

Solutions for Promoting the Production and Consumption of Peaches, Plums and Pears in Tam Duong District, Lai Chau Province Today

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Abstract: Tam Duong district has a favorable geo-economic position because it is the gateway of Lai Chau city, one of the three key economic regions of Lai Chau province, with important advantages such as temperate climate, weather, fertile soil, and abundant source of water to develop the production of temperate fruit trees including Peach, Pear and Plum in the direction of specialized cultivation and commodity production. In this article, the author researches, analyzes and clarifies the current situation of development, production and consumption of temperate fruit trees as Peach, Pear and Plum, thereby giving some basic solutions to develop the production and consumption of these fruits in Tam Duong district in order to effectively promote the socio-economic potential of the district and contribute to sustainable development.

Keywords: Tam Duong district; Peach; Pear; Plum; Temperate fruit trees; Production and consumption of Peach, Pear, and Plum.

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I. Introduction

Studies on agricultural development in general, development and production of temperate fruit trees in particular have been interested and mentioned by many researchers in a number of typical works such as: “Northwest Agriculture: Identification of challenges and development orientation in the context of climate change” [1]; “Challenges and solutions for sustainable development of fruit trees in Son La province” [2]; “Advantages and disadvantages in developing fruit trees in the Northwest region” [3]...In the articles “Challenges and solutions for sustainable development of fruit trees in Son La province” [2] và “Advantages and disadvantages in developing fruit trees in the Northwest region” [3] author Do Thi Mui has researched and analyzed to shed light on the development potential of fruit trees in Son La, and some other northwestern provinces of Vietnam, thereby affirming that, in recent years, fruit trees have had a strong development with a high economic efficiency, contributing to hunger eradication and poverty reduction for the upland people. However, the development of fruit trees also faced many great challenges in terms of price, quality, area expansion, product processing, market, etc. Therefore, the solutions in terms of planning, varieties, labor, investment, science and technology, etc. are very essential for the sustainable development of fruit trees towards high economic efficiency.

In-depth studies on technical measures to improve production and development of temperate fruit trees including Peach, Pear, and Plum for high economic efficiency are analyzed and clarified through the works *Techniques for planting fruit trees to achieve high economic efficiency (Peach, pear, and plum trees)* [4]; article “*Research, selection and development of some temperate fruit tree varieties (Persimmon, Pear, Peach) in the North*” [5] and State-level Science and Technology Project “*Research on integrated technical measures to develop high-quality temperate fruit trees (Plum, Persimmon, Peach) in Northern mountainous provinces (2004-2006)*” [6]...In the State-level Science and Technology Project “*Research on integrated technical measures to develop high-quality temperate fruit trees (Plum, Persimmon, Peach) in Northern mountainous provinces (2004-2006)*” [6] authors have researched and identified integrated technical measures to improve the yield, quality and promote the development of temperate fruit trees (Plum, Persimmon, Peach) in accordance with natural conditions, and effectively take advantage of resources of the northern mountainous provinces, contributing to socio-economic development, towards sustainable development in the region.

In the article “*Research, selection and development of some temperate fruit tree varieties (Persimmon, Pear, Peach) in the North*” [5], with the goal of developing a number of temperate fruit trees (persimmon, pear, peach) to serve the crop structure transformation and improve income for people in the northern mountainous region, authors including Do Sy An, Le Quoc Doanh, Nguyen Van Toan, Nguyen Quang Hung, and Nguyen Van Nhat have identified areas capable of planting temperate fruit trees in the northern mountainous region;

selected 1-2 varieties with higher yield than old ones for each type of tree (persimmon, pear, peach); completed the techniques of sustainable intensive farming for each temperate fruit tree (persimmon, pear, peach). At the same time, thanks to the research results of the project, it is possible to build a trial model of temperate fruit trees (persimmon, pear, peach) by the best techniques selected, and transfer techniques of sustainable intensive farming of temperate fruit trees (persimmon, pear, peach) to people.

