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**Competitiveness Analysis for Major Agricultural Products in the Mekong Delta:
The Case of Tien Giang Province**

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This study examines the international competitiveness of agricultural production in Tien Giang province in Vietnam's Mekong River Delta. Competitiveness was measured in terms of domestic resource cost (DRC) ratios for rice, citrus and shrimp at the farm level. The results highlight that for 2004, rice and shrimp were potentially competitive while citrus was somewhat not competitive. To supplement and strengthen the competitiveness analysis, focus group interviews of farmers and an experts survey were carried out. The results suggest that, to sustain agricultural competitiveness in the context of regional integration with ASEAN Free Trade Agreement (AFTA), information on market prices and trends as well as on agricultural technologies should be disseminated with much greater effort.

Keywords: Mekong River Delta, domestic resource cost, competitiveness analysis, focus group interview