

Volume: Jan-2025

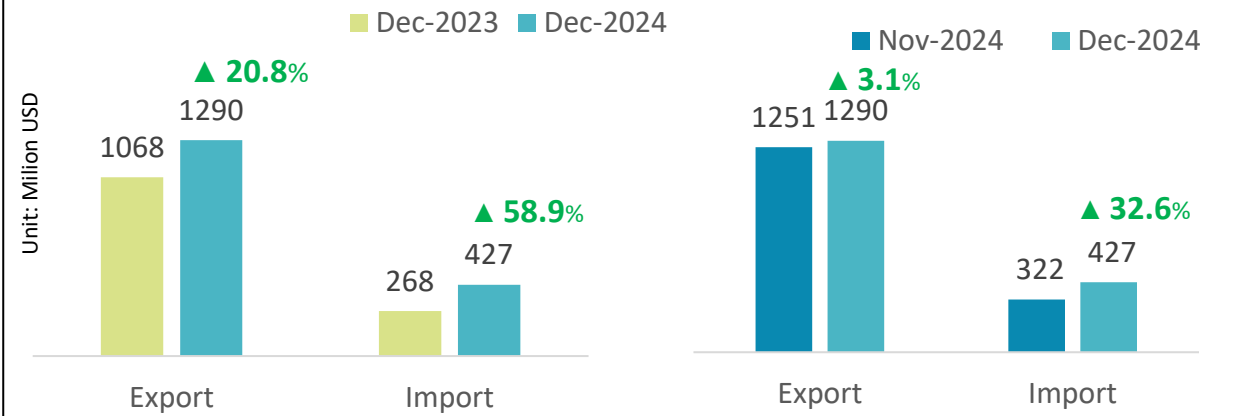
A photograph of a young forest with many thin, vertical tree trunks. Each trunk has a blue and white striped band wrapped around it. The ground is covered in brown mulch, and the background is a dense green canopy of leaves.

MONTHLY REPORT ON
AGRI-PRODUCT EXPORT

FROM VIET NAM TO
US MARKET

THE SITUATION OF AGRO-FORESTRY-FISHERY (AFF) PRODUCT EXPORT FROM VIET NAM TO THE U.S. IN DEC - 2024

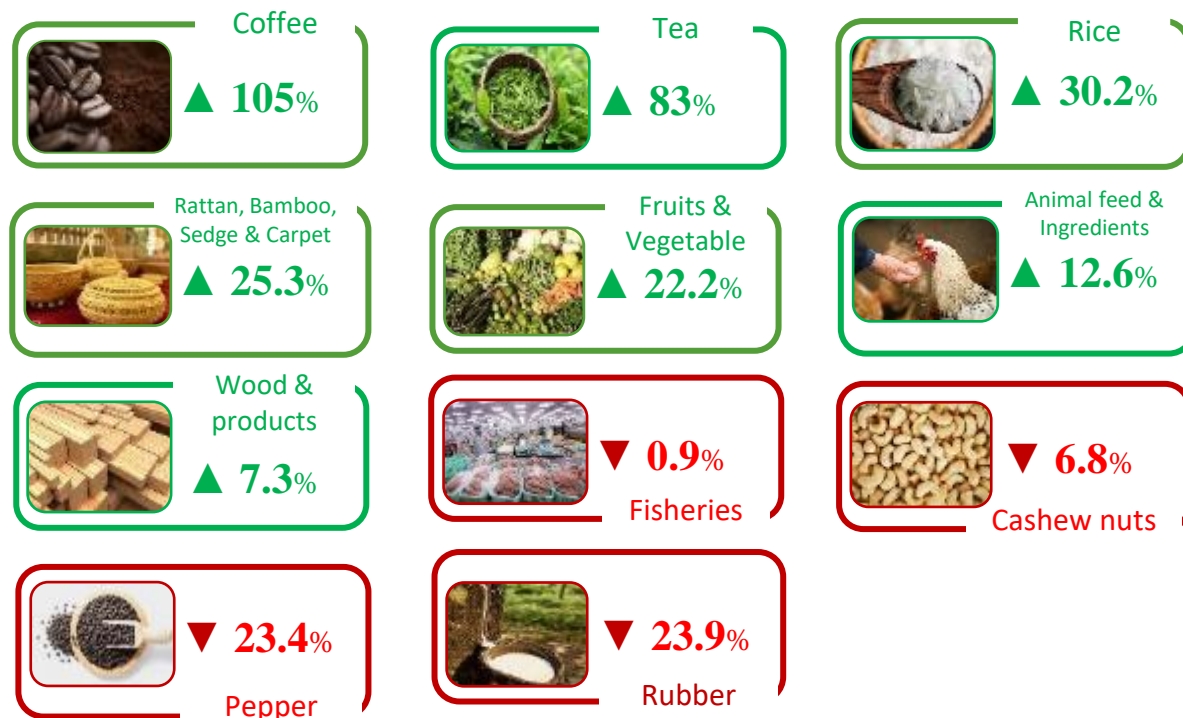
AFF product import-export turnover between Viet Nam and the US, Dec-2024



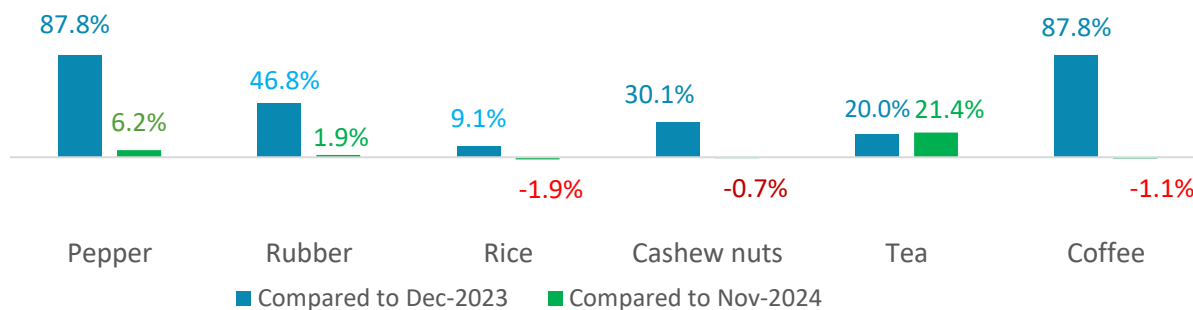
Key AFF product export value to the US, Dec-2024



Changes in key AFF product export value to the US in Dec-2024 compared to Nov-2024



Changes in key AFF product export value to the US in Dec-2024 compared to Nov-2024 and compared to Dec-2023



Donald Trump officially becomes the 47th President of the United States

At 12:02 a.m. on January 20 (00:02 a.m. on January 21, Vietnam time), Donald Trump officially became the 47th president of the US.

Donald Trump is the second president in U.S. political history to serve two non-consecutive terms after Grover Cleveland, who was elected in 1884 and 1892.

After being sworn in and officially becoming the

47th President of the United States of America, Donald Trump signed nearly 100 executive orders related to a series of fields, thereby realizing his campaign promises. The orders focus on "hot" issues in Trump's recent presidential campaign such as immigration, tariffs, technology and oil extraction.



Source: baochinhphu.vn

Export prospects to the United States in 2025

In 2024, the total import and export turnover between Vietnam and the US will reach 134.6 billion USD, up 21.5% compared to 2023. Vietnam exported 119.6 billion USD to the United States (+23.3%) and imported 15 billion USD (+8.8%). The US is the Vietnam's second-largest trading partner and largest export market. According to the Department of Europe-America Markets (Ministry of Industry and Trade),

Vietnam is currently the 8th largest trading partner of the US and the 4th largest export market of the US in the ASEAN region.

2025 promises to be a year of strong development in trade relations between Vietnam and the US. Vietnam's key export products such as textiles and garments, handicrafts, electronic machinery and equipment and agricultural products will continue to maintain positive growth momentum.

Key commodities such as shrimp, pangasius, and cashew nuts, are forecast to reach a turnover of

over 7 billion USD. Stability in product quality and the ability to meet stringent U.S. food safety standards are key factors in export growth.



Source : daibieunhandan.vn





WOOD AND WOODEN PRODUCTS

Export value to the US, Dec-2024



Export results to the US, Dec-2024

VALUE



887

million USD

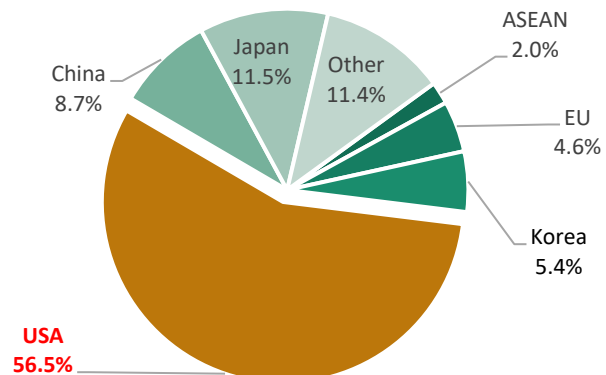
↗ Increase **7.3%** compared to Nov-2024

↗ Increase **18.8%** compared to Dec-2023

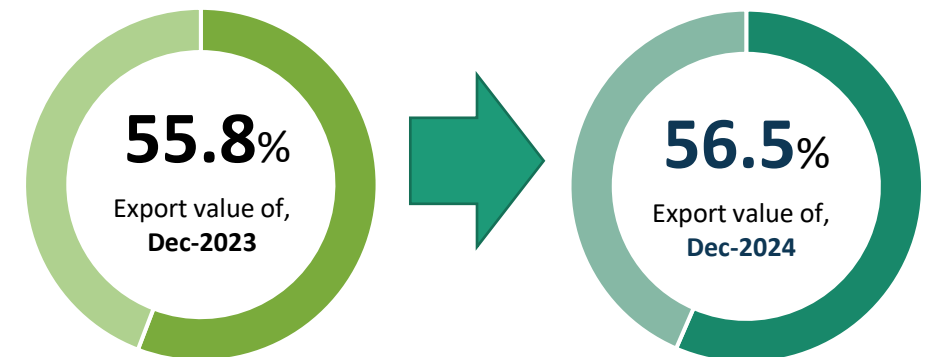
↗ **276.9 million USD** more than the monthly average rate in 2023