There have not yet been any studies directly mentioning the development, production and consumption of Peach, Pear, and Plum in Tam Duong district by researchers. In the scope of this article, the author researches, analyzes and clarifies the current situation of development, production and consumption of temperate fruit trees including Peach, Pear, and Plum, thereby proposing some basic solutions to develop the production and consumption of Peach, Le and Plum in Tam Duong district in order to effectively promote the socio-economic potential and contribute to the sustainable development of the district.

1. Content

1.1. Overview of some characteristics and values of Peach, Plum, and Pear trees

1.1.1. Pear tree

The pear tree is a perennial fruit tree which prefers the temperate climate, with high nutritional and economic values, so this fruit is very strongly consumed in the market. The annual global output is 15-16 million tons. In Vietnam, the pear tree is grown mainly in the highlands of the northern borders provinces such as Lang Son, Cao Bang, Ha Giang, Lao Cai, Lai Chau, Son La, etc. In recent years, the pear tree and many other fruit trees have contributed to solving economic, social and environmental issues for tens of thousands of hectares of barren land in our country.

Regarding nutritional values, it is not a coincidence that the pear tree has long been praised in folk songs: "Pear has all five tastes". Pear contains a large amount of sucrose, pectin, and some amino acids C, A, etc.

Regarding economic values, the survey shows that an 8-year-old pear garden is capable of harvesting 20-25 tons of fruits per hectare per year. At an average price of 25,000 VND for 1 kilogram of pears, the average income per hectare in 1 year is about 500-625 million VND. After deducting all expenses, every hectare provides revenue of 300-400 million VND per year - a significant income, especially for farmers in the highlands. With a long life and exploitation period, just one planting can produce many years of harvest, even hundreds of years later. Pear is an easy-to-care tree which requires no complicated techniques, just needs patience. The cost for initial investment is not too large: the initial investment cost in fertilizers and seedlings is approximately 40-50 million VND per hectare. In addition, it is possible to take advantage of unemployed labor in mountainous areas, generating income for upland people.

1.1.2. Plum tree

Regarding nutritional values. Plums contain 82% of water, 8-10% of powdered sugar, 1.5% of Acid, Vitamin A, and minerals such as Fe, Ca, P, Mg, K, Mn, etc. at 0.6%. For delicious plum varieties, 100g of fruit flesh contains 3.9g of Gruxit, 0.6g of Protid, 1.3g of Acid, 2.8mg of Calcium, 20mg of P, 3mg of Vitamin C, 0.1mg of Carotene, and vitamins B1, B2 and PP.

Regarding economic values, the plum tree has been considered a poverty alleviation tree that has helped many farming families to increase their income significantly. Planting plum trees in the garden gives a higher economic value than other plants such as oranges, bananas, sapodilla, etc. With the same area, the plum trees' economic value will be many times higher than that of rice. For example, in the Tam Hoa plum garden (Bac Ha-Lao Cai), a plum tree in the high-yielding period can create an output up to 250 kg of fruits, equivalent to 2 - 3 poles of rice with an average yield.

The plum tree has many flowers containing pollen, so it is a source of honey for beekeeping. In addition, with a large and wide canopy, and luxuriant leaves, the plum trees can green the bare land, bare hills in the rainy season, thereby improving the environment, expanding land cover, and creating jobs for tens of thousands of laborers in the midland and mountainous areas.

Regarding medicinal value, the plum tree is also used in traditional oriental medicine to treat constipation, laxative, urticaria, anemia, dysentery, diabetes, etc. In folk, plum tree is also known as "li tu, li thuc, gia khanh tu"... Parts of the plum tree such as fruit, roots, resin, leaves, kernels, etc. all have medicinal effects.

1.1.3. Peach tree

Regarding nutritional values, peach is very rich in nutrients such as high sugar content, and less acid content than plums and apricots. Peach has a nice shape and its flesh contains many types of sugar, malic acid, citric acid and yellow flesh varieties also contain a lot of Vitamin A.

Regarding economic values, ripe peach is a very nutritious fruit that most people like and mainly eat directly without processing. It can be processed into jams, canned goods, fruit juices and dried fruits, fruit wine,

syrups, confectionery, candies, sugared dry apricot, salted fruits, and so on. Peach trees are planted for aesthetics because they have many blossoms that bloom right on the Tet holiday. Peach blossom is an indispensable flower in every family on New Year's Eve and spring.

