

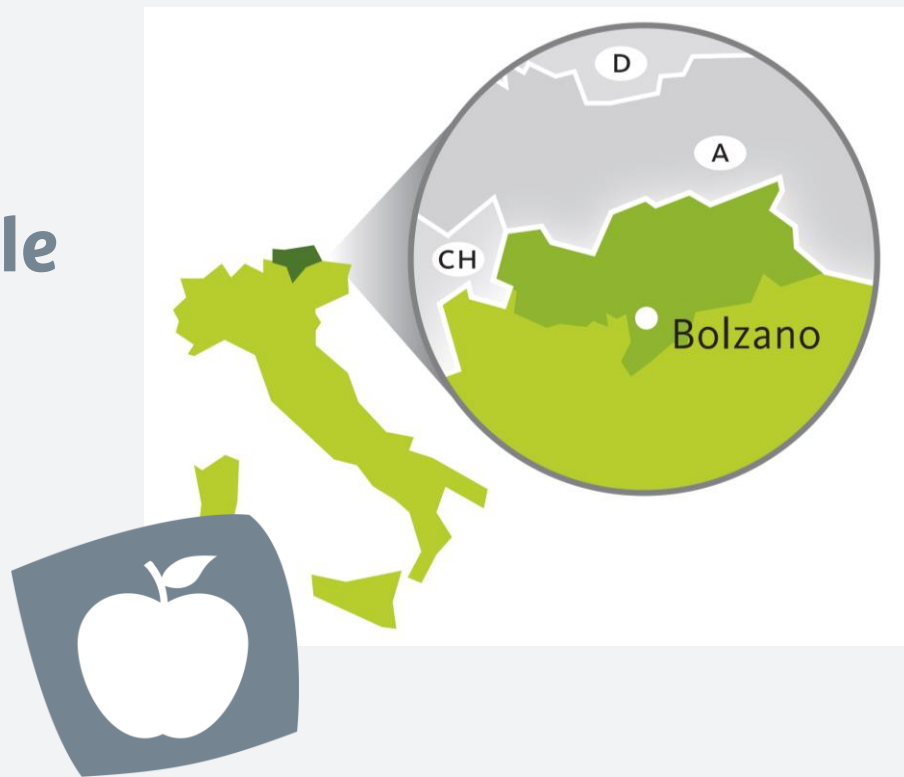
Overcoming Challenges in Exporting South Tyrolean Apples to Vietnam

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South Tyrol as an apple producing region



Cultivation area



- › Cultivation area of **18.000 hectares**
 - 3% of the total area of South Tyrol
 - Important apple-growing area in the heart of Europe
- › **900.000 metric tons** every year
 - 8% of the entire European harvest
 - 50% of Italian harvest
- › **Important supplier of organic apples** in the EU

Cultivation area

- › 6.000 apple growers
- › Most of the orchards are family operations
- › Around 3 hectares per farmer



Alpine-Mediterranean climate



Alpine-Mediterranean climate

Elevation

200-1.100 m

(600-3,600 ft.) above sea level



Frost-protection sprinkling

< 0° Celsius

Frosty nights in spring



Protected Geographical Indication (PGI)



Introduced by the European Union (EU) to protect the names of products with a specific quality relating to where and how they are made.

Conditions

1. Proven connection between the origin, special quality, and tradition of the product
2. Interest community as the sponsor (South Tyrol Apple Consortium)
3. Origin, processing, and production must take place in South Tyrol
4. Environmentally-friendly method of production (integrated/organic)
5. High quality standards for size, color, and sugar content
6. Independent inspection authority



