

# U.S. fruit and vegetable exports to Vietnam surge after tariff cuts



In the first quarter, Vietnamese imports of fruits and vegetables from the U.S. reached VND1.3 trillion (US\$51 million) monthly, as the U.S. emerged as the fastest-growing supplier. Vu Minh Duc, a trade representative for the California Raisin Association, noted the rising demand for U.S. produce. "For many Vietnamese consumers, U.S. products have gained favor by adhering to high quality standards," he stated, as reported by Thanh Nien newspaper.

The recent government decree reducing tariffs on American products, such as cherries, raisins, and frozen chicken thighs, is expected to make these goods more accessible to Vietnamese consumers. The U.S. became the second-largest source for fruits and vegetables in the first quarter, with imports worth \$160 million, following China at \$224 million, according to the Vietnam Fruits & Vegetables Association (Vinafruit).

Imports from the U.S. increased by 55.4%, accounting for 26.5% of Vietnam's total imports, marking a 5.5 percentage point increase from the previous year. Analysts link this surge to Vietnam's involvement in multiple free trade agreements, with China and the U.S. leveraging their agricultural strengths to supply Vietnam.

U.S. imports are anticipated to grow further following the tariff reductions effective March 31. On April 22, U.S. blueberry exporters promoted their products in HCMC. Francis Lee of the U.S. Highbush Blueberry Council noted the positive reception since their import approval in 2019, with shipments increasing by 64% last year.

Dang Phuc Nguyen, Vinafruit general secretary, highlighted the rise in U.S. imports due to quality and competitive pricing. He predicted rapid growth, supported by Vietnam's tariff reductions and potential reciprocal tariff negotiations with the U.S.

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