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JBS begins beef exports to Vietnam

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JBS is shipping its first load of beef to Vietnam, totalling 27 tonnes processed at the Friboi facility in MozarlÃ¢ndia, GoiÃ¡s (GO), which was recently approved for exports to the Asian country. The ceremony celebrating this first Brazilian beef shipment to Vietnam took place in Rio de Janeiro and was attended by Vietnamese Prime Minister Phá°¡m Minh ChÃnh and Brazilâ??s Minister of Agriculture, Carlos FÃ¡varo.

The opening of the Vietnamese market represents more than just access to a new trade destinationâ??itâ??s a strategic move by JBS in Asia, a region with growing demand for animal protein and increasing economic relevance. In addition to MozarlÃ¢ndia, JBSâ??s facility in GÃ´iania has also been authorised to export to Vietnam.

With a population now exceeding 101 million, according to Vietnamâ??s General Statistics Office (GSO), and a Gross Domestic Product (GDP) growth estimated at 7.6 per cent in the second quarter of this year compared to the same period in 2024, the country is emerging as one of Southeast Asiaâ??s most promising markets for animal proteins.

In her speech during the event, JBS Executive Director of Corporate Affairs, Marcela Rocha, emphasised the importance of Vietnamâ??s market opening for Brazil: â??Being present in this market benefits the entire national agribusiness chainâ??farmers, industries, suppliers, and workers. This is a sector that represents 20 per cent of the GDP, creates jobs, and drives regional economies.â?•

In 2024, Vietnam imported around 300,000 tonnes of beef and buffalo meat, with a particular focus on products aimed at meeting the internal demand of a growing middle class. The countryâ??s sustained growth and rapid urbanisation are expected to further boost demand in the coming years, positioning Brazil as a key supplier to serve this market.