Regarding medicinal value, peach has an effect on blood tonic and cancer prevention: According to traditional oriental medicine, peaches are positive, sweet and sour, and very good for blood, and beautification. Peach contains protid, lipid, glucide, fiber, vitamins and trace elements. Peach can help to prevent iron deficiency anemia, freeze blood, cirrhosis, and is very effective to treat cirrhosis. In addition, it also promotes the circulation of red blood cells in the liver, promotes bile secretion, eases the respiratory system, and relieves cough and asthma. Some effects of the peach are: laxative, active blood, lowering blood pressure, treatment of dyspnea, productive cough, and circulation of blood. It is mainly used to treat constipation, cough, dry mouth, dry tongue, etc. Therefore, planting peaches is highly economic for farmers.

2.2. Current status of production and consumption of Peach, Plum, and Pear in Tam Duong district, Lai Chau province

2.2.1. Natural conditions of Tam Duong district and favorable conditions for the development of peach, plum, and pear trees

Tam Duong is a mountainous district located in the northeast of Lai Chau province, planned and identified as "the dynamic economic zone of national highway 32, 4D" - one of the three key economic zones of the province. The district has a favorable geo-economic position as the gateway of Lai Chau city, located on the traffic route connecting Ma Lu Thang border gate and Lao Cai international border gate. The Lai Chau - Lao Cai - Hanoi expressway which is in the stage of investment and preparation, is very convenient for the production and consumption of fruit trees. Currently, Tam Duong district has a total natural land area of 68.452,38 hectares, of which 44.449 hectares are agricultural land, accounting for 65% of the district's natural area.

Tam Duong district has a temperate climate and weather, suitable for planting macadamia, pear, orange, peach, and plum trees, forming a temperate fruit area concentrated in communes: Giang Ma, Then Sin, Ho Thau, Ban Giang. Thanks to fertile land and abundant water resources, Tam Duong district actively exploits its potential and produces agricultural commodities. As a result, this district forms concentrated agricultural production areas, thereby increasing people's income. Tam Duong district is blessed with fertile agricultural land, abundant water resources, and favorable conditions for agricultural production.

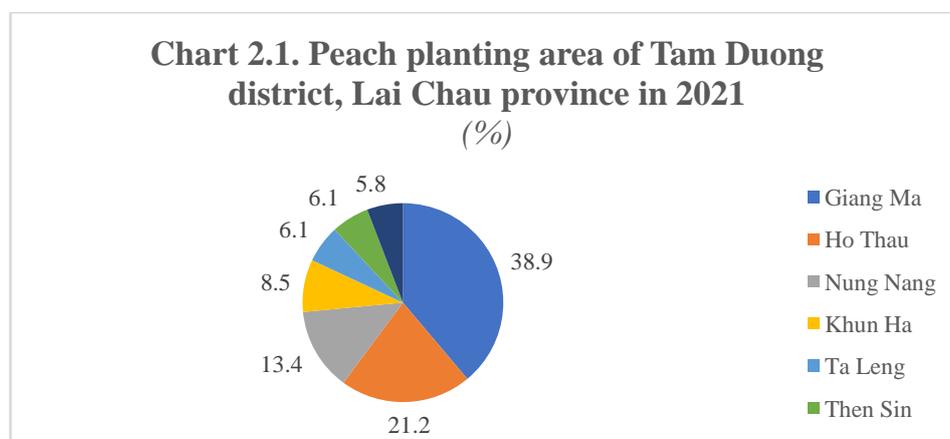
With the potential and available advantages, over the years, the District Department of Agriculture and Rural Development has actively taken measures to ensure agricultural production in the direction of concentrated goods, mobilized farmers to apply scientific and technical advances to intensive farming, increase more crops, and change the structure of crop and livestock varieties for high productivity and quality, expanded the model of linkage between enterprises, cooperatives and farmers according to the value chain from post-harvest preservation of agricultural products, product consumption, production and processing.