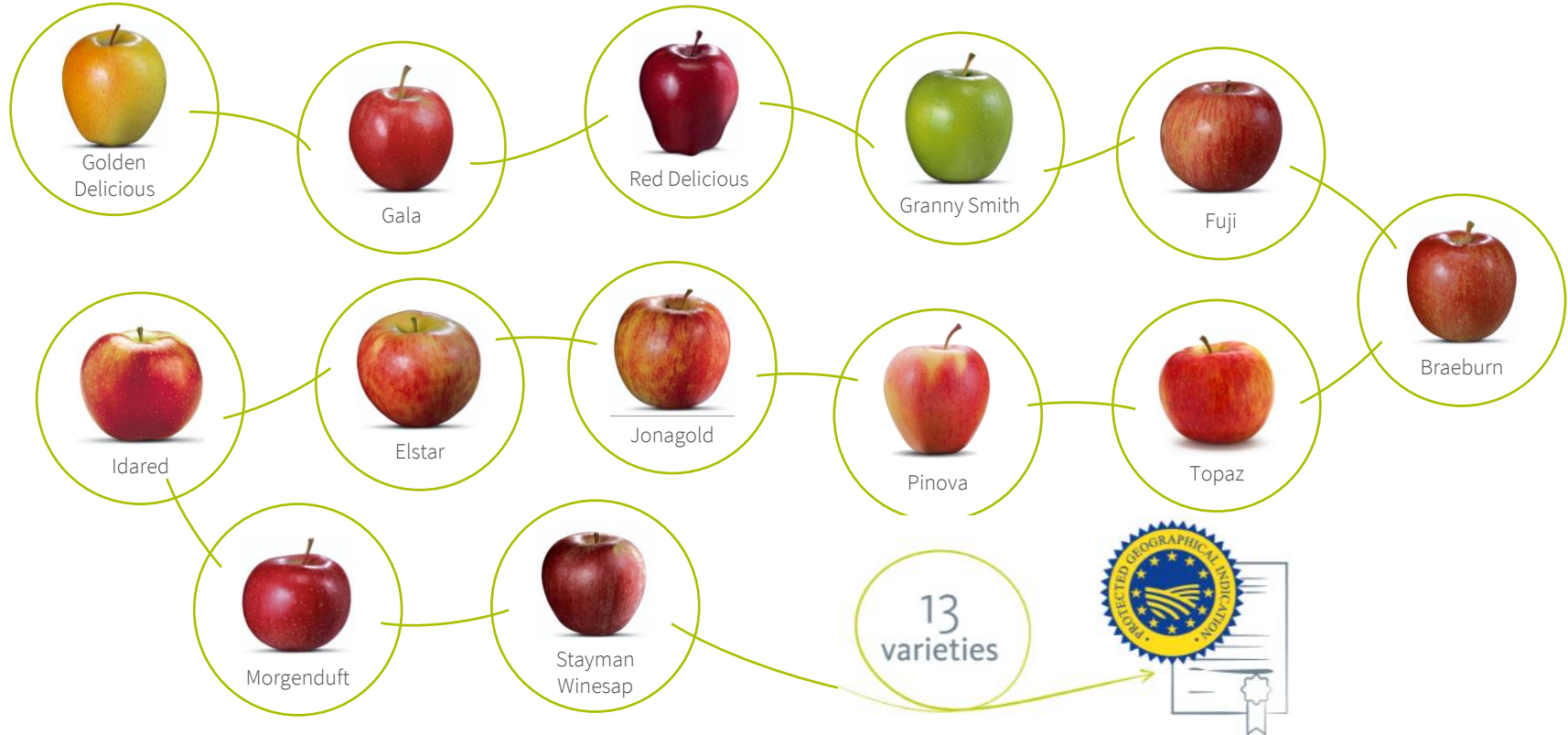
Protected Geographical Indication (PGI)



- › According to the current disciplinary code, the PGI is reserved for **13 varieties**.
- › Each variety is defined according to the following parameters:
 - › External appearance
 - › Commercial class
 - › Size
 - › Chemical and physical characteristics
- › **Strict controls** on the farm and in the warehouse



Varieties Südtiroler Apfel PGI



Brand architecture Südtiroler Apfel PGI



Brand architecture Südtiroler Apfel PGI



The apple brand **Marlene**[®] was established in 1995 by the VOG. It is used above all else in the Italian and Southern European markets. Marlene[®] is positioned as the “daughter of the Alps” and, in that way, creates a direct reference to its land of origin, South Tyrol.