❖ Accumulated in 2024 reaches **9.0 billion USD**, **123.2%** of total 2023

Percentage of export value to the US, Dec-2024



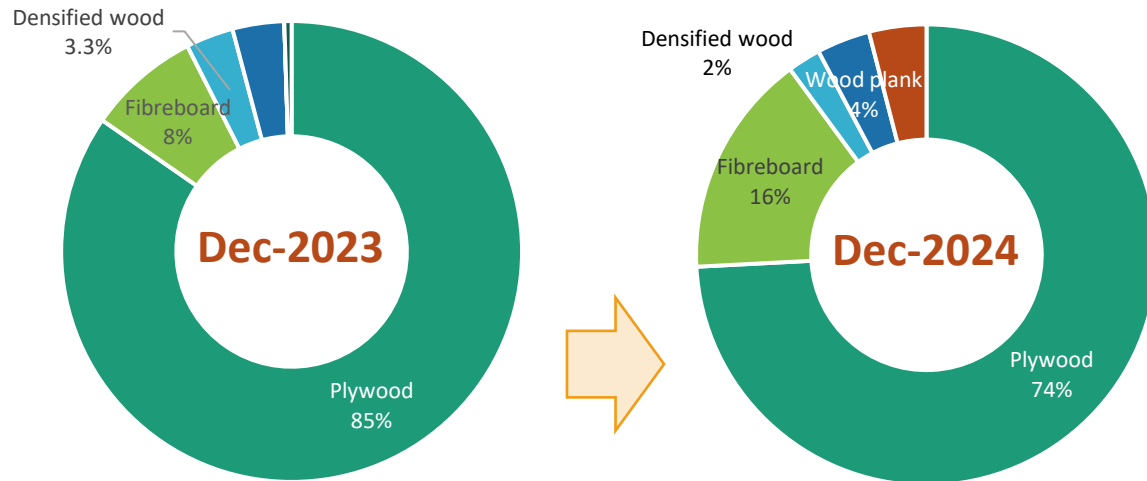
Changes in percentage of export value to the US, Dec-2024





WOOD AND WOODEN PRODUCTS

Structure of exports by products to the US, Dec-2024



Export results to the US, Dec-2024



Plywood

Value: **32.3** million USD
 Increase **4%** compared to Nov-2024
 Increase **19%** compared to Dec-2023



Fibreboard

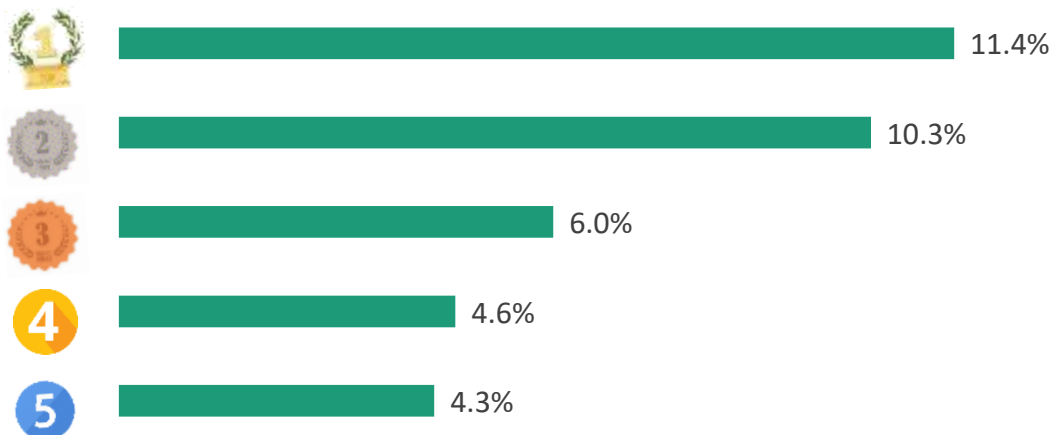
Value: **6.9** million USD
 Increase **74%** compared to Nov-2024
 Increase **171%** compared to Dec-2023



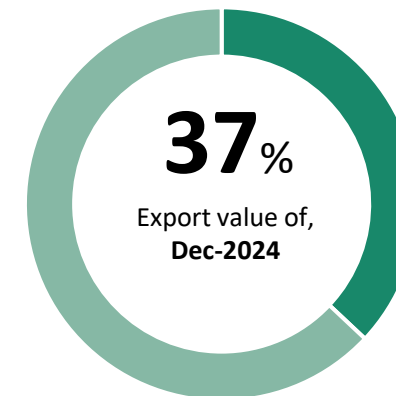
Densified wood

Value: **1.0** million USD
 Increase **51%** compared to Nov-2024
 Decrease **6%** compared to Dec-2023

TOP 5 export enterprises by value to the US, Dec-2024



Value ratio of TOP 5 export enterprises to the US, Dec-2024





WOOD AND WOODEN PRODUCTS



SPOTLIGHTS

In November 2024, U.S. imported 255,173 m³ hardwood, up 21% from the previous month but down 7% from the same period last year. Imports from China increased by 51% in October 2024 compared to the previous month while imports from Malaysia and Indonesia increased by 40% and 28%, respectively.

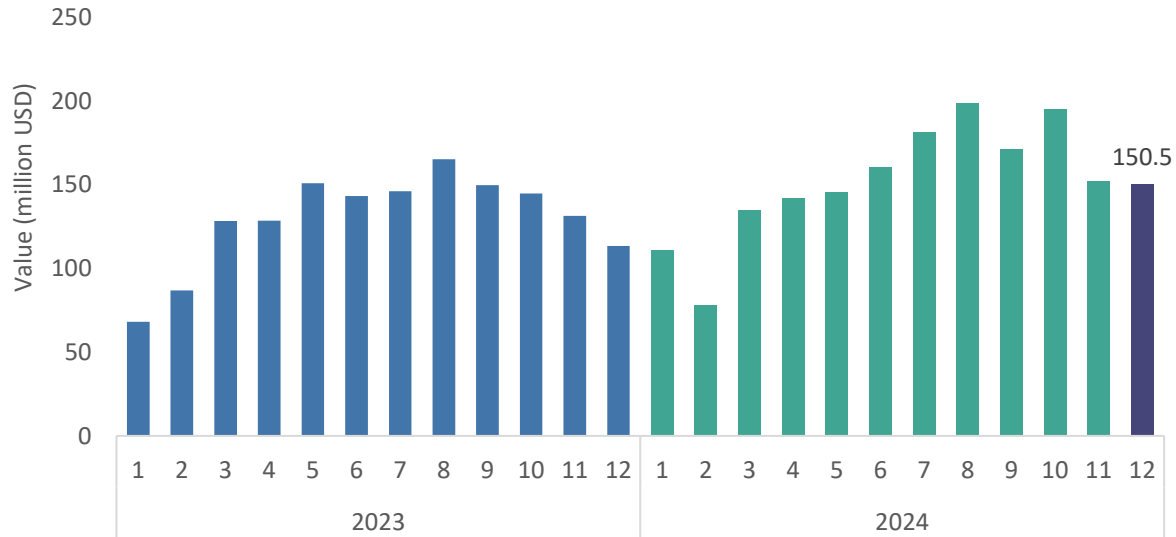
U.S. imports of tropical hardwood panels in November 2024 decreased by 22% compared to the previous month and decreased by 41% compared to the same period last year. Imports from Ivory Coast fell 72% in October 2024 compared to the previous month, imports from Ghana fell 86%, imports from China fell 96%.

U.S. furniture imports in November 2024 are about \$1.8 billion, down 5% from the previous month but up 6% year-on-year. Imports from Canada and Mexico fell 12% in October 2024 compared to the previous month, imports from Indonesia fell 18%.



FISHERIES

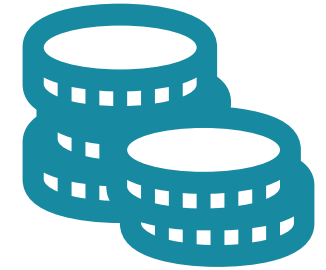
Export value to the US, Dec-2024



Export results to the US, Dec-2024

VALUE

150.5 million USD



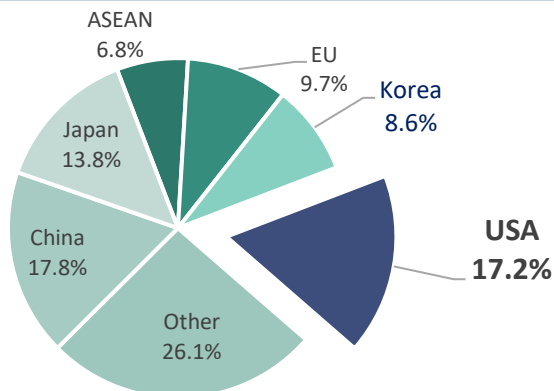
↘ Decrease **0.9%** compared to Nov-2024

↗ Increase **32.7%** compared to Dec-2023

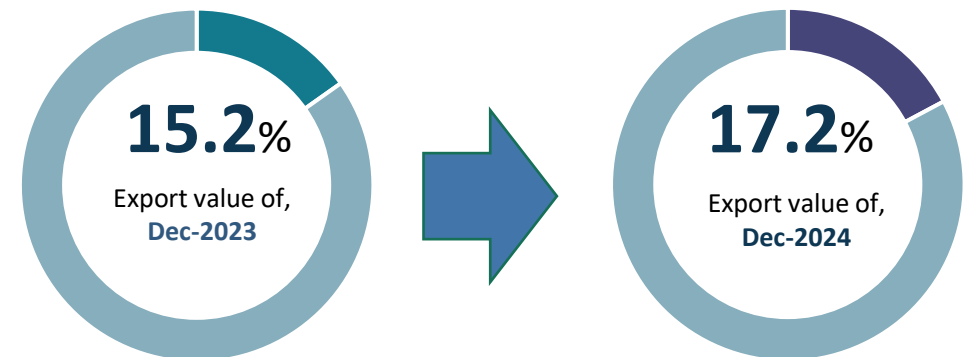
↗ **20.7 million USD** more than the monthly average rate in 2023

❖ Accumulated in 2024 reaches **1820.1** million USD, **116.9%** of total 2023

Percentage of export value to the US, Dec-2024



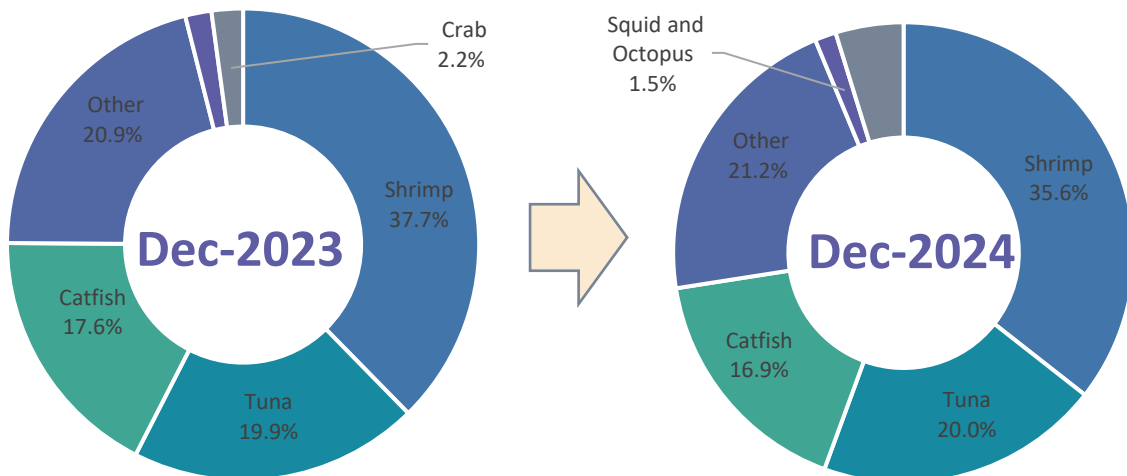
Changes in percentage of export value to the US, Dec-2024



