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USDA encourages U.S. exporters to capitalize on Trade Mission in Vietnam

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The U.S. Department of Agricultureâ??s Foreign Agricultural Service is accepting applications from current and potential U.S. exporters for a trade mission to Vietnam, Sept. 9-13, 2024. Participants will attend events in Ho Chi Minh City and Hanoi, and will also have the opportunity to engage with visiting buyers from Burma (Myanmar), Cambodia and Thailand.

â??Markets in Southeast Asia hold immense opportunity for U.S. exporters,â? said USDA Under Secretary for Trade and Foreign Agricultural Affairs Alexis M. Taylor. â??In 2023, the United States exported $3.1 billion of agricultural products to Vietnam, maintaining a sizable market share across several food and ag-related categories, including cotton, dairy, distillers grains, fresh fruit, poultry, soybeans and tree nuts. Through the Vietnam trade mission, as well as new efforts with theÂ Regional Agricultural Promotion ProgramÂ and theÂ Assisting Specialty Crop Exports initiative, USDA is confident that we can continue to help U.S. exporters grow and diversify their markets in Southeast Asia and boost economic returns for Americaâ??s farmers, ranchers and agribusinesses.â?

Trade mission participants will begin the week in Ho Chi Minh City and end it in Hanoi, connecting with key importers for business-to-business meetings and learning about local and regional market conditions through site visits and briefings by FAS staff, industry experts and government officials.

USDA aims to transforming Americaâ??s food system with a greater focus on more resilient local and regional food production, fairer markets for all producers, ensuring access to safe, healthy and nutritious food in all communities, building new markets and streams of income for farmers and producers using climate smart food and forestry practices, making historic investments in infrastructure and clean energy capabilities in rural America, and committing to equity across the Department by removing systemic barriers and building a workforce more representative of America.