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Vietnamese lychees hit North America

29 July 2025 | News

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Vietnamâ??s iconic fruit, the lychee, has officially landed on the shelves of Costco, the largest retail chain in the United States, marking a significant achievement for the countryâ??s agricultural export sector.

As of July 2025, Vietnamese lychees are now available in 635 Costco stores across the US and Canada, as well as at other leading retail chains such as Safeway. This milestone is part of a broader effort to bring premium Vietnamese produce to North American consumers.

According to the local media, the initiative is being led by Dragonberry Produce. This US-based premium fruit importer is distributing Bac Ninh-grown lychees under the â??Golden Lycheesâ? brand. This marks the companyâ??s third consecutive annual campaign to promote Vietnamese lychees in North America, according to the Vietnam Trade Office in San Francisco.

Grown to Global G.A.P. standards, the lychees are known for their vibrant red-pink colour, crisp texture, and naturally sweet flavour. They also meet strict US phytosanitary standards. After receiving irradiation treatment in Vietnam to meet import requirements, the fruit is shipped by sea to the US, ensuring it retains its freshness and quality on arrival.

The appearance of Vietnamese lychees in top-tier retail outlets like Costco and Safeway highlights their growing global recognition and commercial success. Representatives from Dragonberry noted that American consumers have increasingly embraced the unique flavour of Vietnamese lychees and that demand continues to grow.

Beyond distribution, Dragonberry is working closely with local cooperatives and producers in Vietnam to standardise cultivation, post-harvest handling, and packaging practices, laying a solid foundation for long-term success. These collaborations also support expansion into additional fruit exports such as longan, dragon fruit, and passion fruit, in a bid to

boost volumes and promote sustainable agricultural development.

This latest achievement not only affirms the high quality of Vietnamâ??s fruit exports but also showcases the countryâ??s ability to meet international standards and appeal to discerning global markets.