FISHERIES



Structure of exports by products to the US, Dec-2024



Export results to the US, Dec-2024



Shrimp

Value: **54.0** million USD

Decrease 2.2% compared to Nov-2024

Increase 26.5% compared to Dec-2023



Tuna

Value: **30.4** million USD

Decrease 4.7% compared to Nov-2024

Increase 34.9% compared to Dec-2023



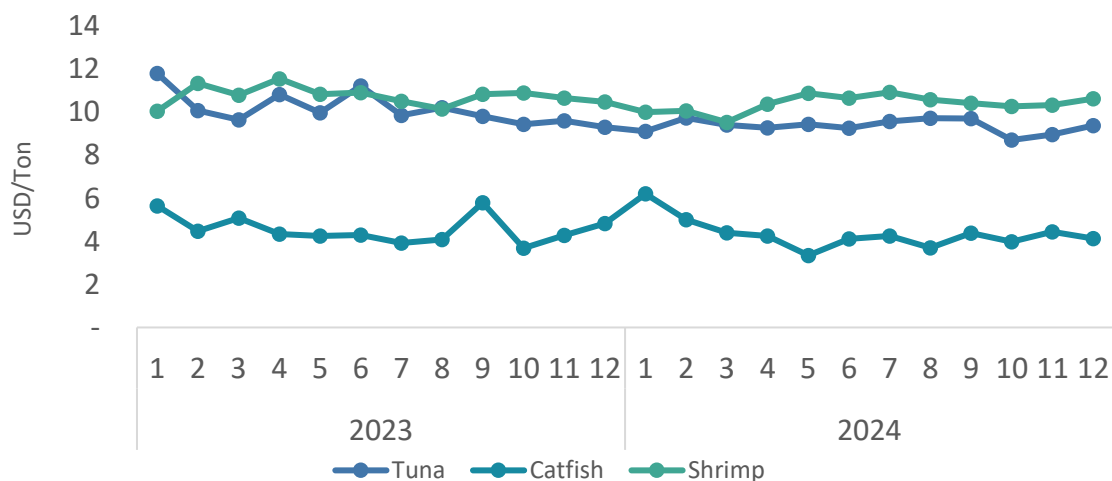
Catfish

Value: **25.7** million USD

Increase 5.3% compared to Nov-2024

Increase 29.1% compared to Dec-2023

Average export fisheries price to the US, Dec-2024



Tuna

The average export price in Dec-2024 is **9.4** USD/kg; **increase 4.7%** compared to previous month; and **increase 0.9%** compared to the same month of 2023.

Catfish

The average export price in Dec-2024 is **4.1** USD/kg; **decrease 6.9%** compared to previous month; and **decrease 14.3%** compared to the same month of 2023.

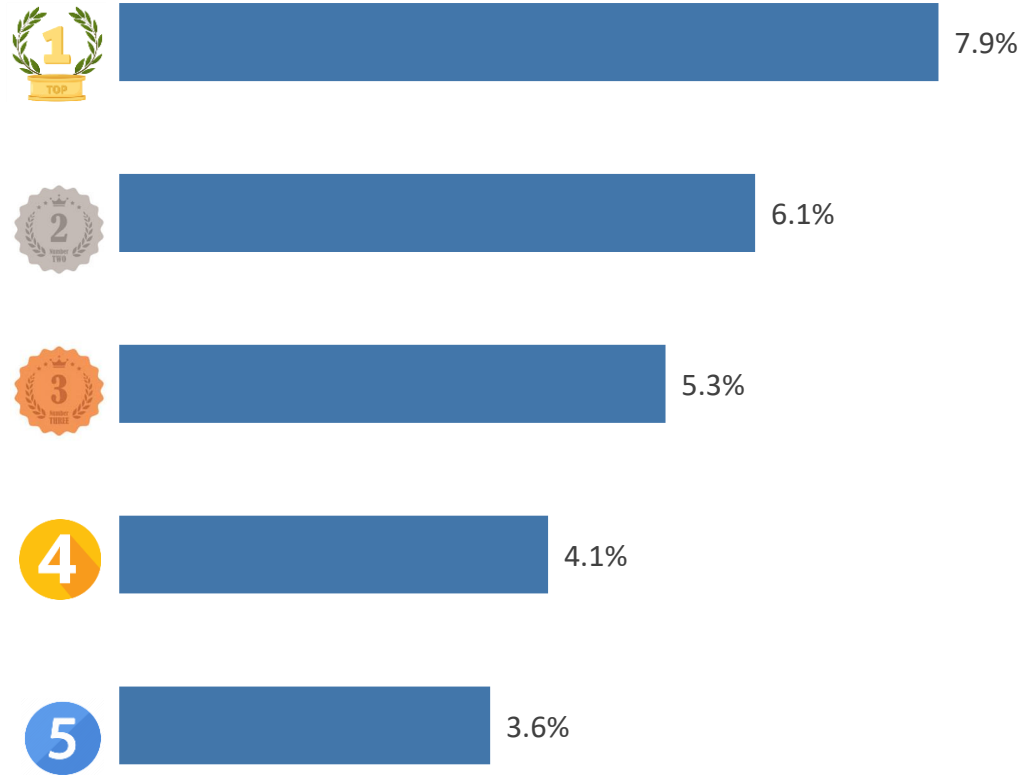
Shrimp

The average export price in Dec-2024 is **10.6** USD/kg; **increase 2.9%** compared to previous month; and **increase 1.5%** compared to the same month of 2023.

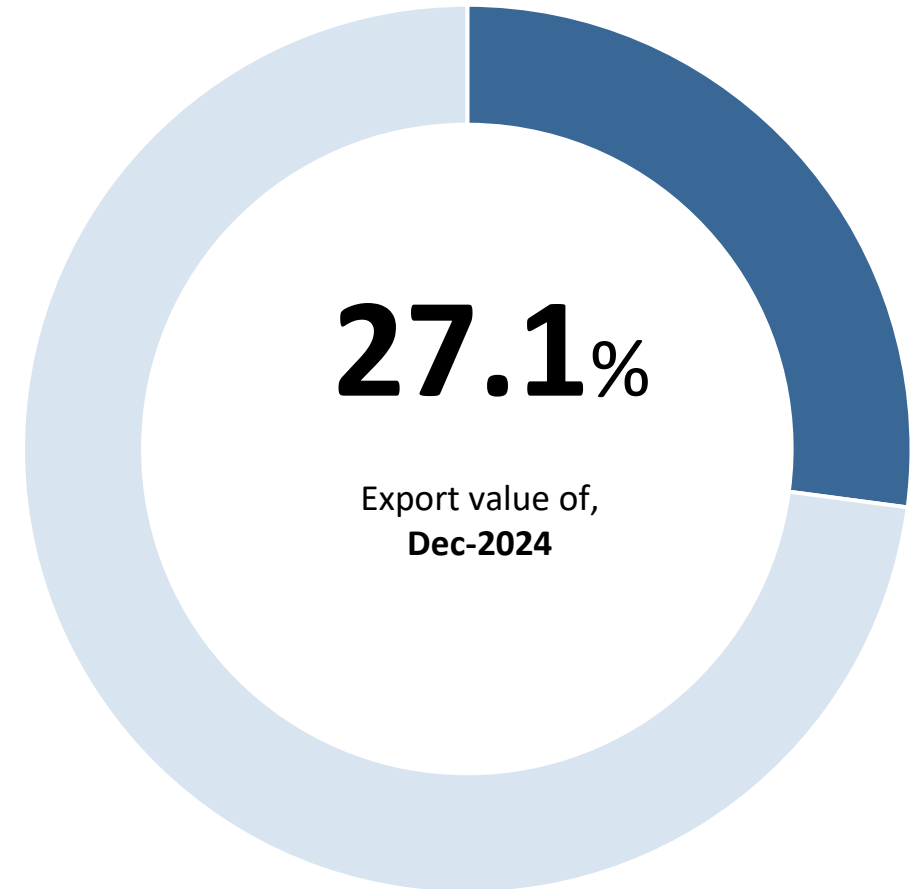


FISHERIES

TOP 5 export enterprises by value to the US, Dec-2024



Value ratio of TOP 5 export enterprises to the US, Dec-2024





FISHERIES

SPOTLIGHTS

USDA spends nearly \$260 million on seafood in 2024

The U.S. Department of Agriculture (USDA) spent nearly USD 260 million to buy seafood in 2024, including at least 9 species groups.

Alaskan pollock was the most purchased product, with 28.2 million pounds (12,800 tons), with value of USD 66.5 million. Farmed catfish were also purchased by the USDA for 11.5 million pounds (5,200 tons), with a total value of USD 55 million. Canned trout and frozen salmon fillets accounted for nearly USD 90 million in total spending, with the participation of large companies in Alaska and Washington.

In addition, the USDA also purchased other species such as Pacific rockfish (USD 5.7 million), Pacific whiting fish (USD 13.6 million), haddock fish (USD 4.2 million), ocean perch (USD 3.3 million), shrimp (USD 32.5 million) and walleye (USD 2.4 million). The U.S. government allocated national budget to support the domestic seafood industry and ensure food supply for the domestic market.

01



Source: Vasep, Jan-2025





FISHERIES

SPOTLIGHTS

U.S. completes the first aquaculture plan after 40 years

The White House National Science and Technology Council has finalized a plan to implement the Aquaculture Economic Development Strategy, marking the first time in 40 years that the U.S. government has a comprehensive plan for the aquaculture.

The plan sets out investment orientations in infrastructure, research and development, as well as providing capital to promote the domestic aquaculture sector in a sustainable and globally competitive direction. Over the next five years, the government will focus on four main goals: raising awareness and promoting participation in aquaculture, developing infrastructure and workforce, encouraging private sector investment, and expanding market opportunities for aquatic products.

The plan also emphasizes the sustainability, community resilience, marine economic development and seafood supply chain to create a solid foundation for the long-term development of the industry.

