

INDUSTRY NEWS

Vietnam Livestock | Animal Health | Animal Nutrition

Pioneering Animal Welfare in Vietnam's Pig Farming Sector

Mavin Group has become the first in Vietnam to implement international-standard animal welfare practices by piloting a group housing model for sows at a 500-head farm in Hung Yen since May 2025.

This initiative incorporates advanced technologies like RFID tracking and automated feeding systems from Canada, ensuring individualized care, reduced stress, and improved productivity. Mavin also introduced free-farrowing pens, allowing sows to move and care for their piglets naturally. This transition not only enhances animal welfare but also aligns with global market requirements and boosts sustainable economic efficiency. As a strategic move, it reflects Mavin's long-term vision to modernize Vietnam's livestock sector and integrate into the global food supply chain through responsible and humane farming practices. (Source: Nha Chan Nuoi, July 4th 2025)

Traceability: A Key Step Toward Sustainable Livestock Development

Vietnam's livestock industry is embracing product traceability to enhance food safety, market access, and consumer trust.

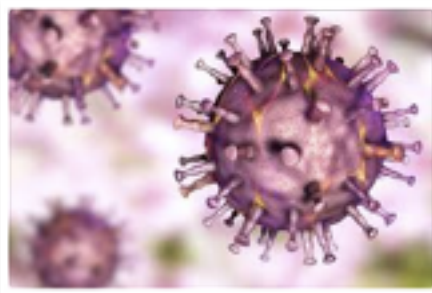


A national traceability system—developed by the Department of Livestock Production and VNPT—tracks products from farms to export, ensuring transparency and biosecurity.

Each product receives a unique QR code, helping prevent disease spread and enabling rapid response in outbreaks. The system also supports brand building, improves export competitiveness, and fosters a transparent production ecosystem.

Challenges remain, especially among small-scale farmers lacking tech infrastructure and awareness. To overcome these, authorities must expand training, technical support, and incentives for digital adoption. With strong cooperation between government, businesses, and farmers, traceability can lay the foundation for a modern, resilient, and globally competitive livestock sector. (Source: Nguoichannuoi.vn, 7th July 2025)





Vietnam's ASF surges in early 2025, high spread risk

The Department of Animal Health under the Ministry of Agriculture and Rural Development (MARD) indicated that in the first seven months of 2025, nearly 650 ASF outbreaks occurred in 30 out of 34 provinces and cities nationwide. This has resulted in over 43,000 pigs being infected, dying, or culled. Currently, 256 active outbreaks remain in 26 provinces and cities, not yet past the 21-day mark.

The Department of Animal Health warns that ASF is trending upwards, and the risk of spread remains high due to the prevalence of small-scale farming that lacks adequate biosecurity measures.

Inspectors are currently stationed in Ho Chi Minh City to monitor the entry of pork, particularly at the two major markets of Hoc Mon and Binh Dien, which are significant suppliers of wholesale pork, following the rapid resurgence of African swine fever (ASF) in the country. (Source: Saigon News 29th July 2025)

High-Quality Beef Cattle Farming Thrives in Hung Yen City

In recent years, Hung Yen City has developed high-quality, market-oriented beef cattle farming areas. Instead of expanding in quantity, local farmers focus on sustainable development by investing in hybrid cattle breeds with foreign genetics, utilizing agricultural by-products for feed, applying modern fattening techniques, and maintaining environmentally friendly practices.

Cooperative models in communes like Phu Cuong, Tan Hung, and Lam Son have enhanced production efficiency, ensured product quality, and improved environmental management.

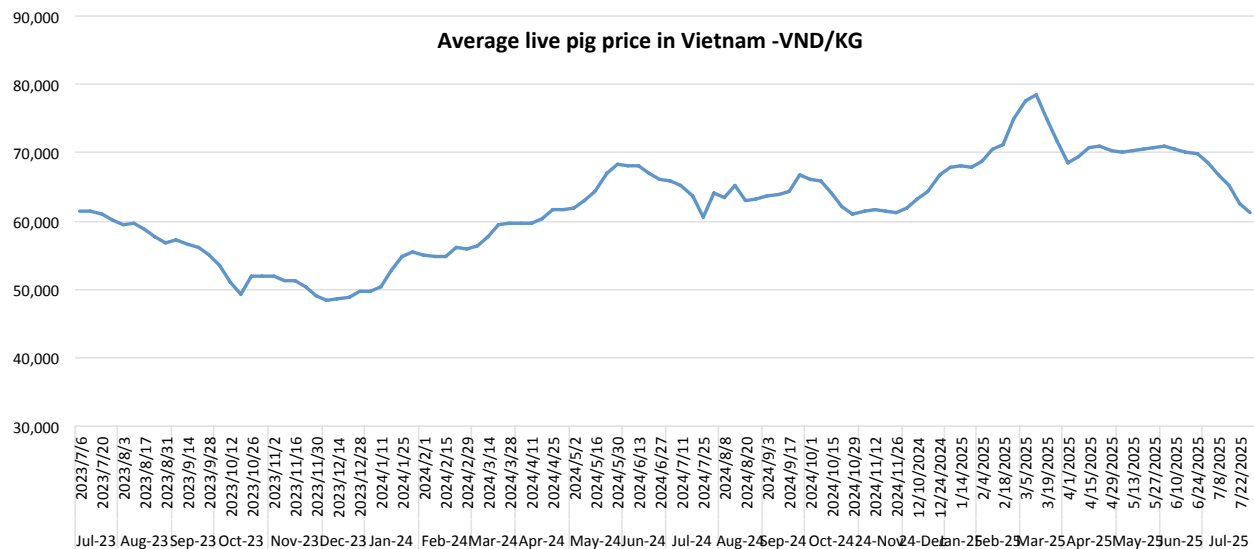
Over 90% of the city's 13,000 cattle are crossbred with superior meat quality. Farmers use cost-effective, nutrient-rich feeds made from straw, corn stalks, and other agricultural waste. With proper disease prevention and advanced housing systems, beef from Hung Yen is known for its tenderness, rich flavor, and high nutritional value.

Demand consistently outpaces supply, especially during holidays. The city supports this industry through technical training, breed improvement, and value chain development—laying the groundwork for a branded, sustainable beef sector with strong market connections and export potential. (Source: Nha Chan Nuoi, 4th July 2025)



Live pig price in July 2025

Vietnam average pig prices was VND 64,880 per kg in July, 7.8% decrease compared to the previous month and 1.6% higher than the same period last year. (Source: Vietnambiz and anovafeed, July 2025)



Piglet price in July 2025

Vietnam average pig prices was VND 2,060, 000 per piglet in July , same compared to the previous month and 33.1% higher than the same period last year. (Source: Vietnambiz and anovafeed, July 2025)

