

**CHALLENGES AND OPPORTUNITIES FOR AGRICULTURAL PRODUCTS
UNDER THE CONTEXT OF INTERNATIONAL INTEGRATION:
A CASE STUDY FOR SAFE VEGETABLES IN VIETNAM**

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ABSTRACT

The current status of Vietnamese safe vegetables was evaluated based on different data including secondary and primary data and measures are proposed regarding technical, technological, economical, institutional and organizational aspects under the context of recent free trade agreements and market liberalization, where there is increasing competition for national and international markets. Domestic demand for vegetables by consumers has increased in terms of quantitative growth, quality and safety, especially in the urban centers of Vietnam. The formal programs of safe vegetable were introduced in Vietnam in 1995 to solve problems concerning production and marketing for safe vegetables. However, at present safe vegetables provide only a maximum of approximately 30% of the urban markets.

Key words: liberalization, marketing system, cooperative, Hanoi