Source: Vasep, Jan-2025

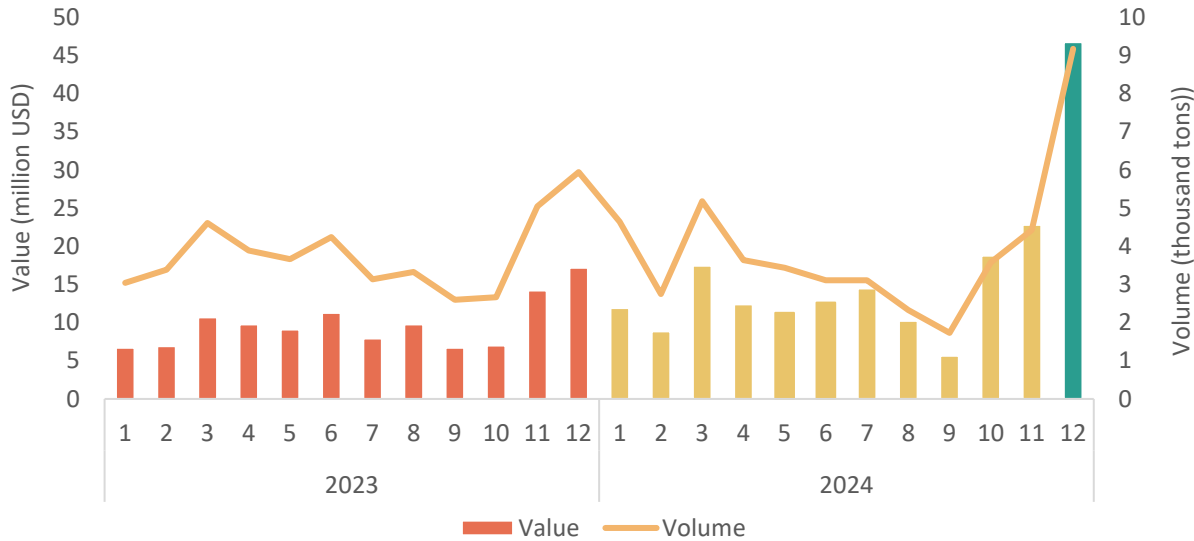
02





COFFEE

Export volume and value to the US, Dec-2024



Export results to the US, Dec-2024

VALUE

46.8 million USD

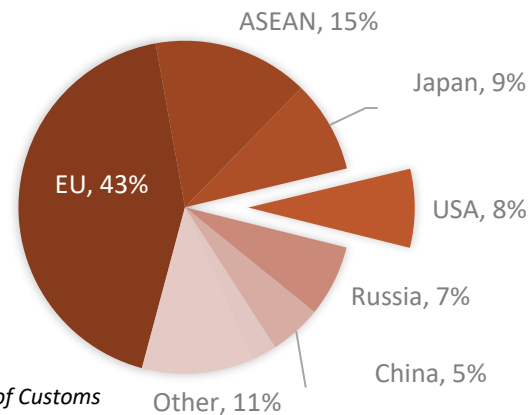
- ↗ Increase **105%** compared to Nov-2024
- ↗ Increase **17.7%** compared to Dec-2023
- ↗ **22.4 million USD** more than the monthly average rate in 2023.
- ❖ Accumulated in 2024 reaches **318.7** mil.USD, **109%** of total 2023.

VOLUME

9.2 thousand tons

- ↗ Increase **23.6%** compared to Nov-2024
- ↘ Decrease **37.3%** compared to Dec-2023
- ↘ **0.7 thousand tons** less than the monthly average rate in 2023.
- ♦ Accumulated in 2024 reaches **80.4** thousand tons, **67.7%** of total 2023.

Percentage of export value to the US, Dec-2024



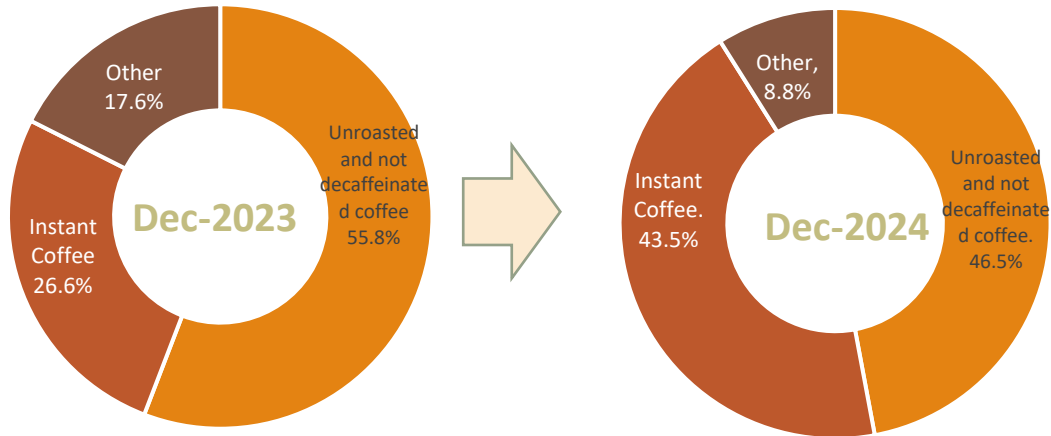
Changes in percentage of export value to the US, Dec-2024



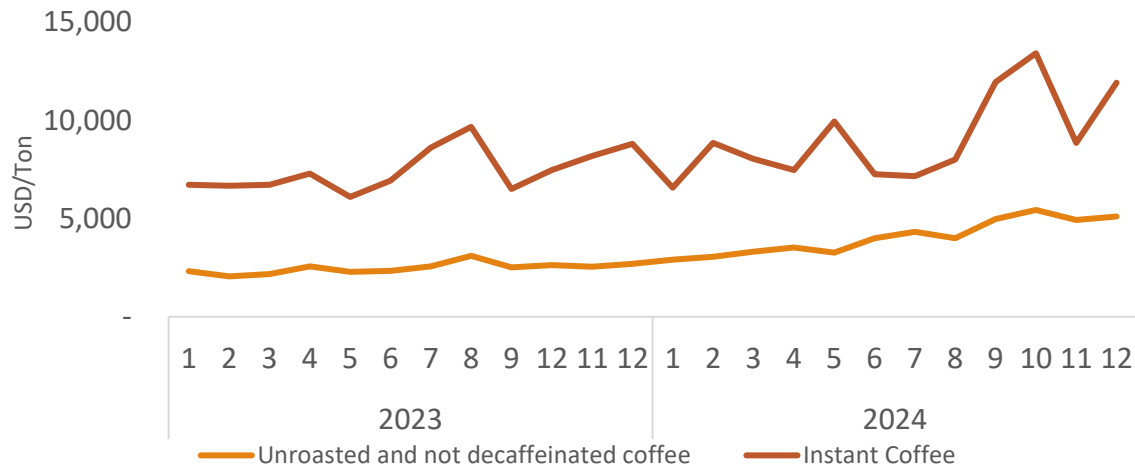


COFFEE

Structure of exports by products to the US, Dec-2024



Average export coffee price to the US, Dec-2024



Export results to the US, Dec-2024



Unroasted and not decaffeinated coffee

Value: **41.7** million USD
 Increase **141%** compared to Nov-2024
 Increase **21%** compared to Dec-2023



Instant Coffee

Value: **1.9** million USD
 Increase **57.4%** compared to Nov-2024
 Increase **238%** compared to Dec-2023



Roasted and not decaffeinated coffee

Value: **1** million USD
 Decrease **3.4%** compared to Nov-2024
 Increase **69%** compared to Dec-2023

Instant Coffee

The average export price in Dec-2024 is **11,915** USD/ton, **increase 34.6%** compared to previous month; and **increase 44%** compared to the same month of 2023.

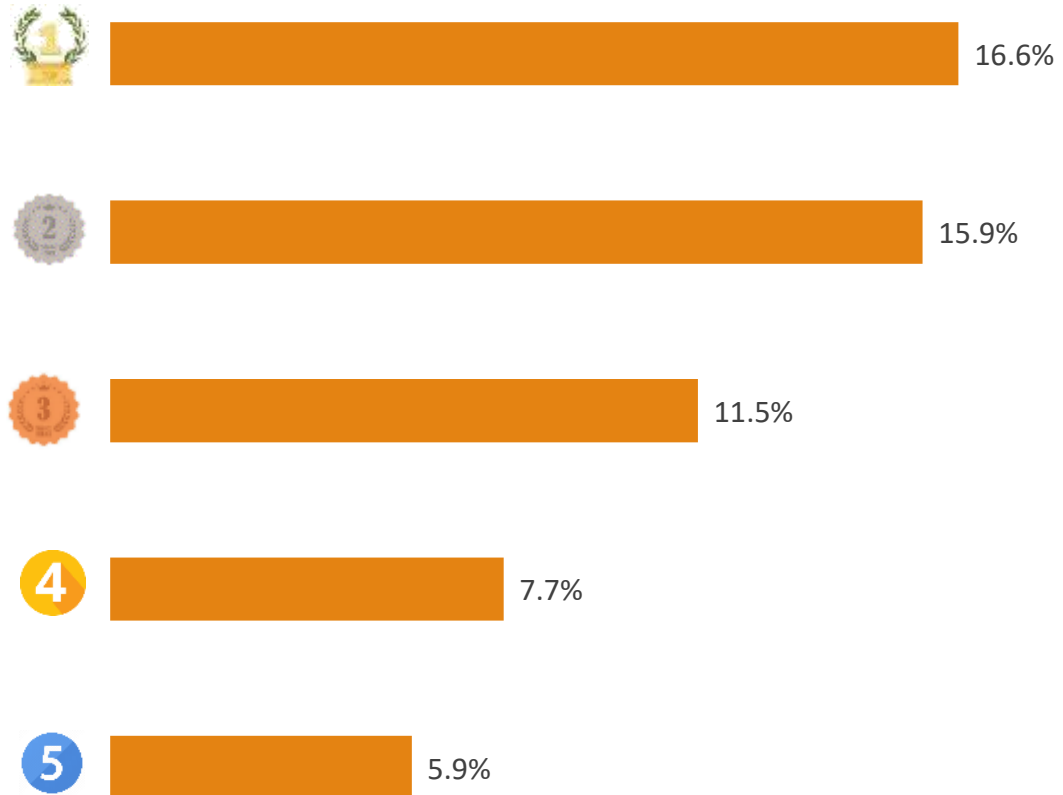
Unroasted and not decaffeinated coffee

The average export price in Dec-2024 is **5,099** USD/ton, **increase 3.4%** compared to previous month; and **increase 89.9%** compared to the same month of 2023.

