

# Value Chain of Dragon Fruit in Mekong Delta: A Case Study of Long An and Tien Giang Provinces

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**Abstract:** *The Mekong Delta is the second largest region in term of land used to grow dragon fruit in Vietnam. The Mekong Delta has competitive advantages in cultivating dragon fruit due to favorable natural conditions compared to other regions. However, there are many problems in cultivating and distributing dragon fruit such as lack of market information, instability of market price, massive dependence on Chinese market; weak cooperation in the stages of production and consumption; shortage of GAP products, unsatisfied requirements in terms of both quantity and quality, low price in favorable seasons, negative effects caused by climate change, lack of logistic services for preliminary processing. Using the value chain theory developed by Kaplinsky & Morris (2001), the methodology of value chain promotion proposed by GTZ Eschborn (2007), the toolkit for the value chain analysis by Vo Thi Thanh Loc and Nguyen Phu Son (2013), and the participations of related actors, the purpose of this study is (1) to assess the production and distribution of dragon fruit in the Mekong Delta, (2) to analyze the dragon fruit value chain, and (3) to propose strategic solutions to improve the dragon fruit value chain. The findings would provide useful solutions to improve the added value chain of dragon fruit and to sustainably develop the dragon fruit industry in the Mekong Delta.*

**Key words:** *Value chain, added value, dragon fruit.*

## Introduction

In the Mekong Delta, the dragon fruit production ranks 8<sup>th</sup> among 11 key fruits that are planned for sustainable development until 2020

by the Ministry of Agriculture and Rural Development (MARD). The figures by Departments of Agriculture and Rural Development of Long An and Tien Giang provinces show that in 2021 two provinces having the largest area and production of dragon fruit are Long An (12,409 ha) and Tien Giang (9,634 ha), respectively.

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