Over the years, the district has paid attention to leading and directing the restructuring of the agricultural sector, focusing on developing advantageous crops and livestock such as rice, tea, macadamia, galangal, fruit trees, etc. and initially forming concentrated production areas, thereby creating a number of agricultural products to supply the market, contributing to increased income and the reduced poverty rate for the people. In 2020, the production value of agriculture, forestry, and fishery was 892/820 billion VND, reaching 108.9% of the planned target, accounting for 36.9% of the total production value, an increase of 348 billion compared to that of 2015. The structure of production value accounted for 36.9%, the average food per capita was 730 kg/person/year, and the value of exported agricultural products reached 60 billion VND. The total planted area of seed trees is 9.205 ha, an increase of 262,5 ha compared to that of 2015; the food production was 41.170 tons, an increase of 1.720 tons compared to that of 2015 [7].

2.2.2. Some achievements in the production and consumption of Peach, Plum and Pear in Tam Duong district, Lai Chau province today

Regarding the planting area of Peach, Plum, and Pear in Tam Duong district

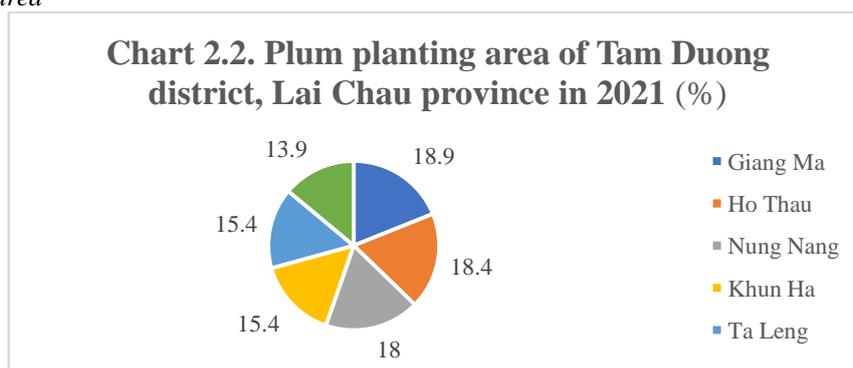
- Peach planting area



(Source: Tam Duong District Department of Agriculture and Rural Development)

By 2021, Tam Duong district has planted 82.1 hectares of peach trees in 7 communes of which the largest peach planting area is Giang Ma with 31.91 hectares, accounting for 38.9%. Giang Ma is a traditionally agricultural commune, located in the northwest of Tam Duong district with a total natural land area of 3.499,15 ha. This commune has a large natural area with large agricultural land, characterized by the typical climate of the region with a low temperature and a distinct difference in altitude, which is a great potential for development to form commodity-oriented agricultural production areas, especially temperate crops. The second rank is Ho Thau commune with 17,39 ha, accounting for 21,2%. This commune is located in the north of Tam Duong district, with a total natural area of 4.490,09 ha, together with a great potential for climate, fertile land, abundant labor resources, and favorable conditions for agricultural development. The third rank is Nung Nang commune, with 11,0 planted hectares, accounting for 13,4%. Nung Nang is a highland commune in Tam Duong district with a total natural area of 3.624,11 hectares. The commune is adjacent to Lai Chau city, with a convenient transport system and position, and has a potential for land and climate to form specialized farming areas for temperate crops. The remaining 04 communes including Khun Ha, Ta Leng, Then Sin and Son Binh have smaller planted area, of which Son Binh commune's planted area is the least at 4,8 ha, accounting for 5,8%.