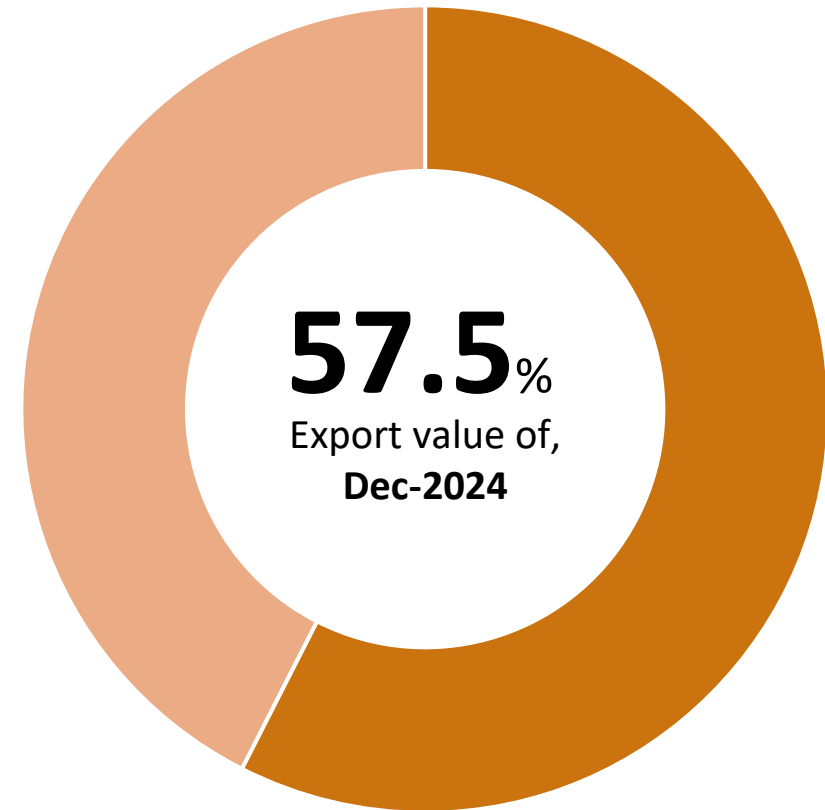


COFFEE

TOP 5 export enterprises by value to the US, Dec-2024



Value ratio of TOP 5 export enterprises to the US, Dec-2024





COFFEE

SPOTLIGHTS



The close of U.S. Agency for International Development's (USAID) has serious consequences for the global coffee sector.

USAID made significant contributions to support coffee farmers, including improving farming techniques, developing new varieties, and promoting environmental sustainability. Stopping USAID's support activities could lead to reduce yields, increase poverty, and environmental degradation in coffee-growing areas. In addition, this lack of support may affect research and development programs, affecting the ability to respond to climate change and diseases in coffee trees.

To minimize the negative impact, it is necessary to seek alternative sources of financing and promote international cooperation to maintain stability and sustainable development for the coffee industry.

Source: dailycoffeenews.com





COFFEE

SPOTLIGHTS



According to Financial Times, China's largest coffee chain, Luckin Coffee, is planning to expand into the U.S. market in 2025. The plan focuses on cities with a large number of Chinese students and tourists, such as New York, with a competitive pricing strategy, offering drinks for about \$2 to \$3 per unit.

This decision is made after Luckin resolved a financial fraud scandal in 2019, which led to its delisting on the Nasdaq and a USD180 million fine. Currently, Luckin has recovered strongly, with 2023 sales in China surpassing Starbucks, reaching 24.9 billion yuan (\$3.5 billion), and owning more than 20,000 stores nationwide.

The expansion into the United States marks is an important step of Luckin in direct competition with big brands like Starbucks on their home turf.

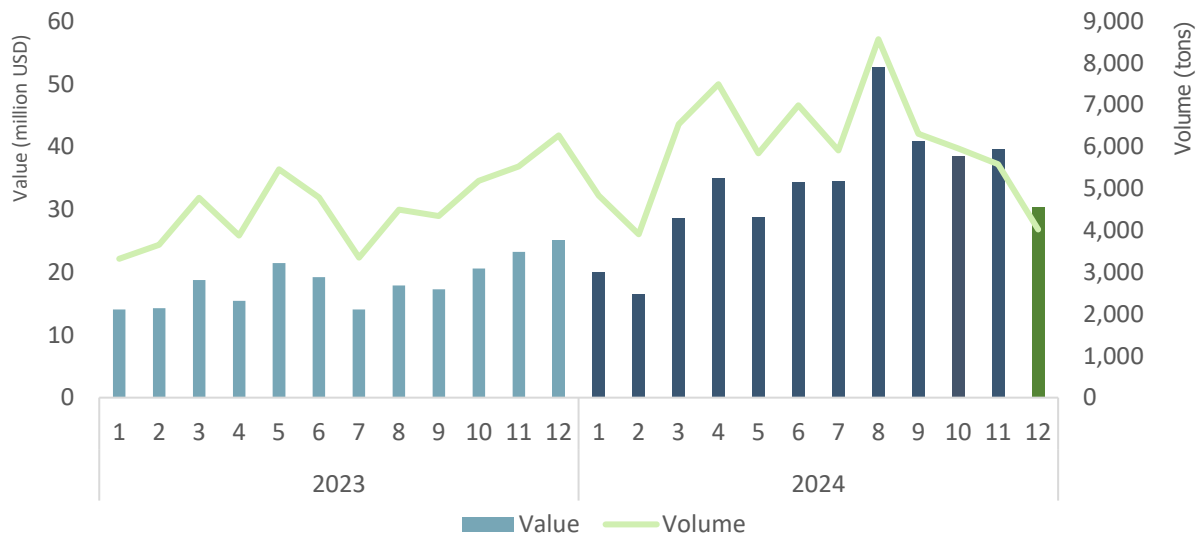
Source: Financial time





PEPPER

Export volume and value to the US, Dec-2024



Export results to the US, Dec-2024

VALUE
39.5 million USD

Decrease **23%** compared to Nov-2024

Increase **70%** compared to Dec-2023

11.8 million USD more than the monthly average rate in 2023

❖ Accumulated in 2024 reaches **399.5** mil.USD, **180%** of total 2023

VOLUME
4.02 thousand tons

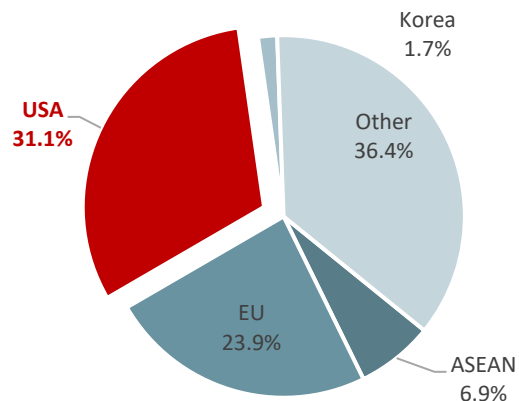
Decrease **28%** compared to Nov-2024

Decrease **36%** compared to Dec-2023

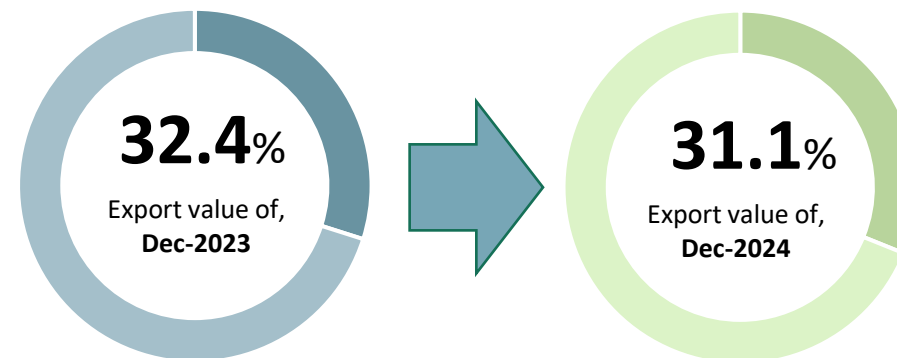
563 tons less than the monthly average rate in 2023

❖ Accumulated in 2024 reaches **71.9** thousand tons, **131%** of total 2023

Percentage of export value to the US, Dec-2024



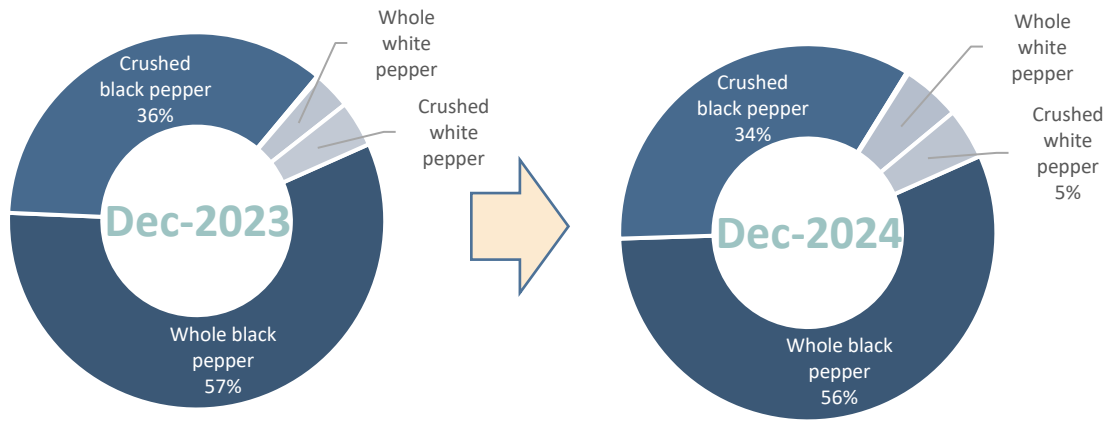
Changes in percentage of export value to the US, Dec-2024





PEPPER

Structure of exports by products to the US, Dec-2024



Export results to the US, Dec-2024



Whole black pepper

Value: **17.1** million USD

Decrease **30%** compared to Nov-2024

Increase **19%** compared to Dec-2023



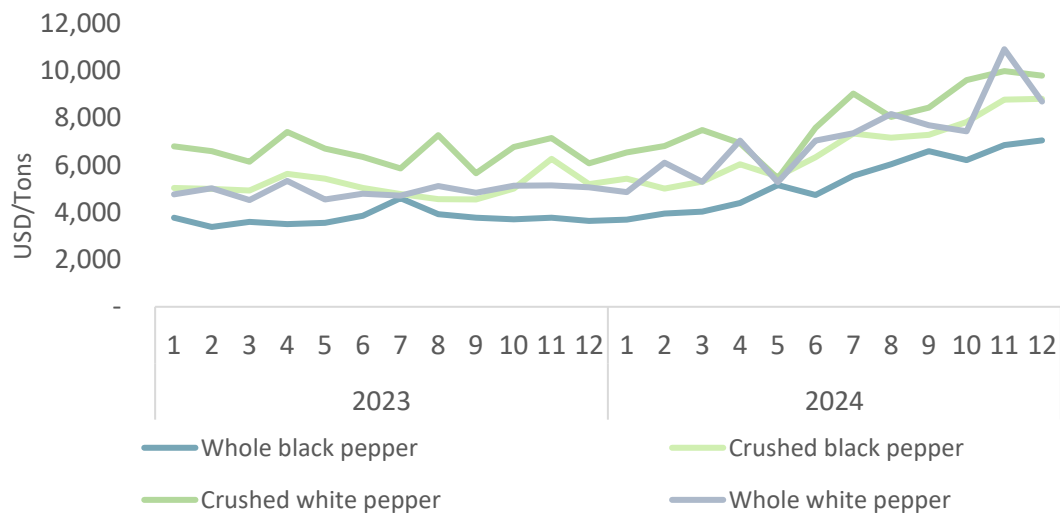
Crushed black pepper

Value: **10.4** million USD

Decrease **20%** compared to Nov-2024

Increase **17%** compared to Dec-2023

Average export pepper price to the US, Dec-2024



Whole black pepper

The average export price in Dec-2024 is **7,043** USD/ton; **increase 2.9%** compared to previous month; and **increase 93.9%** compared to the same month of 2023.