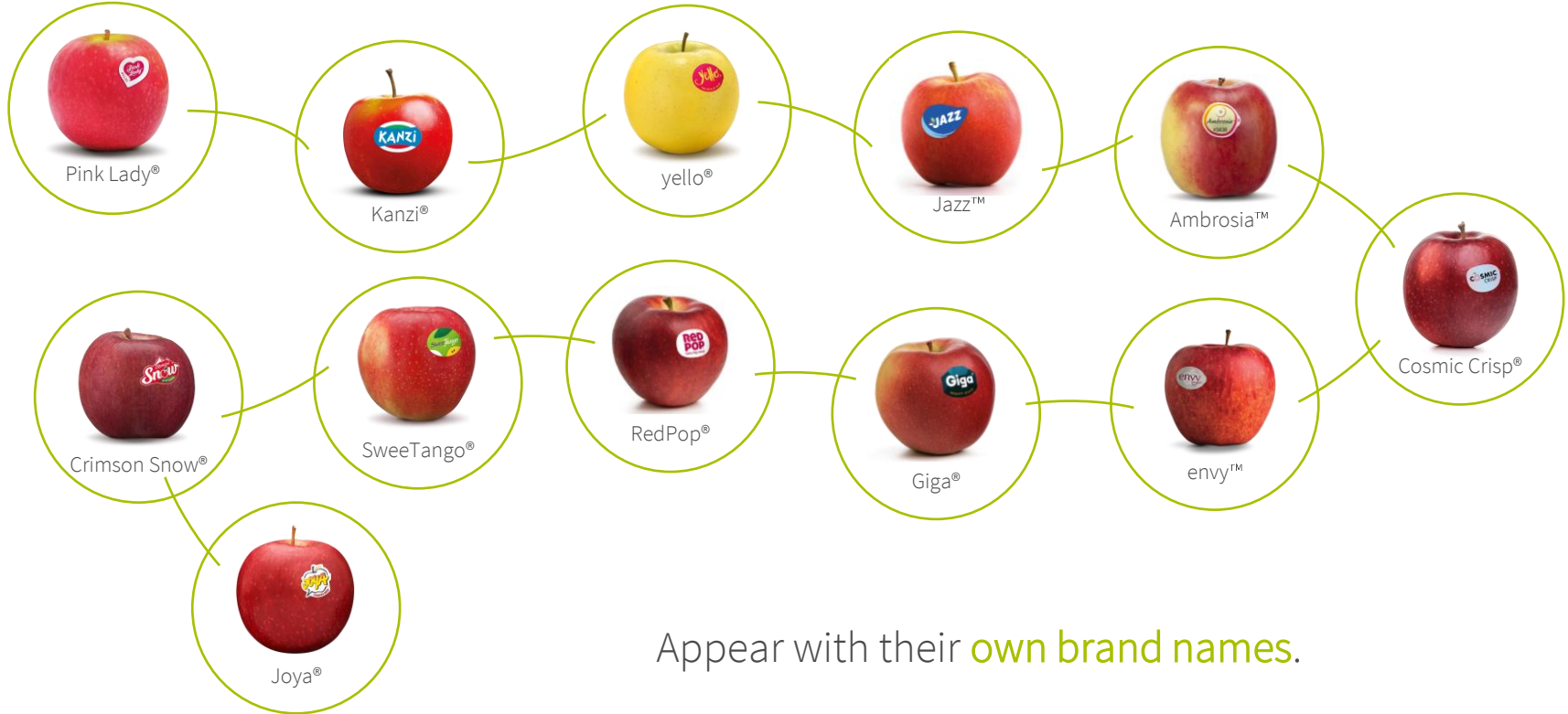


The apple brand **Val Venosta** is the brand name of VI.P, the Association of Val Venosta Producers of Fruits and Vegetables. It attests to the origin of the products from the Vinschgau Valley, the particular high quality of mountain fruit, and the gentle method of cultivation.



The brand **Südtiroler Apfel PGI** is used by all South Tyrol marketing organizations for the export goods primarily to Germany. It provides a uniform image to the foreign markets, and it guarantees the geographical origin, the traditional method of production, and transparent traceability

Apple brands



Appear with their **own brand names**.

Exporting South Tyrolean Apples to Vietnam



Challenges in Exporting to Vietnam



1 Regulatory Barriers:

- › Compliance with Vietnam's phytosanitary standards.
- › Ensuring pest-free shipments, particularly against Cydia.

2 Market Entry:

- › Establishing trust with Vietnamese authorities and business partners.
- › Competing with existing fruit suppliers.

3 Logistics:

- › Maintaining apple quality during long transit times.
- › Ensuring cold chain integrity and effective temperature control.

Overcoming Regulatory Barriers



Phytosanitary Compliance

- › Developed a Systems Approach involving Integrated Pest Management (IPM).
- › Field controls and packing house inspections.
- › Collaboration with the National Plant Protection Organization (NPPO).



Training and Monitoring

- › Regular training for staff on identifying pest presence.
- › Detailed record-keeping of pest control measures.



National Level Negotiations

- › Export negotiations are conducted at the national level, not by the EU.
- › Efforts are ongoing to harmonize the Systems Approaches across EU countries.
- › The Italian approach is similar to that of other European states, aiming for a unified strategy.



Building Trust

- › Long negotiations since 2015 to meet Vietnam's requirements.
- › Successful inspections by Vietnamese phytosanitary authorities.



Collaborative Efforts

- › Collaboration with institutions like Assomela, CSO (Centro Servizi Ortofrutticoli), and ICE (Istituto Nazionale per il Commercio Estero).
- › Continuous improvement based on feedback from Vietnamese partners.



Cold Treatment Procedures

- › Pre-shipment and in-transit cold disinfestation treatments.
- › Use of temperature sensors and data loggers for monitoring.
- › Cold treatment for several consecutive days to ensure pest control.



Efficient Packing and Transport

- › Specialized packing houses approved for export.
- › Ensuring no mixing of non-eligible fruit with export batches.

Impact of South Tyrolean Apple PGI



Geographical Indication (GI)

›Significance of PGI status: Assurance of high-quality and authentic apples.