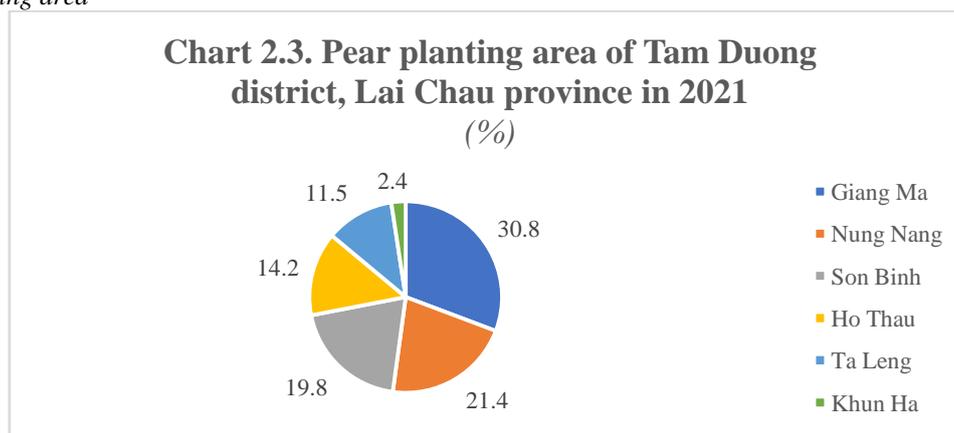
Plum planting area



(Source: Tam Duong District Department of Agriculture and Rural Development)

By 2021, Tam Duong district has planted 45.41 hectares of plums in 6 communes, of which the commune with the largest plum planted area is Giang Ma with 8,57 ha, accounting for 18,9%. The second rank is Ho Thau commune with 8,36 hectares, accounting for 18,4%. The remaining 03 communes including Khun Ha, Ta Leng, and Ban Hon have smaller planted areas, and the lowest is Ban Hon commune with 6,30 ha, accounting for 13,9%. Khun Ha and Ta Leng communes have the same planted area of 7 hectares, accounting for 15,4%.

Pear planting area



(Source: Tam Duong District Department of Agriculture and Rural Development)

By 2021, Tam Duong district has planted 148.04 hectares of Pears in 6 communes of which the commune with the largest pear planting area is Giang Ma with 45,54 hectares, accounting for 30,8%. The second rank was Nung Nang commune with 31,64 hectares, accounting for 21,4%. Son Binh commune ranked third with 29,33 hectares, accounting for 19,8%. The remaining 03 communes including Ho Thau, Khun Ha, and Ta Leng have smaller planted areas, of which the lowest was Khun Ha commune with 3,50 hectares, accounting for 2,4%. Ho Thau and Ta Leng communes accounted for 14,2% and 11,5% respectively. Based on the analysis mentioned above, it indicates that the planted area of Peach, Plum, and Pear is mainly concentrated in some localities such as Giang Ma, Nung Nang, and Ho Thau which have great potential in terms of land, climate, and labor resources to plant temperate fruit trees of Tam Duong district.

** Regarding the consumption*

The consumption of Peach, Pear and Plum is mainly implemented by local people. Before the outbreak of Covid-19 pandemic, the consumption of peaches, pears and plums was quite convenient through various forms such as sales to traders, sales through social networking platforms to consumers, etc. The channel of consumption is still simple without various agents.

Currently, the output of pears produced are always sold out at a stable price of about 30.000 VND/kg depending on the type. During the Covid-19 epidemic, there has been a decrease of price but not too much, approximately 20%. Moreover, pear planters are quite convenient in business when traders directly coming to buy at the garden, or they bring pear to the market for sales. The number of households using social networks for sales is not as much as that of peaches.

Currently, the consumption channel of Peach, Pear and Plum is relatively simple with the following 02 main channels:

- Channel 1: Planters of Peach, Plum, and Pear will directly sell to traders (who come and buy directly at the garden, or planters bring them to the market for sales), then the trader will distribute to retailers in the district, province or transport to Lao Cai, Yen Bai or Hanoi and finally sell to consumers. This channel does not optimize the profits for planters but it is stable in output.
- Channel 2: The households planting peaches, pears and plums will sell directly to consumers. They will directly bring fruits to the market in order to sell to consumers in the district or through IT apps to reach consumers outside the district and the province. This channel also helps people to sell at a higher price and advertises the peaches, pears and plums of Tam Duong and Lai Chau.