Crushed black pepper

The average export price in Dec-2024 is **8,803** USD/ton; **increase 0.4%** compared to previous month; and **increase 69.5%** compared to the same month of 2023.

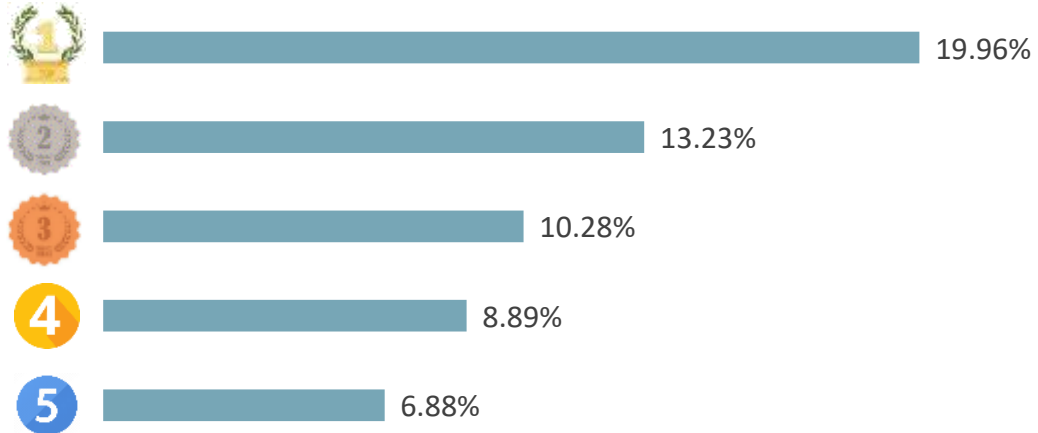
Crushed white pepper

The average export price in Dec-2024 is **9,784** USD/ton; **decrease 1.9%** compared to previous month; and **increase 61%** compared to the same month of 2023.

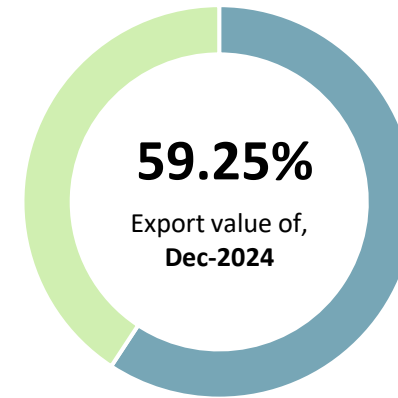


PEPPER

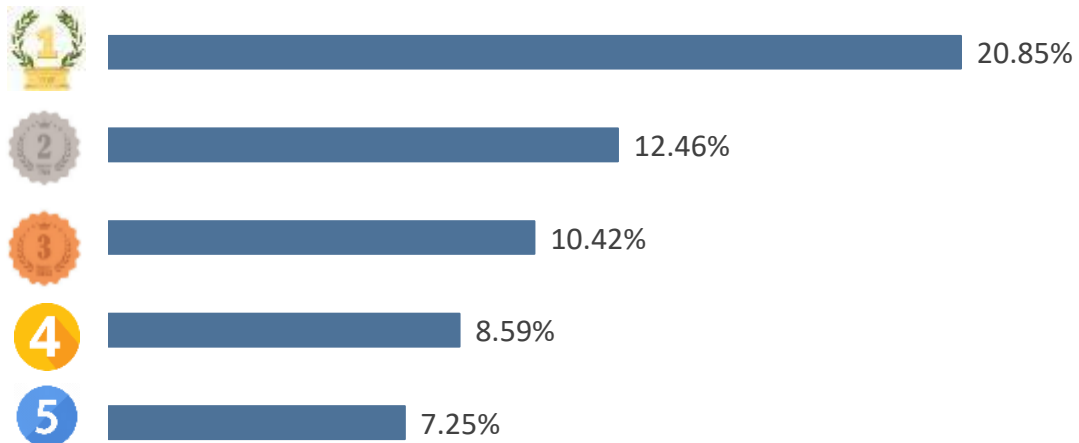
TOP 5 export enterprises by value to the US, Dec-2024



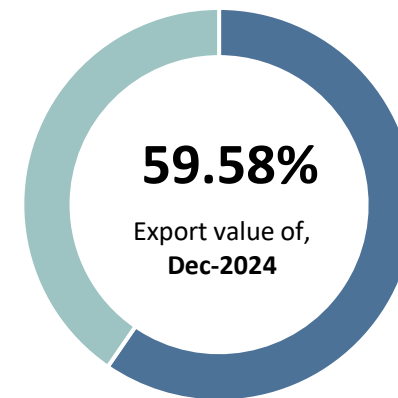
Value ratio of TOP 5 export enterprises to the US, Dec-2024



TOP 5 export enterprises by volume to the US, Dec-2024



Volume ratio of TOP 5 export enterprises to the US, Dec-2024



PEPPER



SPOTLIGHTS

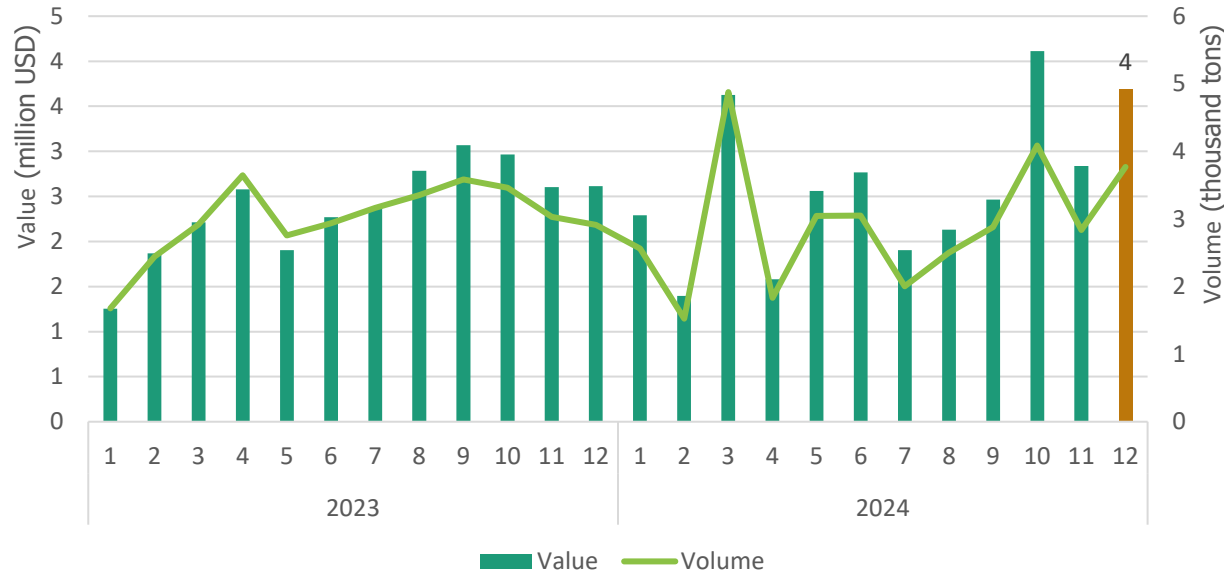
According to General Department of Vietnam Customs, in 2024, the United States is the Vietnam's largest pepper export market with a volume of 71.9 thousand tons, value of 399.5 million USD, accounting for 29.5% in volume and 31% of the total export value, a sharp increase of 34% in volume and 84.2% in value compared to 2023.

Source: Vietnam.vn



RICE

Export volume and value to the US, Dec-2024



Export results to the US, Dec-2024

3.7 ^{VALUE} million USD



↗ Increase **30.2%** compared to Nov-2024

↗ Increase **41.2%** compared to Dec-2023

↑ **1.3 million USD** more than the monthly average rate in 2023

❖ Accumulated in 2024 reaches **31.4** million USD, **110.1%** of total 2023

3.8 ^{VOLUME} thousand tons



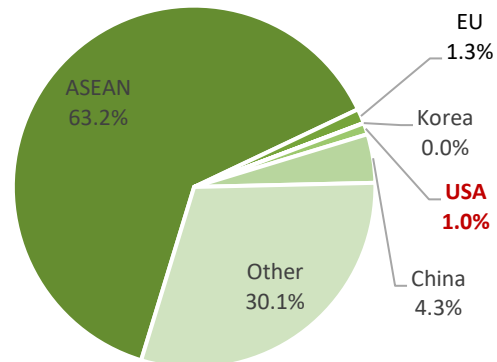
↗ Increase **32.8%** compared to Nov-2024

↗ Increase **29.4%** compared to Dec-2023

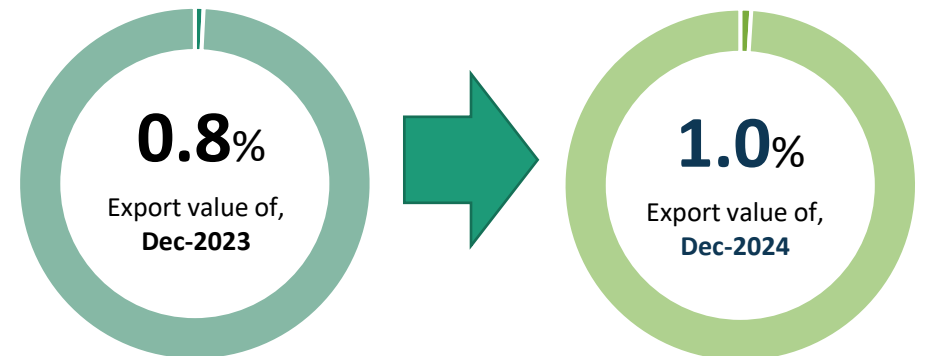
↑ **778 tons** more than the monthly average rate in 2023

