

Australian Blueberries Celebrate Market Access to Vietnam

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In December 2025, Australia and Vietnam formally celebrated the opening of the Vietnamese market to Australian blueberries after Vietnamese authorities granted market access earlier in October. Events were held in Hanoi and Ho Chi Minh City, including an official welcome event organised by the Australian Trade and Investment Commission (Austrade) on behalf of Berries Australia.

The celebrations marked the first time Australian blueberries were officially approved for export into Vietnam, following years of technical negotiations and biosecurity assessments by both countries.

Berries Australia CEO Rachel Mackenzie provided an overview of the Australian blueberry industry, followed by individual businesses giving a snapshot of their commercial offering.

The Australian industry was represented by four companies – Perfection Fresh, T&G Berries, Driscoll's, and The Berry Collective – who were all successfully registered for export with DAFF for the end of the 2025 season. To the delight of the Vietnamese audience, the exporters were able to showcase freshly harvested fruit that had been airfreighted to Vietnam for the celebration. For many buyers, this was their first opportunity to taste blueberries from Australia.

Technical market access requires significant investment from industry and could not have been achieved without the contributions to the voluntary blueberry levy fund, which is then matched by Australian government funding.

Blueberries became the eighth Australian fruit category authorised for export to Vietnam (joining grapes, oranges, mandarins, cherries, peaches, nectarines and plums).

Berries Australia believes the celebrations marked the opening of an exciting, commercially impactful opportunity for the Australian industry, with exports to Vietnam projected to be worth around AUD\$5 million in the first year, potentially rising to AUD\$30 million over five years as market demand grows. Vietnamese consumers are seen as a good fit for Australian fruit given the growing middle-class demand for premium, high-quality fresh produce.

Officials from both sides emphasised that the milestone reflects strong bilateral cooperation in agriculture and trade and strengthens long-term agri-trade relations between Australia and Vietnam.

The celebrations generated Vietnamese media coverage, including major Vietnamese outlets publishing stories about Australian blueberries entering the market. Vietnamese news portal *Thương Hiệu & Công Luận* ran an article on 10 December 2025 headlined “Việt quýt Australia chính thức có mặt tại thị trường Việt Nam” (“Australian blueberries officially present in the Vietnamese market”), highlighting the Ho Chi Minh City event and framing it as a continuation of earlier celebrations, including Hanoi, with industry and government representatives present.

Furthermore, there was national press coverage with VietnamPlus (Vietnam's official English-language news service) publishing broader trade news, noting that the blueberry deal (alongside reciprocal pomelo exports) was marked by formal ceremonies indicating coverage of both agriculture and international cooperation in the mainstream press.

Berries Australia would like to thank the Australian government and Hort Innovation for their support in achieving this important outcome.



Delegates from the Australian blueberry businesses in Hanoi, L-R: Jon Gleeson (Driscoll's), Joshua Clementson (T&G Berries), Aaron Hall (The Berry Collective) and Tina Slattery (Perfection Fresh), with Rachel Mackenzie (CEO, Berries Australia) Photo credit: Austrade



The celebration was widely attended in Ho Chi Minh City by a range of retail buyers Photo credit: Austrade

Vietnam is a protocol market for Australian blueberries, which means growers must be registered with DAFF to send fruit to the market.

For more information on the event, or if you are interested in exporting blueberries to Vietnam, please contact export@berries.net.au