



**Concept Note and Tentative Program of**

**“Dragon Fruit Network:**

**Marketing and the Whole Value Chain”**

**and**

**Steering Committee Meeting**

**FFTC and VAAS-SOFRI joint workshop**

**(For Speaker)**



**Location: My Tho city, Vietnam**

**Date: September 9 to 11, 2019**



## **Project Title: ENHANCING COLLABORATIVE RESEARCH NETWORK ON THE CONTROL OF DRAGON FRUIT DISEASES AND PESTS IN SOUTHEAST AND SOUTH ASIA (2<sup>nd</sup> year)**

1. **Type of activity:** Research Network and workshop
2. **Workshop Title:** Dragon Fruit Network: Marketing and the Whole Value Chain
3. **Workshop Date and venue:** September 9 to 11, Vietnam
4. **Co-organizers:** Vietnam Academy of Agricultural Sciences (VAAS) and Southern Horticultural Research Institute (SOFRI)
5. **Background:**

In 2016, FFTC, the Mekong Institute (MI), and the New Zealand Plant and Fruit Research (PFR) conducted a regional workshop on the “Control of Dragon Fruit Diseases” held in Khon Kaen, Thailand. One of the recommendations was to form a collaborative research and development (R&D) on the control of dragon fruit diseases and pests in the region. This special project, supported by MOFA, Taiwan aims to focus on areas of improvement of different countries with dragon fruit production and forge an agreement between dragon fruit experts to create a mechanism for information sharing.

To facilitate the formation of regional dragon fruit network, FFTC, MI, PFR, and TARI formed an organizing committee and held an “Organizing Committee Meeting for Dragon Fruit Pest and Disease Research Network Initial Workshop” at FFTC, Taipei, Taiwan, 27-30 November 2017. After discussion, two suggestions as following 1) The “Dragon Fruit Regional Network Initiation Workshop & Steering Committee Meeting” will be held in Taiwan 22-27, April 2018; 2) The whole value chain spectrum for dragon fruit is included.

In 2018, FFTC, TARI, and PFR organized a workshop on “Dragon Fruit Regional Network Initiation Workshop & Steering Committee Meeting” and steering committee meeting in April 23 to 26 in Taipei and Taichung. This workshop focus on the whole value chain spectrum for dragon fruit which includes the topics of New Varieties, Crop Management, Management of Pests and Diseases, Pre and Postharvest Management, and Quarantine and Marketing. In the steering committee meeting, the experts reach a consensus that FFTC should take the lead in this dragon fruit network and if the funds are available, the Vietnamese expressed their willing to host the next dragon fruit regional network meeting.

### **6. Objectives**

- Identification of partners of the national agricultural research systems (NARS) for collaborative research network activities and bring key researchers, technologists, leaders of research institute, and government officers on dragon fruit pests and diseases within the region to exchange the latest updates of dragon fruit information;
- Review the status of dragon fruit industry, identify the constraints and opportunities, and share the strategies that bring the small scale farmers follow the basic quarantine



to enhance dragon fruit quality and meet technical regulations/standard on food/agro-product quality and safety in the region;

- Develop of long-term strategic plans together with NARS partners or sustainable dragon fruit production in the region;
- Establish a network committed to information sharing, develop collaborative research programs and prepare joint proposals for research funding;
- In the website: Dragon Fruit Network (DFNet), it will be designed for promoting the dragon fruit related knowledge sharing and strengthen the partnership between institutes within the region.

#### **7. Expected participants**

- Maximum of 100 participants to include researchers, technologists, leaders of research institute, and government officers from different countries in the Asia Pacific region;
- Small scale farmers, agro-business industry, etc.

#### **8. Expected outputs**

- In the DFNet platform, workshop, and meeting;
- Promote the dragon fruit knowledge sharing via the DFNet platform;
- Establish standardized research methodology for major issues with knowledge sharing;
- Surveillance of emerging dragon fruit pests and diseases in the Asian and Pacific region;
- Document the best practices of good agricultural practice of different dragon fruit growing countries and share it with the DFNet members;
- Collect the dragon fruit varieties information and share it on DFNet platform;
- Combine the papers from the past dragon fruit workshops and have the publication;
- Establish Steering Committee of DFNet Platform.