❖ Accumulated in 2024 reaches **35.0** thousand tons, **97.5%** of total 2023

Percentage of export value to the US, Dec-2024



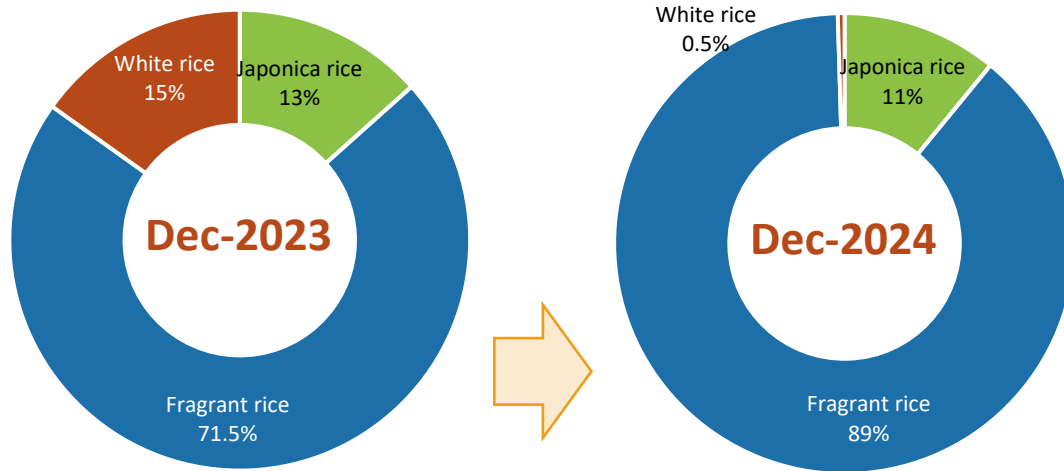
Changes in percentage of export value to the US, Dec-2024



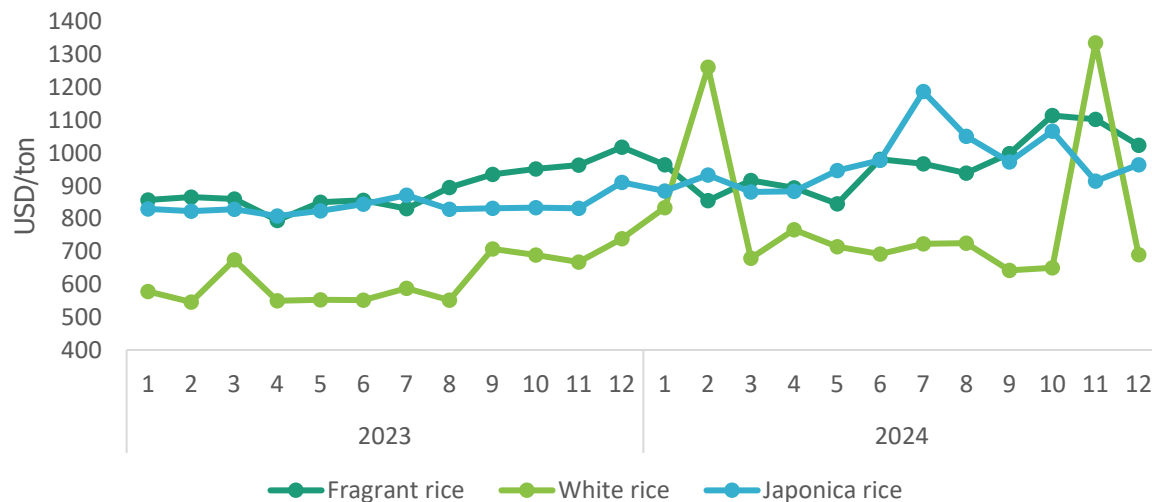


RICE

Structure of exports by products to the US, Dec-2024



Average export price price to the US, Dec-2024



Export results to the US, Dec-2024



Fragrant rice

Value: **3.2** million USD

Increase **34%** compared to Nov-2024

Increase **76%** compared to Dec-2023



Japonica Rice

Value: **0.4** million USD

Increase **22%** compared to Nov-2024

Increase **16%** compared to Dec-2023

Japonica Rice

The average export price in Dec-2024 is **964** USD/ton; **increase 5%** compared to previous month; and **increase 6%** compared to the same month of 2023.

Fragrant rice

The average export price in Dec-2024 is **1,024** USD/ton; **decrease 7%** compared to previous month; and **increase 1%** compared to the same month of 2023.

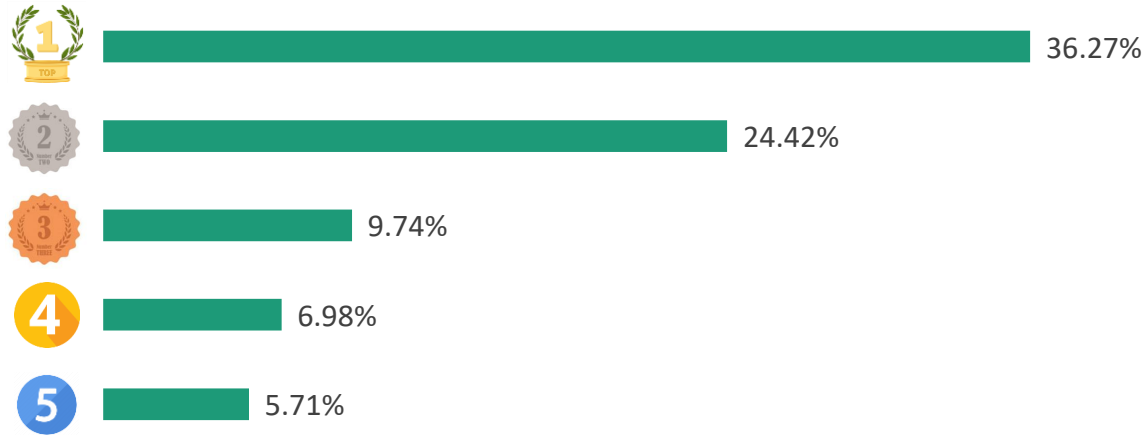
White Rice

The average export price in Dec-2024 is **690** USD/ton; **decrease 48%** compared to previous month; and **decrease 7%** compared to the same month of 2023.

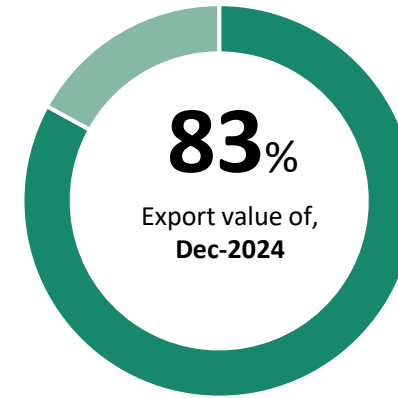


RICE

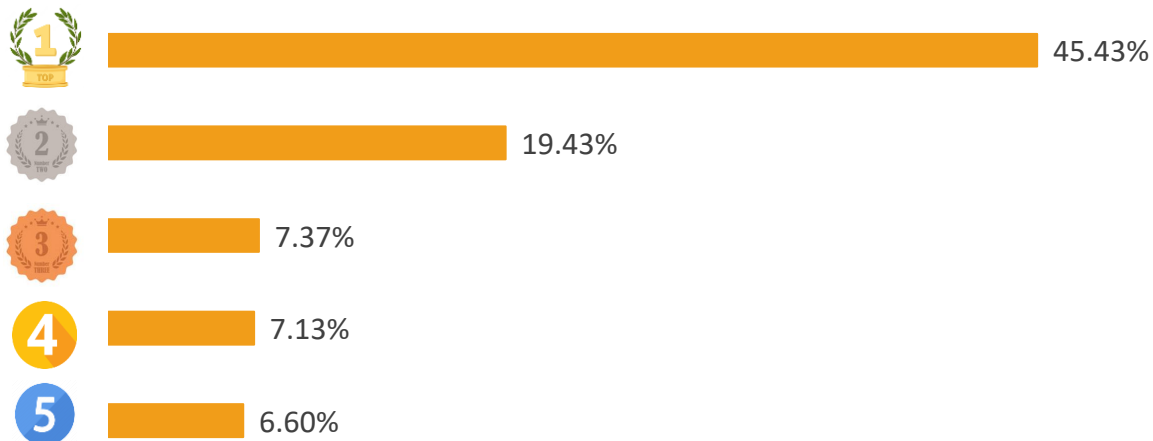
TOP 5 export enterprises by value to the US, Dec-2024



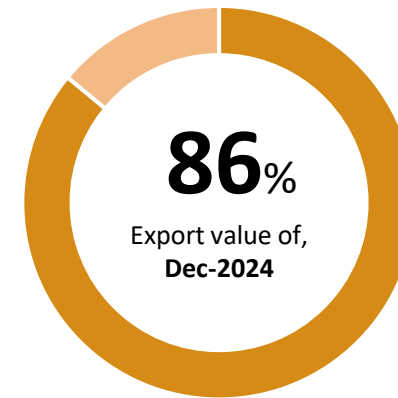
Value ratio of TOP 5 export enterprises to the US, Dec-2024



TOP 5 export enterprises by volume to the US, Dec-2024



Volume ratio of TOP 5 export enterprises to the US, Dec-2024





RICE

SPOTLIGHTS

As of January 23, 2025, rice prices in the United States fell to the lowest level in over two years due to low demand. Prices of U.S. long-grain rice and California rice dropped significantly.

Experts attribute this trend largely to low milling quality, while buyers are waiting for a new harvest from the South American region, which is expected to have a good crop thanks to favorable weather conditions.