Regarding economic efficiency

Thanks to the policy of developing temperate fruit trees and organic peach, plum and pear planting areas by the provincial agricultural extension center in order to support the local people about varieties, and techniques for caring for peach, plum, and pear trees, they have improved livelihoods, increased their income, and significantly upgraded living standards, effectively contributing to the poverty reduction in Tam Duong district. Peach, plum, and pear trees grow and develop strongly in line with the climate and weather conditions of the area. The income from fruit trees is quite high. Some households can earn over 100 million VND/year. Some typical examples that we can mention are Mr. Hoang Dinh Vuong's household in Giang Ma commune with profits of 150 million VND/year; Mr. Le Xuan Thao's household in Giang Ma commune with profits of 150 million VND/year and Mr. Giang A De's household in Giang Ma commune with profits of 50 million VND/year.

VND/year [8]. Peach, Plum, and Pear are increasingly famous in the domestic and foreign markets with many outstanding achievements in the development and production of Peach, Plum, and Pear.

According to Mr. Giang Pao Giang (in Giang Ma village), his family has 46 early-ripening peach trees of DCS1 variety planted in 2010. On average, his family's profits per year from selling peaches is 30 million VND. At the beginning of the crop, his family can sell peaches at a price of 30.000 - 50.000 VND/kg, even there are many days they cannot pick it up in time to sell. Previously, his family's nearly 1 hectares of hilly land was only used to grow corn, but the profit was low, only more than 2 million dong after deducting all expenses. Therefore, when the commune issued a policy of planting early-ripening peaches, the family invests tens of millions of dong to hire workers to improve land for planting early-ripening peaches. So far, the family has 100 peach trees planted since 2015. Thanks to good adherence to planting and care techniques, the peach areas give a high yield. In order to advertise peaches, people in the district have also quickly adapted to the trend of online advertisement through personal facebook pages, websites, ads to reach and attract more consumers who ordered at a price of 30-50 thousand VND/kg. Compared to rice and corn, the peach tree has 3 times higher economic value. At the end of the crop, the price of peaches can reach 70.000 VND for 1kg.

In addition to improving income for the people of Tam Duong district from harvest and sale in the market, people also have another income from community tourism and eco-tourism. In Ho Thau communes with 3 concentrated hectares of ready-harvested peaches, [9] the community tourists coming to Si Thau Chai (Ho Thau commune) can see the peaceful beauty of the village and enjoy the ripe, delicious peaches.

The areas of planting pears in the Giang Ma commune (Tam Duong) area create an income of about 300 million VND/ha. Mr. Thao A Lung (Say San I village) shared that, in 2016, his family boldly planted more than 120 pear trees on an area of 2,000m². After 5 years of caring, the pear tree grows and develops well, and can be harvested by 2020. In last year's Pear crop, his family harvested more than 4 quintals of pears which were sold to the market for an average price of 25.000 - 35.000 VND/1kg, earning over 12 million VND [10].

Especially, the purchase of Peach, Plum, and Pear flowers on Tet holiday has become a popular trend of people. Off-season peach, plum, and pear which look like dry firewood but cost millions VND. About more than 2 months before the Lunar New Year, the branches of Peach, Plum, and Le have been "transported" to Hanoi, the provinces of the Northern Delta, the Northern Midlands, and even provinces in the Central and Southern regions for sales everywhere at a relatively high price, but they are attracted and purchased by many people.

Regarding the policy on development, production and consumption of Peach, Pear and Plum

In the past time, leaders of Lai Chau province and Tam Duong district have paid attention and issued many important documents in the long term to promote socio-economic development in general and fruit trees in particular, such as Decision No. No. 692/QD-UBND dated July 2nd, 2019 of the People's Committee of Lai Chau province on approving the Project of supporting the development of temperate fruit trees in Tam Duong district in 2019, Decision No. 1446/QD-UBND dated November 5th, 2019 on issuing lines of important goods and products, encouraging and prioritizing support of linkages associated with production and consumption of products in Lai Chau province, Decision No. 1447/QD-UBND dated November 5th, 2019 of the People's Committee of Lai Chau province on promulgating the Categories of key agricultural products of Lai Chau province, Resolution No. 05-NQ/TU dated February 22nd, 2021 of the Lai Chau Provincial Party Committee on the development of concentrated commodity agriculture in the period of 2021-2025, with orientation to 2030; Resolution No. 07/QD-HDND dated March 22nd, 2021 of the People's Council of Lai Chau province regulating the policy on the development of concentrated commodity agriculture in the period of 2021-2025, Decision No. 423/QD-UBND dated April 19th, 2021 of the People's Committee of Lai Chau province on approving the Project of developing concentrated commodity agriculture in the period of 2021 - 2026, with a vision to 2030.