Market Differentiation

- ›Leveraging PGI to distinguish apples in the Vietnamese market.
- ›Promoting unique attributes and quality of South Tyrolean apples.

Consumer Trust

- ›Enhancing brand reputation and consumer trust through PGI certification.
- ›Communicating the benefits and heritage of South Tyrolean apples.



Success Stories



First Shipment to Vietnam

- › Historical milestone: First container shipped in March 2020, after 5 years of negotiation.
- › Collaboration with regional and national authorities and the Italian embassy in Hanoi.

Positive Feedback

- › Potential seen in the Vietnamese market.
- › Building a trusted relationship with Vietnamese consumers.

Future Prospects



Expanding Market Reach

Strategies for further growth in the Vietnamese market.

Potential for entering other Asian markets like Taiwan and Thailand.

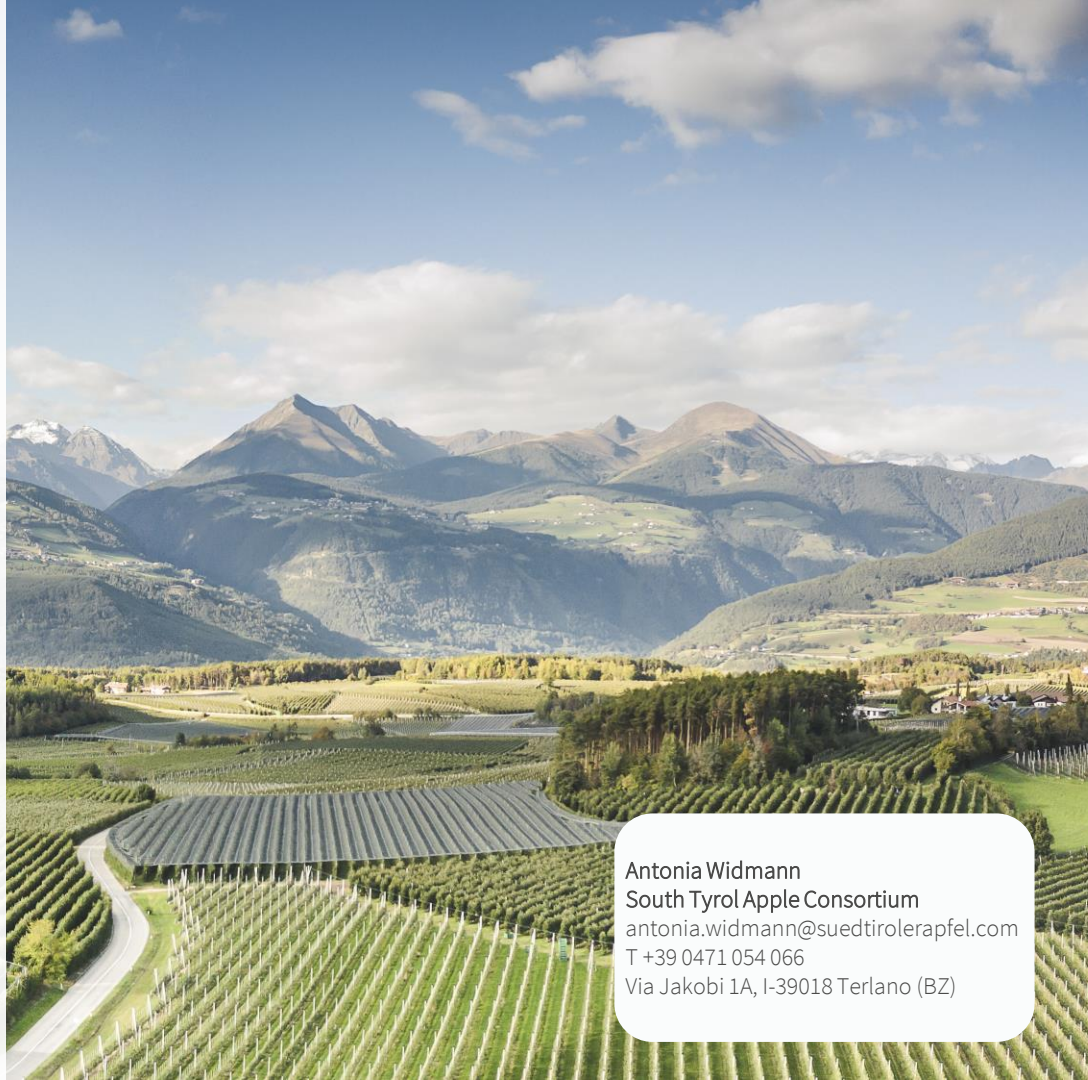
Continuous Improvement

Ongoing efforts to enhance pest control, quality assurance, and cold chain management.

Adapting to changing regulations and market demands.

Any Questions?

Thank you!



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