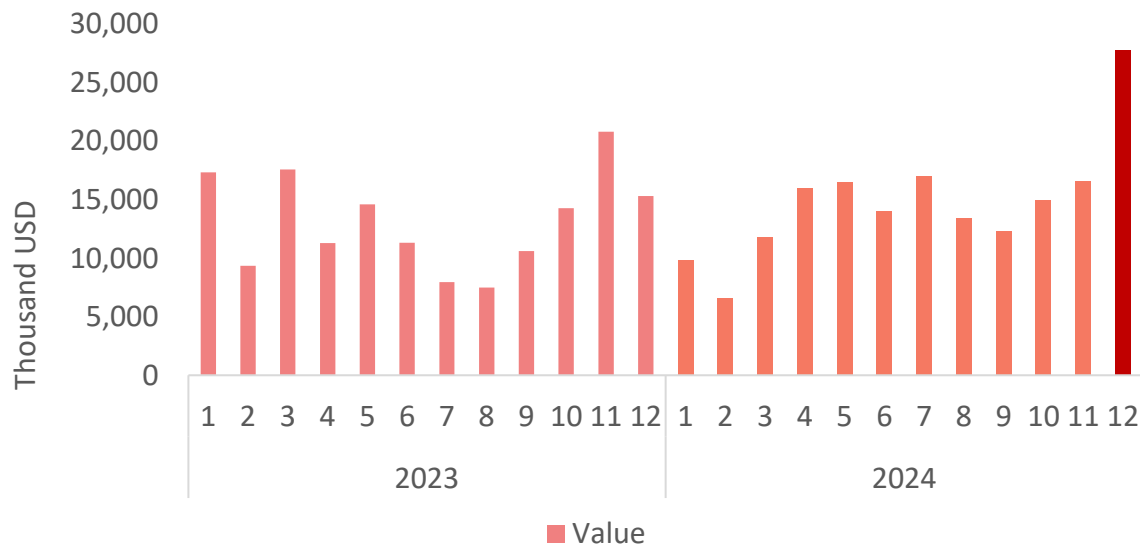
Source: SPGlobal.com





MEAT AND MEAT PRODUCTS (IMPORT)

Import value from the US, Dec-2024



Import results from the US, Dec-2024



27.8
Million USD

VALUE

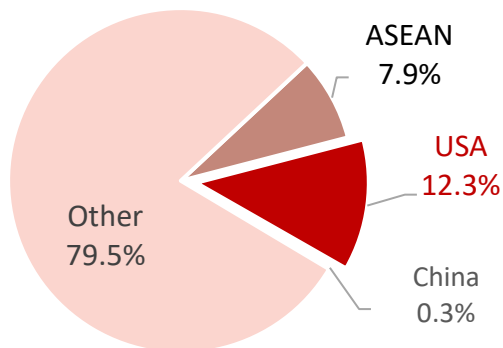
↗ Increase **67.8%** compared to Nov-2024

↗ Increase **81.5%** compared to Dec-2023

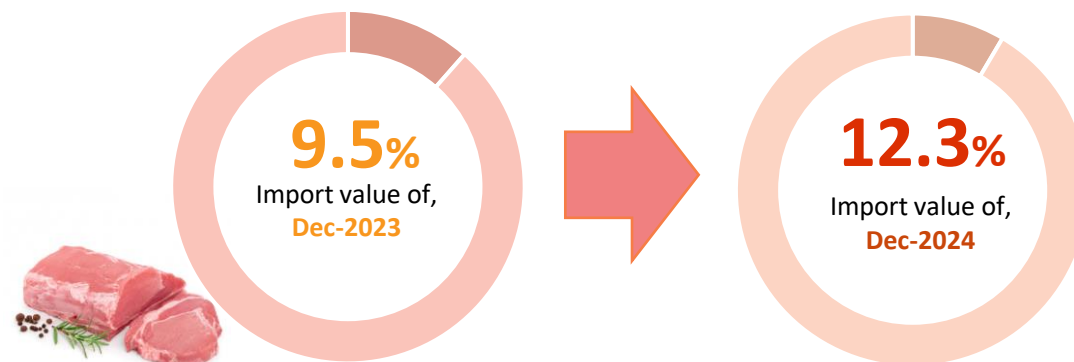
↗ **14.6 million USD** more than the monthly average rate in 2023

◇ Accumulated in 2024 reaches **176.6 million USD, 111.8%** of total 2023

Percentage of import value from the US, Dec-2024



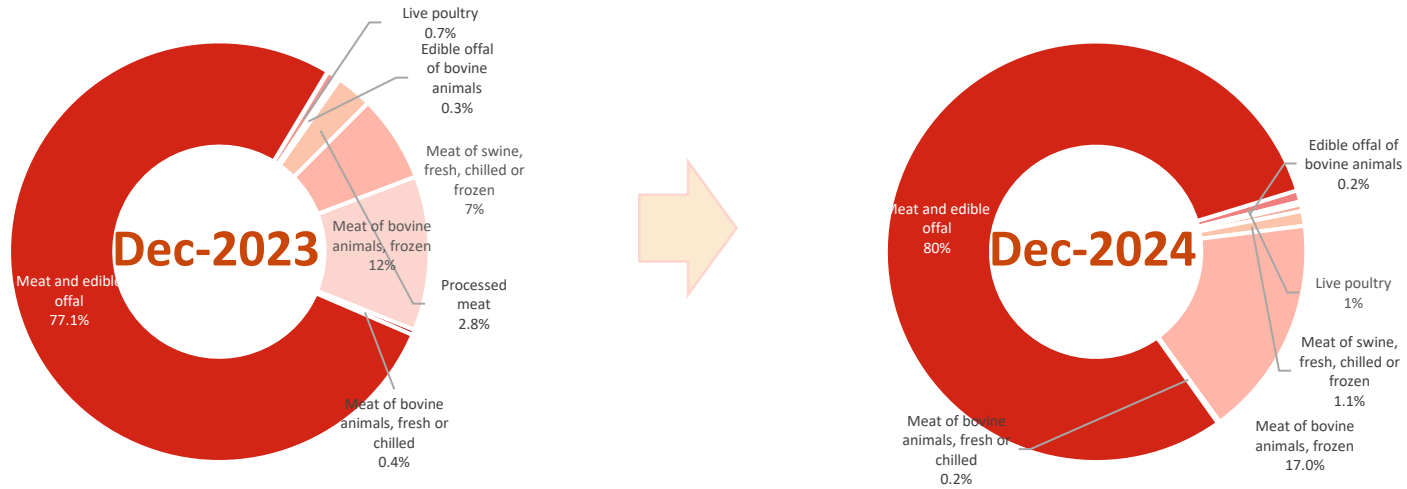
Changes in percentage of import value from the US, Dec-2024





MEAT AND MEAT PRODUCTS

Structure of imports by products from the US, Dec-2024



Import results from the US, Dec-2024



Meat and edible offal

Value: **22.28** million USD

Increase **76.02%** compared to Nov-2024

Increase **88.6%** compared to Dec-2023



Meat of bovine animals, frozen

Value: **4.72** million USD

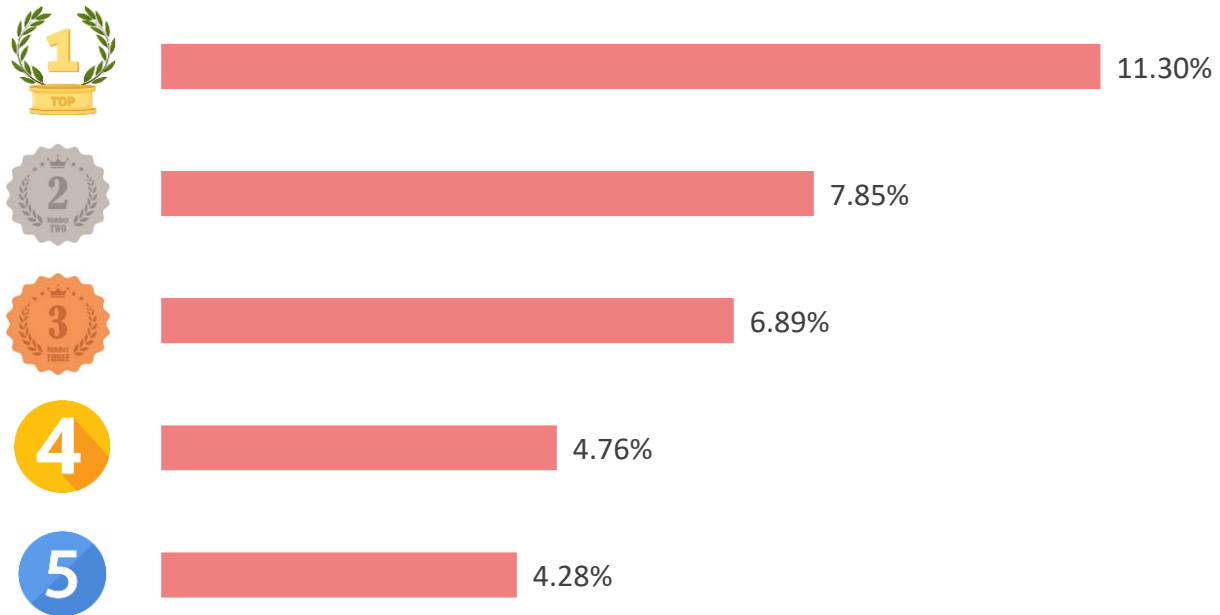
Increase **56.6%** compared to Nov-2024

Increase **159.1%** compared to Dec-2023

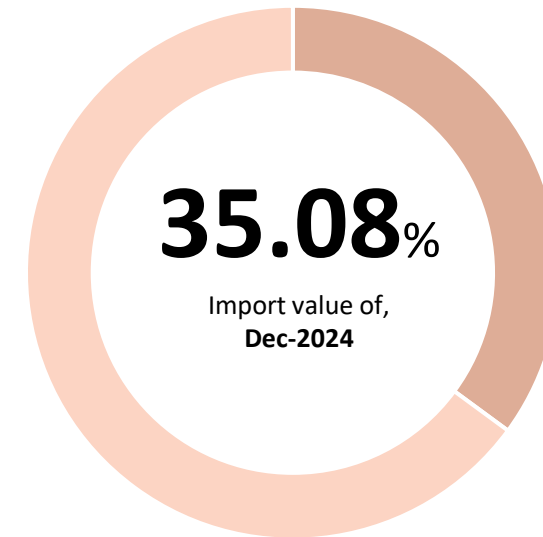


MEAT AND MEAT PRODUCTS

TOP 5 import enterprises by value from the US, Dec-2024



Value ratio of TOP 5 import enterprises from the US, Dec-2024



MEAT AND MEAT PRODUCTS

SPOTLIGHTS



The U.S. Department of Agriculture (USDA) requires poultry producers to increase testing and surveillance of turkeys for avian influenza to prevent the virus from entering the food supply. Mandatory quarantine, surveillance and testing of over 500 poultry flocks within 72 hours of slaughter is applied in Minnesota and South Dakota, potentially expanding to other states. This measure helps reduce the risk of spreading the disease and strengthens the confidence of consumers and trading partners.

Source: noticiasagricolas.com.br

According to the World Organisation for Animal Health, the United States reported the first outbreak of H5N9 avian influenza at a duck farm in California. The farm also tested positive for the more common H5N1 strain and nearly 119,000 poultry died. This is the first confirmed case of highly virulent avian influenza (HPAI) H5N9 in poultry in the United States. The USDA is conducting an investigation and increasing surveillance in responding to HPAI-related events.

Source: tridge.com





Any comments, please send to:

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