By determining the district's great potential for developing temperate fruit trees including Peach, Plum, Pear and agricultural development orientation of Tam Duong district to 2020, vision to 2030, Tam Duong district has issued Plan No. 515/KH-UBND dated August 28th, 2015 of Tam Duong District People's Committee on implementing the Project of restructuring the agricultural sector to 2020, with a vision to 2030; Plan No. 46-KH/HU dated March 22nd, 2021 of Tam Duong District Party Committee on developing the fruit trees with high economic value in the period of 2021-2025; Plan No. 590 KH-UBND dated May 18th, 2021 of Tam Duong District People's Committee on developing the fruit trees with high economic value in the period of 2021-2025 in Tam Duong district. All of them are important orientations for developing the fruit trees in Tam Duong district.

2.2.3. Some limitations in the development, production and consumption of peach, plum and pear trees in Tam Duong district, Lai Chau province today

First of all, The scale of planting peaches, plums and pears is still small, scattered. Many areas that have favorable conditions, but have not been yet focused on expanding and developing commodity-oriented production in Khun Ha and Ta Leng, Son Binh communes and some areas in Ho Thau, Giang Ma, etc. Currently, in many areas of planting peaches, plums, and pears, people have not paid much attention to intensive

farming and care. Many farmers faced difficulties in pests, diseases, and their planting and caring techniques are based on experience without applying safe production processes, understanding the effectiveness from planting and caring of peach, plum and pear trees in the sustainable organic direction, so productivity, quality, and appearance of Peach, Plum, and Pear products have not yet met the requirements as well as improved the competitiveness of products in the market.

Secondly, the planning and development of commodity production by concentrated areas takes place slowly, the quality of some products is not high, the scale of the production area still includes many small-sized products, there is a lack of processing facilities; linkages in production and consumption of products are few and not close; attracting investment in the agricultural sector faces many difficulties; the development of trademarks, brand names of agricultural products has been slowly implemented; the commercial promotion, consumption market searching for agricultural products are still limited [7].

Thirdly, the economic efficiency of Peach, Plum, and Pear trees is not high due to the inefficient exploitation of economic and medical values of Peach, Plum and Pear trees without attention to commodity-oriented processing of products from Peach, Plum, and Pear. Instead, they mainly harvest, then bring them to the market for sales, do not diversify products processed from peaches, plums, and pears according to the commodity production chain such as salted dry apricot, wine, syrup, medicinal herbs, etc. to fully exploit their nutritional and medical values in order to meet market requirements.

Fourthly, there are currently no enterprises or cooperatives in the district that invest in joint ventures in the cultivation, processing and consumption of products; 100% of products are not put into preliminary processing, only used directly, and consumed in the district. The farms, and gardens have not been yet developed into a concentrated commodity production areas, so people are dependent on the market, leading to erratic increases and decreases in prices, causing loss to producers.

Fifthly, although Peach, Plum and Pear trees initially affirm their position in the market, the development of trademark have not been paid much attention, so they have not yet got sustainable trust of customers. In fact, Peach, Plum, and Pear are all fruit trees that spoil quickly, while households mainly consume in small scale with no investment in trade promotion to support consumption, no attention to propaganda and promotion. The product packaging are mainly plastic bags which are not good in appearance and have negative effects on the environment.

2.3. Some solutions to develop Peach, Plum and Pear trees, contributing to economic development in Tam Duong district, Lai Chau province

Firstly, in addition to the synchronous and effective implementation of the State's policies for Tam Duong district, it is necessary to well implement separate development support policies for high-quality peaches, plums and pears. The disproportion between the production of Peach, Plum, and Pear and the natural conditions, potential and advantages of the district, and the trade promotion activities and development of trademarks for the tourism development in Tam Duong district should be solved thoroughly.