Time	Program
September 8	Arrival of overseas participants From Tan Son Nhat International Airport to My Tho city, Vietnam (1.5-2 hours)
September 9	
8:30 – 9:00	<b><u>Registration</u></b>
9:00 – 9:30	<b><u>Welcome Remarks</u></b> Representative of SOFRI Representative of FFTC – Dr. Kuo Ching Lin Representative from Funding agency – Mr. Cheng-Yu Chang (Taipei Economic and Cultural Office in Vietnam) Introduction of participants Photo session
<b>Keynote Session</b> <b>Moderator: Dr. Hoa Nguyen Van</b>	
9:30 – 10:10	<b>Overall Dragon Fruit Production and Global Marketing</b> Dr. Robert E. Paull University of Hawaii, United States
10:10 – 10:30	<b>Coffee Break</b>
<b>Session One. Dragon Fruit Production and Post-Harvest Handling</b> <b>Moderator: Dr. Wen-Ju Yang</b>	
10:30 – 11:00	Breeding/Selection Dr. Wen-Li Lee Fengshan Tropical Horticultural Experiment Branch, Taiwan (R.O.C.)
11:00 – 11:30	<b>Thailand's production and quality system</b> Dr. Parson Saradhulhat Kasetsart University, Thailand
11:30 – 12:00	<b>Area Wide Suppression of Bactrocera Fruit Flies in Dragon Fruit in Binh Thuan, Viet Nam</b> Dr. Nguyen Thi Thanh Hien Plant Protection Research Institute, Vietnam
12:00 – 13:30	Lunch Break



13:30 – 14:00	<p><b>Innovations in dragon fruit postharvest handling in Vietnam</b></p> <p>Dr. Nguyen Van Phong Southern Horticultural Research Institute, Vietnam</p>
<p><b>Session Two. International Marketing of Dragon Fruit</b></p> <p><b>Moderator:</b></p>	
14:00 – 14:30	<p>Suppliers (growers)</p> <p>Dr. Niwat Sanoamuang Khon Kaen University, Thailand</p>
14:30 – 15:00	<p><b>The Dragon Fruit Export Challenge and Experience in Vietnam</b></p> <p>Dr. Phan Thi Thu Hien Plant Protection Department, Vietnam</p>
15:00 – 15:30	Coffee Break
15:30 – 16:00	<p><b>Tracing dragon fruits: introduction of a blockchain-based traceability system for exporting dragon fruit value chains</b></p> <p>Mr. Dang Duc Chien Institute of Policy and Strategy for Agriculture and Rural Development, Vietnam</p>
16:00 – 16:30	<p><b>The Dragon Fruit Industry and Import Situation in Japan</b></p> <p>Mr. Shinji Ohta President &amp; CEO, Creative House Corporation, Japan</p>
16:30 – 17:00	<p>Pending (Import country)</p>
September 10	
8:00 -	From the hotel to venue
<p><b>Session Three. Dragon Fruit Quality System, Quarantine Regulation, and Major Industry Constraints in Countries</b></p> <p><b>Moderator: Ms. Maria Theresa S. Medialdia</b></p>	
9:00 – 9:30	<p><b>Problems and Opportunities of Dragon Fruit Production in the Philippines</b></p> <p>Dr. Teddy F. Tepora Cavite State University, Philippines</p>



9:30 – 10:00	<p><b>Dragon Fruit Production and Marketing in Indonesia: Standard Quality in Global and Regional</b></p> <p>Dr. Irwan Muas Indonesian Tropical Fruit Research Institute, Indonesia</p>
10:00 – 10:30	<p><b>Status and Challenge of Dragon Fruit Production in Malaysia</b></p> <p>Mr. Ahmad Hafiz Bin Baharom Malaysian Agricultural Research and Development Institute, Malaysia</p>
10:30 – 11:00	Coffee Break
11:00 – 11:30	<p><b>Dragon Fruit Country Report in India</b></p> <p>Dr. Ganesan Karunakaran ICAR-Indian Institute of Horticultural Research, India</p>
11:30 – 12:30	<p>Discussion Session</p> <p>Mr. John Campbell and Dr. Bob Fullerton</p>
12:30 – 14:00	Lunch Break
<b>Steering Committee Meeting</b>	
14:00 – 16:00	<p><b><u>Steering Committee Meeting</u></b></p> <p>(Participants: Speakers, researchers, or dragon fruit interested attenders)</p> <ul style="list-style-type: none"> <li>● Improvement of DFNet platform</li> <li>● Scope and output of next year activity</li> <li>● Next Action Plan 2021 – 2023 for establish stronger regional DF networking</li> </ul> <p>Chairman: Mr. John Campbell Dr. Bob Fullerton and Ms. Maria Theresa Medialdia</p>
16:00 – 16:30	Coffee Break
16:30 – 17:00	<p>Closing Ceremony</p> <p>Representative of SOFRI</p> <p>Certificate session</p>