach to **grow better products generating better yield.**
 - Highly efficient payment gateway / minimize middleman.

- **We Reward Quality and Sustainability.**
- Open access to Fresh produce network: sourcing capability and supporting industries (packaging, input, lab...)

- **Promotion and marketing of fresh produce**
 - Promote End to end value chain. (Post harvest & marketing
 - Partner local & export customers to promote Vietnam Fresh
 - Innovation initiatives such as eco packaging development

Develop Vietnam Fresh produce

Build on cooperative benefits





BioFruitCoop target to have mixed revenue on an equal share basis **from local and export markets.**

The development strategy would focus on **matching produce supply and demand where the most value added can be generated** for a win win cooperation between buyer and seller.

Cooperative farmers would supply at least 50% of the produce sourced with an **agreed development roadmap.**

To complete the offering range and volumes capabilities , outsource partners working on farming contract based will be engaged.

Business model

Cooperate – Integrate - Innovate



Our mission

“Develop farmers’ community to provide quality fresh produce while ensuring sustainable standards of living”

PROBLEM

Vietnamese farmers have been **disconnected from consumers needs and concerns.**

This gap created lack of awareness on quality standards and market expectations.

Trader exploitation brings financial hardship to farmers

Vietnam fresh fame

How to promote Vietnam Fresh produce?

Quality consistency has been a significant challenge from Vietnamese small holders.

Issues include misuse of chemicals and lack of enforcement of good agriculture practices and unscrupulous intermediate traders.

Vietnam fresh fame

How to promote Vietnam Fresh produce?

Application of **post harvest techniques** to preserve products and extend shelf life are still at very early stage.

Marketing of produce to promote quality and sustainable farming practices is still very basic and lack of the extra mile which can bring the **value add.**

Vietnam fresh fame

How to promote Vietnam Fresh produce?



Our vision

“Bring the best of Vietnamese fresh produce to the world !”
“BioFruitCoop: Advocate Vietnam Fresh produce”



2020



2021



2022



Certification roadmap

Our Progress



March 2020

- Creation of Bio Fruit Coop. cooperative



Q4 -2020

- Expand farmers group
- Expand customer base
- Plan for new packing house



May 2020

- Supply to lead local modern trade chain
- Temporary pack house in place



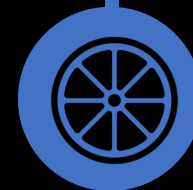
2021 1st half

- Develop organic farmers group
- Secure new packing house site



Summer 2020

- International standards certification: GlobalGAP, SMETA
- 1st export shipments



2021 2nd half

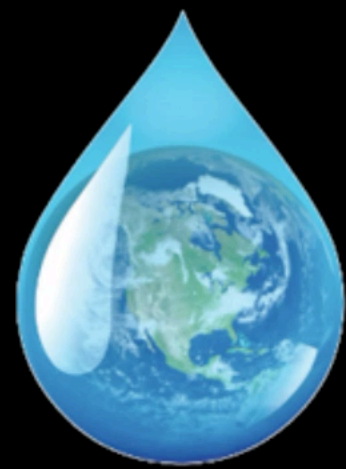
- Fair trade project
- New product development & partnership



Sharing how innovative low-income farmers in the Mekong Delta with no route to market and negligible infrastructure can make the international cold chain work for them under adversity

On behalf of a cooperative of 300 farming clusters in the Mekong Delta Vietnam

Story board from Chris Catto-Smith Freshport Asia



coollogistics



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Vietnam is an agricultural country previously devastated by war and still living with the effects of defoliation and herbicides. However, this has not damped the spirit of the people.



The Central Highlands are recovering well with eco-agriculture adoption



However, the Mekong has shifted rapidly from low return Sugar cultivation



The Mekong Delta is now turning to high value fruit, but this requires infrastructure and international cold chain solutions – which are currently lacking or very limited.



Hau Giang – the poorest province in Vietnam – salt intrusion is destroying the rice crops along with extreme drought. Farmers must turn to the more tolerant tropical fruits for the future – but lack infrastructure and cold



Innovative new crops are being developed such as Pink Pomelo – highly regarded in China and Russian Markets



Lime is increasing in popularity but previously required waxing to survive the international shipment journey.

Waxed lime is not suitable for cocktails & drinks





Many small-scale farms lack access to roads and must use water transport to reach collection centres



Previously extreme poverty & lack of awareness prevented proper post harvest care



A typical substance farmer home – a bed and a boat



Only rudimentary infrastructure for well off farmers



All you have to do with Vietnamese is show them the way and then get out of the way!



Poor quality processes requiring inspection by cutting open fruits by intermediate traders ruin high value fruit



High quality Jackfruit is selling in China for 25-30USD each – but nearly 45-50% is currently destroyed or lost in transit due to poor handling and lack of temperature control



Younger well-educated children of farmers are helping change to new ways



Fast post harvest handling and use of baskets on river boats reduce damage



Fast post harvest handling and use of baskets and barrows also reduce damage



Farmers daycare to allow parents to work in the harvest



Coordinated media attention raises awareness of quality produce





Intensive agronomy extension support to famers is essential













Our very first days – operating with self funded working capital



Fitting out our new packhouse – cold chain / world class





Intensive training in quality and process compliance



Government and Quality Audit





Industrializing the packing function – wax-less lime













Assembling the first export order



The founders about to ship their first export order – six months probono

















Our first shipment waited
an agonizing 38 days stuck in the Suez – we survived and so
did our shipment to Turkey of Lime Coconut and Pomelo



The start of our business conceded with Covid19 shipper price gouging
Biggest shippers recording record massive profits at the expense if poor farmers



Except one separate business units who accommodated farmer needs and never refused bookings – we will not forget exceptional service when others walked away







CHANH KHÔNG HẠT
AN TOÀN THỰC PHẨM CHUẨN TỌA CẦU

Thành phần: 100% chanh không hạt
HDSĐ: Rửa sạch trước khi dùng, chế biến các món ăn. Bảo quản mát, nơi khô ráo.
Lưu ý: Sử dụng khi sản phẩm còn tươi mới.

HỢP TÁC XÃ TRÁI CÂY SINH HỌC COOP (BIO FRUIT COOP)
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Túi lưới
KLT: 500G







A note from our chairman Dung Nguyen



Nguyen Van Dung
Chairman

“Developing Vietnamese fresh produce has been a real passion and end goal for me. Being able to gather farmers and promote quality fresh produce made us very proud at BioFruitCoop.

We would like to thank Cool Logistics for this prestigious award. We will continue to strive to be a professional reliable local sourcing entity and we are putting all efforts to bring this adventure to the next level.”



ASIA
FRUIT
LOGISTICA

Tạm Biệt Và Chúc May Mắn
Good bye and Good Luck

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