Secondly, in order to avoid the situation of good harvests and devaluation, the Party committee and government need to develop the Peach brand, find a stable output to increase income for people to eliminate hunger and reduce poverty.

Thirdly, it is necessary to orient and support people to upgrade the infrastructure of farms and gardens to develop eco-tourism, both supporting the consumption of products and increasing income for farmers.

Fourthly, it is necessary to improve the techniques and processes of planting temperate fruit trees.

Fifthly, it is recommended to promote eco-tourism, community-based tourism, and agricultural tourism, orient and support people to upgrade the infrastructure of farms and garden houses to develop eco-tourism while supporting the consumption of products to increase income for farmers. Build an eco-tourism model in combination with developing tourism activities associated with agriculture to effectively exploit the potential and inherent strengths of the locality; build a typical agricultural tourism model linking value chains from farmers, banks, scientists and travel agencies to innovate products towards sustainable development of this type of tourism that requires the construction and completion of infrastructures to support tourists within the tourist destination, communication services, connection of national and international tour routes, investment in a team of skilled and professional human resources in tour guiding and serving. The method of operating models linking products and services into a closed process to serve visitors has not yet met the requirements...

The model of community tourism, or farm tourism is a type of local export, meaning that the products are sold directly to tourists. Therefore, agricultural tourism must be oriented, planned, instead of spontaneity. This is in dire need of strong involvement of specialized agencies and authorities. Currently, some areas in the district have their own models, but they are still mainly spontaneous and not synchronized. Therefore, the serious, scientific and objective studies are very essential to quickly find the right and effective orientation for the development of agricultural tourism products, thereby forming eco-tourism sites with experience of sightseeing, check-in, and recording of wonderful moments in the peach, pear, plum blossom season or in the

ripe fruit season associated with the promotion of local community culture, or camping and overnight in the gardens of Peach, Plum, and Pear.

The combination of developing fruit trees in the direction of organic agriculture and community-based tourism shows positive results. With the production model associated with eco-tourism, community-based tourism will also create more jobs for local ethnic minority laborers. Moreover, the development of green agriculture based on this model will also improve economic efficiency, create an additional highlight of tourism associated with agriculture.

3. Conclusion

After determining that temperate fruit trees are an economic crop for farmers in the area, in order to promote the potential and advantages of the district, and encourage people to exploit these advantages in agricultural production, especially temperate fruit trees including Peach, Pear, Plum, Tam Duong district has directed the effective implementation of agricultural policies of the Central government and Lai Chau province for many years. Up to now, localities planting temperate fruit trees including Peach, Plum and Pear have gradually formed concentrated commodity production areas with high economic value. At the same time, the high economic efficiency from peach, pear and plum fruit trees has contributed to increasing forest cover, creating more jobs for ethnic minority laborers, and improving income for local people. In the coming time, Tam Duong district will continue to develop temperate fruit trees through the support policy under Decision 29 of the Provincial People's Committee. In addition, the district also makes plans to promote production linkages based on the agricultural product value chain, innovates and improves the efficiency of the production and management work in local agriculture, and attract the investment from reputable and professional enterprises in commodity production areas, associated with product consumption.

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- [10]. <https://baolaichau.vn/kinh-t%E1%BA%BF/tam-%C4%91%C6%B0%E1%BB%9Dng-t%E1%BA%ADp-trung-ch%C4%83m-s%C3%B3c-c%C3%A2y-%C4%83n-qu%E1%BA%A3-%C3%B4n-%C4%91%E1%BB%9BiTam> Duong focusing on caring of temperate fruit trees, Tuesday, 30/03/2021 - 15:51'

Ngo Thi Tan Huong. "Solutions for Promoting the Production and Consumption of Peaches, Plums and Pears in Tam Duong District, Lai Chau Province Today." *IOSR Journal of Research & Method in Education (IOSR-JRME)*, 12(05), (2022): pp. 62-69.