



By Liam  
Callaghan

Wednesday 30th September 2020, 8:27 GMT

## GI helps Binh Thuan dragon fruit



Dragon fruit grown in the Vietnamese region is set to benefit from having its geographical indication recognised by the EU

**T**he geographical indication (GI) of dragon fruit grown in Vietnam's Binh Thuan province could provide even more opportunities after being recognised by the EU.

According to a report from the Vietnam News Service, the EU will protect the GI as part of EU-Vietnam Free Trade Agreement, paving the way for other countries to take similar steps.

While Binh Thuan dragon fruit has been registered as a trademark in 13 countries including US, the UK, Germany, France, Japan, Thailand and Korea the GI provides extra protection to growers from the Binh Thuan province.

The report said since 2016, the province has licensed 17 more local producers of dragon fruit to use the GI, raising the total number to 96 to date.

It is hoped recognition from the EU will help Vietnam in its efforts to have other countries do the same. In particular, the Binh Thuan's Department of Agriculture and Rural Development is coordinating with the Binh Thuan Dragon Fruit Association to register the GI with Japan to help the fruit obtain broader access to the Japanese market.