

## Vietnam opens Australia's premium fruit market to fresh pomelo exports

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In a milestone that reflects the rising sophistication of Vietnam's agricultural sector, the country's first shipment of fresh pomelos has officially arrived in Australia, opening the gates to one of the world's most tightly regulated fresh produce markets and reinforcing Vietnam's growing stature in global fruit trade.

The inaugural consignment, weighing 940.5 kilograms, departed from Dong Thap Province and was transported by air to Australia after completing an extensive series of phytosanitary, traceability, and post-harvest compliance procedures. Upon arrival, the fruit was introduced at Sydney Market, one of Australia's leading agricultural distribution centers, granting Vietnamese pomelos direct visibility among importers, wholesalers, and consumers.

The breakthrough follows years of technical negotiations and regulatory coordination led by the Plant Production and Protection Department under Vietnam's Ministry of Agriculture and Environment. Officials worked closely with Australian counterparts to develop technical dossiers and ensure compliance with stringent quarantine and food safety requirements governing market access.

Beyond its commercial significance, the shipment stands as a powerful affirmation of Vietnam's ability to satisfy the demanding standards of premium international markets. Every stage of the export chain – from cultivation and pest management to irradiation treatment, packaging, and cold-chain logistics – was executed under rigorous oversight designed to meet Australia's uncompromising biosecurity framework.

Dong Thap Province, already recognized for its expanding portfolio of export-qualified growing areas, now emerges as a pioneering hub for premium pomelo exports. Industry stakeholders believe the successful entry into Australia could unlock broader long-term opportunities for Vietnamese citrus and other tropical fruits in high-value global markets.

The development is also accelerating structural transformation across Vietnam's fruit sector. Farmers, cooperatives, and exporters are increasingly embracing traceability systems, standardized growing-area codes, safer cultivation methods, and modern post-harvest technologies as international quality benchmarks become essential gateways to global trade.

A larger commercial shipment of approximately five tons is already being prepared using pomelos sourced from Dong Thap, underscoring growing confidence in the product's export potential. Industry observers say the achievement could generate broader momentum for Vietnam's fresh fruit industry by demonstrating that disciplined quality management and coordinated supply-chain execution can successfully position Vietnamese produce within the world's most discerning consumer markets.

As Vietnam's pomelos make their debut on Australian shelves, the shipment symbolizes more than an export success – it marks a defining step in the country's transition toward a more modern, transparent, and globally competitive agricultural economy.