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## Grobest – Minh Phu: Two strong brands “join hands”, shrimp industry benefits

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At a time when many shrimp processing and exporting enterprises as well as farmers are facing many difficulties such as uncontrolled epidemics, sharp declines in raw shrimp prices, etc., the combination between Grobest Group and Minh Phu Seafood Group not only ensures a source of clean shrimp to meet the needs of many demanding markets in the world, but also gives Vietnamese shrimp farmers more confidence to continue investing in production.

### Benefits of association

Currently, the largest shrimp import markets of Vietnam in the world such as the US, EU, Japan... are increasingly demanding on Vietnamese shrimp products, especially the issue of traceability.

In order to ensure a clean shrimp source to meet the export demand to demanding markets, Minh Phu Group Joint Stock Company - the seafood corporation with the largest seafood export turnover in Vietnam and a regional and global presence, has partnered with Grobest Group - Asia's leading aquaculture feed manufacturer to purchase clean raw shrimp in stable quantities, with diverse shrimp sizes... in farming areas using Grobest feed, raised according to Grobest's process on a national scale with prices 2,000 - 5,000 VND/kg higher than the market price.

Grobest is the first aquaculture feed manufacturer in Vietnam to be certified with BAP (Best Aquaculture Practices) by the Global Aquaculture Alliance (GAA). Meanwhile, Minh Phu is also one of the companies that has established a solid position in the field of shrimp processing and exporting that is difficult for any other company to keep up with. The evidence for this is that Minh Phu is the first shrimp processing and exporting company in Vietnam to achieve ACC\*\*\* certification for breeding, farming and processing of aquatic products.

To meet the most demanding requirements of many demanding markets, receive more orders from countries around the world, increase the export value of Vietnamese shrimp and profits for the Company, Minh Phu has chosen the solution of linking with Grobest to obtain ACC\*\*\*\* standards (seeds, farming, processing and feed). This is also the reason why Minh Phu accepts to purchase shrimp in farming areas using Grobest feed, farming according to the process, with farming diaries under the guidance of Grobest technical staff at a price higher than the market.

The association between Grobest and Minh Phu not only helps Minh Phu ensure a clean source of raw materials for export processing, increase product value, maintain and enhance Minh Phu's reputation and brand in the international market, but also helps Grobest affirm the brand value of a leading corporation in the field of aquatic feed production. In addition, it also helps shrimp farmers have more hope and peace of mind to continue production in difficult times like today.



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*Minh Phu is purchasing shrimp from households in farming areas using Grobest feed in Ba Tri district, Ben Tre province.*

### More peace of mind for shrimp farmers

While the Vietnamese shrimp industry is facing huge losses due to shrimp deaths due to disease, the habit of abusing chemicals by many farmers in environmental treatment... in shrimp farming areas using Grobest feed, under the guidance of Grobest technical staff, shrimp farming is still highly effective, with large, even shrimp size (30 shrimp/kg after 120 days of farming), beautiful shiny color...

In particular, the shrimp ponds when harvested are clean, completely free of prohibited substances, the shrimp are large and uniform in size, creating high aesthetics after processing. Therefore, when purchasing this high-quality source of raw shrimp, Minh Phu has launched products that meet the requirements of quality and food hygiene and safety of many demanding markets, making the Company's shrimp products have higher selling prices when exported.

Currently, Minh Phu is purchasing shrimp using Grobest feed in Ba Tri district, Ben Tre province at a price 2,000 - 5,000 VND/kg higher than the market price. Raw shrimp purchased by Minh Phu from these farming areas are transported to Minh Phu's seafood processing factories in Hau Giang, Ca Mau...

The entire Ben Tre province currently has about 30,000 hectares of shrimp farming area, of which more than 1/3 of the area uses Grobest feed. Shrimp farming areas using Grobest feed have high productivity and good quality because these farming areas are supported by Grobest technical staff, instructing farmers to follow the farming process without using banned substances, antibiotics, and applying the Biofloc process that the world is developing.

In addition, Grobest also has special products such as Vannamei Green, Grobest Green which are completely free of Ethoxyquin anti-mold. When raising shrimp in the final stage, using these products will give shrimp clean meat, ensuring quality requirements for export to demanding markets such as Japan, EU, USA and many other markets.

**>> Mr. Mai Van Hoang - Deputy General Director in charge of business of Grobest & I Mei Industrial Vietnam Company said: "Minh Phu buys at a higher price than the market price because the shrimp are raised with Grobest feed, according to Grobest's process, with good quality, ensuring food safety and hygiene... with documents proving the clean shrimp farming process. In particular, this combination will help Minh Phu prove that their processed shrimp products meet ACC\*\*\*\* standards, so when exporting, Minh Phu will gain higher value and profit, thereby purchasing raw shrimp from households using Grobest feed at a higher price".**

**Hai Bang**

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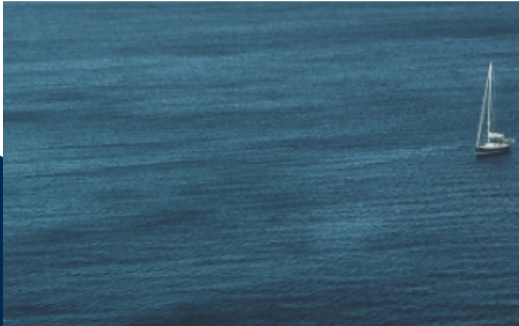


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