Hai Hau is fragrant rice. The seed is narrow and well defined with an average length of 7.81 mm, an average width of 2.47 mm and a clear blue colour. The rice has a characteristic light fragrance.

The Tam Xoan rice variety is cultivated in Hai Hau. The land for cultivating rice seedlings must be of good quality with sufficient light and water. The rice seedlings are planted at 40-45 days of age during the period of 10-15 July. Rice can be harvested 30-35 days after flowering, when 85% is ripe. After being harvested, the rice must be dried, fanned, packed and preserved in a clean and dry environment. The cleaning phase involves removing the bran, grit, husks and weeds, but leaving 10% broken rice in order to increase fragrance without detriment to the quality of the cooked rice. Hai Hau rice is processed using two methods: manual pounding and rubbing (to whiten). The processed rice is packed immediately. The packaging must be labelled.

Hai Hau Tam Xoan rice is a traditional and well-known speciality cultivated in certain areas of the Hai Hau district of Nam Dinh province. It is grown under specific conditions in terms of climate, soil, rice variety, and subjected to particular cultivation and production processes. This combination of conditions contributes to creating a rice with specific qualities that distinguish it from all others. For this reason, during the feudal reign, Tam Xoan rice was used as a gift for the royal court and was known as ‘the rice to be offered to the King’. Tam Xoan rice is still well known and appreciated by consumers today.