



The role of traceability in Vietnam consumers' red meat decision-making

## MLA research introduction

**MLA** secured a grant from DAFF and the Australian government for building trust in **Australian Agricultural** traceability and credentials



**Objective:** To promote Australian red meat traceability and credentials in Southeast Asia



**Coverage:** 7 countries, including Vietnam, 4 X focus groups with purchasers of imported red meat



Outcome: Enhance market access, premium pricing, and regional capability



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### Quality is the top factor when Vietnamese consumers buy red meat



# **Key Take-Aways**



Australia's traceability system supports trust, underpinning safety and credibility



Trust in red meat rests on quality perceptions and seller reputation



Australia is highly trusted, with a strong reputation for quality standards



Quality is Vietnam consumers' top purchase consideration factor, followed by Country of Origin, which reassures consumers on the quality and taste.



"Dựa theo kinh nghiệm nhìn màu sắc và độ tươi của miếng bò thôi. Rồi cộng thêm xuất xứ và loại bò mình hay mua mà chọn."
"I rely on my experience. I may look at the colour and the freshness of the beef. I also check the origin and the type of beef that I usually purchase."

- Older, HCMC



Ranking of factors when buying beef to eat at home



- 1 Quality
- 2 Country of Origin
- **3** Seller Reputation



## Country-of-origin is closely linked in consumers' minds

with beef Quality and Australia is the #1 choice



# **Associations**





- **Premium** quality
- **Strict safety** standards
- Strict farming practices





- **High Quality**
- **Natural**
- **Distinctive** flavour (grassfed)
- Value-for-money





- **Diverse** range of cuts
- Affordable





Inconsistent

**AUSSIE** 

"Úc thì nổi tiếng về việc chăn nuôi theo mô hình trang trại và chăn nuôi tự nhiên trên đồng cỏ xanh. Nhìn thấy tụi nó tận hưởng thiên nhiên trong lành mà ghen tỵ luôn." "Australia is famous for its farming model and natural grazing on lush green pastures. Seeing them enjoy the pure nature makes me jealous!" (Younger, HCMC)

# Trust drives Vietnamese consumers' red meat decision-making by providing assurance of Quality and Safety

#### **Indicators of Trust:**

- > Country reputation
- > Retailer reputation
- Long-term quality reputation

"Thương hiệu lớn giá thành có cao hơn chút thì vẫn yên tâm. Vì mình hiểu họ cần phải chi cho con người để thực hiện đúng quy trình hay có dịch vụ tốt hơn." "I am still happy to pay more for a big brand name, as I understand they have to hire more people to get all the correct quality procedures done."

Older, HCMC



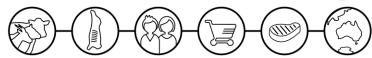
#### **Consumer benefits:**

- > Quality reassurance
- Reduced safety and quality risk
- > Simplifies decisions



# **Traceability** is seen by Vietnamese consumers as support for Trust in red meat product Safety and Transparency

# **Traceability**



"Tính năng truy xuất nguồn gốc này rất hay, tạo sự tin tưởng và cung cấp thông tin rõ ràng về nguồn gốc." "This traceability feature is very

good. It creates trust and provides clear information about origins." -

✓ Safety

✓ Trustworthiness

✓ Credibility

✓ Source guarantee

✓ Transparency

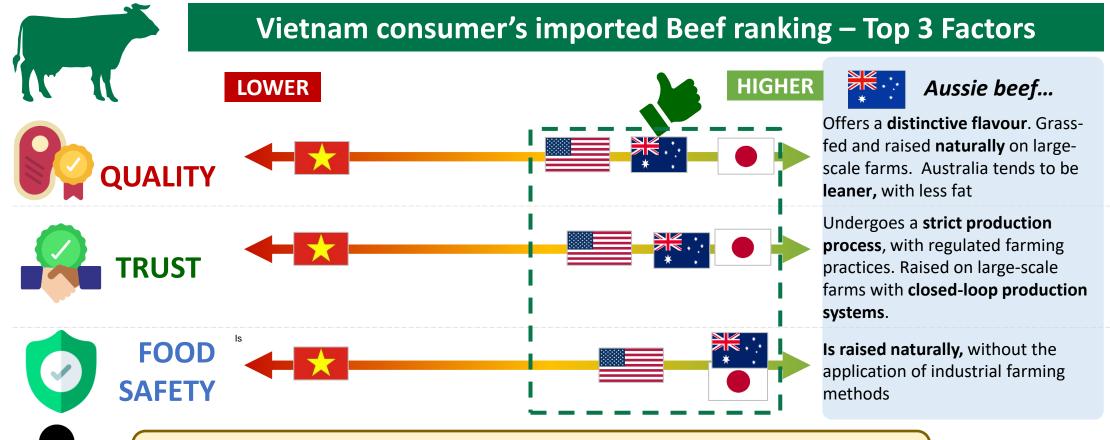




Transparency of verifiable information across the supply chain



# Australian beef is the best among direct\* competitors, underpinned by consumers' trust in high standards and quality



"Không hiểu sao khi nhắc tới Úc là hình ảnh cánh đồng, bò, thiên nhiên trong lành, v.v. hiện lên. Dù không nhớ là từ quảng cáo nào."

"I cannot explain why but whenever Australia is mentioned, images of green fields, cows and pure nature come to mind, though I don't remember which advertisement it was from!" (Older, HCMC)

Source: 2024 MLA research into consumer purchase decision drivers for imported red meat in South-East Asia, conducted under the DAFF grant "Building Trust in Australian Agricultural Traceability and Credentials in Southeast Asia" \*Japanese wagyu is considered an aspirational luxury niche product consumed on very special occasions



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#### For more resources:

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