



## PRESENTATION OF HOANG PHAT FRUIT CO., LTD

### Workshop “Blockchain improves agricultural supply chain”

Ho Chi Minh City, 7/9/2018

#### Pham Hoai Tam- Production Manager, Hoang Phat Fruit



## ABOUT OUR COMPANY

- Established in 2013
- Chartered capital 12 billion VNĐ
- Permanent labor: 120; Seasonal labor: 20
- Activity: export agricultural products (mango, dragon fruit)
- Capacity: 20 tons/shift, 2-3 shifts/day; selling to market about 10.000 tons of dragon fruit and mango per year



HOANG PHAT FRUIT CO., LTD

## ABOUT OUR COMPANY

- Main export market: Korea, Japan, Taiwan, Australia, New Zealand...
- Production area: 7 PUCs, with 40 households; area 80 ha



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## WHY WE JOIN IN THE PROJECT

- Changing consumption trends in favor of products of clear origin, food safety and quality
- Traceability is much paid attention by demanding markets like Japan, Australia, South Korea, etc.
- The scope of the project is relevant to the development strategy of the company

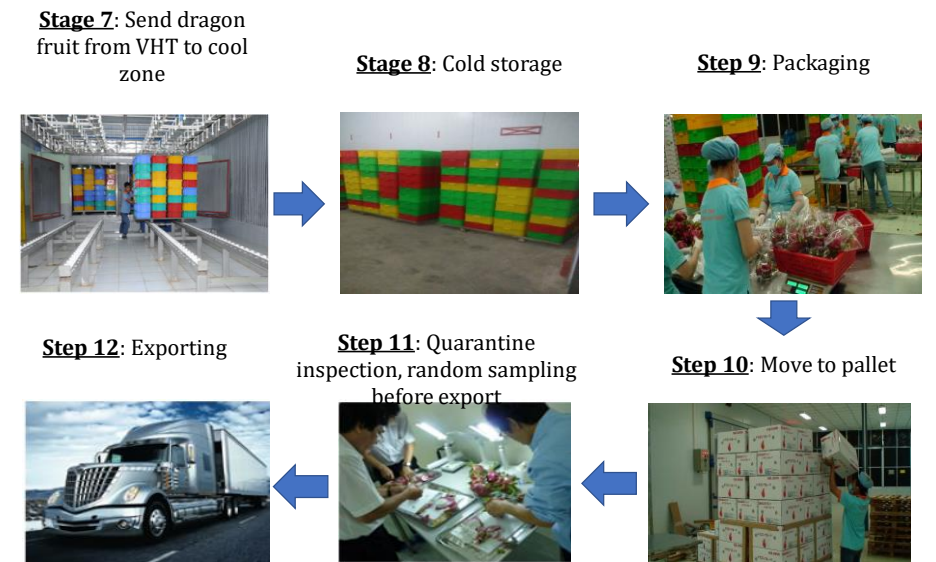




## PROCESSING OF DRAGON FRUITS FOR EXPORT



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## BENEFITS RECEIVED FROM THE SOFTWARE

- Raise the trust in origin, place of origin, and quality standards of the products, as well as responsibilities of farmers during the production
- Advertise products to consumers in a quick and effective way.
- Possible to apply to other fruits for export of the company (mango);
- Easier to get access to markets, especially fastidious and demanding market;
- Valorize and Promote trademark of the company



## SOME DIFFICULTIES ARISING

- Farmers are not acquainted with uploading transactions to the system;
- Nông dân chưa thành thạo thao tác đưa thông tin giao
- In need of more manpower to supervise and manage system (procurement, preliminary processing and processing dragon fruit)



## SUGGESTION TO IMPORVE THE SYSTEM

- Training and raising awareness of farmers about the benefits of the system in traceability;
- Continue to support the company running the system in the coming time (support to train farmers and staff to upload information and standardize information, etc.)

**THANK YOU FOR YOUR ATTENTION!**

