



ASEAN LEARNING SERIES

On Quality Management along the Agri-Value-Chains

Bangkok, Thailand 29 - 31 May 2018



AFOSP-MTSP2



ASEAN
FOUNDATION



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FINAL DRAFT REPORT

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On Quality Management along the Agri-Value-Chains

Bangkok, Thailand, 29 -31 May 2018

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Executive Summary

Introduction

This report was commissioned to consolidate the learnings and recommendations that arose from the ASEAN Learning Series on Quality Management along Agri-value Chains (ALS). ALS facilitates peer to peer learning in areas of farmer empowerment and participation in the global value chain. Organised thematically around experiences, case studies and best practices on innovative agricultural development, ALS is a continuation of the ASEAN Learning Route (ALRAC) and ASEAN Learning Series and Policy Engagement on Agricultural Cooperatives (ALSPEAC).

For farmers to stay competitive, consistent product quality, branding and managerial know-how has become increasingly necessary. The growing importance of product traceability – verifying source and quality of products that enter a country – cannot be ignored. Food systems are becoming vertically-integrated, concentrated in fewer hands (from input provisioning to food distribution) and buyer driven.

This presents numerous challenges for most ASEAN farmers who are resource-constrained small-scale producers competing mostly on the basis of price rather than quality.

To help farmers navigate these changing market conditions and face new challenges, ALS was designed to:

- Strengthen the role of agricultural cooperatives in addressing the opportunities as well as challenges of the ASEAN Economic Community (AEC) and market integration.
- Improve farmers' confidence in business match-making and value chain participation.
- Learn from best practices, exchange ideas and network with producers and buyers at the regional ASEAN level.

Indeed, present were 5 ASWGAC Focal Points, 1 ACEDAC Focal Point, in addition to 4 professionals from 4 ASEAN member states who gained knowledge and deepened appreciation of the role of Agricultural Cooperatives in AEC.

Experts, experienced practitioners and ASEAN resource persons were invited to share and exchange knowledge on: business planning and marketing strategies for commercialisation of agricultural

products; securing Public-Private Partnership to support producers to access new markets; and best practices for collective action to strengthen agricultural cooperatives' participation in the value chain.

During the three-day programme, participants, who were mainly from farmers' organisations supported by the MTCP2-AFOSP programme and members of ACEDA¹ also had opportunities to learn directly from the field and network with exhibitors at Thai Food Expo 2018: Taste the World Savor Asia (Thaifex). Thailand was chosen precisely for their pool of good practices and learnings – showing different paths towards multi-stakeholder partnership from small-scale producers to agricultural cooperatives as one of the market players, and their interactions with governments, private sector and development programme partners.

All countries supported the need for a regional knowledge sharing platform to engage, dialogue and work with ASEAN, regional inter-government bodies, and other public/private stakeholders.

They also echoed the need for increased collaboration from multi-stakeholders to provide affordable and applicable technologies for agricultural cooperatives. Several countries such as Viet Nam, Myanmar, Laos and Cambodia were ready to pilot solar drying technology in their countries.

Another key outcome was enhanced capacity of the farmers' organisations to identify and design their strategies and plans in the agricultural value chain that will benefit their communities and families.

Viet Nam, China, Cambodia and Laos were interested in how marketing and packaging could lead to higher demand. These countries, along with Thailand, were also keen on acquiring certifications and registering GI products. Laos had plans to register GI for tea, coffee and rice.

But one strategy cannot fit all. The range and level of technology, resources available, growth potential, constraints and characteristics differ from country to country. Indonesian representatives remarked that GI may not be the solution for farmers. Improved productivity and sustainability of agricultural processes

¹ ASEAN Centre for the Development of Agricultural Cooperatives, government representatives from ASEAN Member States

was key. Both the Philippines and Indonesian groups felt that building more farmers' organisations and cooperatives would be useful, for consolidation and greater synergy among the farmers as well as with other stakeholders.

Finally, there was a call for greater commitment from the governments to support a range of needs from funding to infrastructure and human resource development.

Proceedings

Day One: 29 May 2018

The event opened with an overview of the agenda by Ms. Amy Darajati, ASEAN Foundation – AFOSP (ASEAN Farmers' Organisations Support Programme).

There followed an ice-breaker which provided opportunities for personal introduction of the participants, and a run-down of the workshop objective² by Ms. Maria Elena Rebagay, Programme Coordinator MTCP-2 AFOSP.

Moderated by Mr. Cezar Belangel of Asiadhraa, the morning session on “Food Quality and Producer Reputation: can quality label strengthen the position of agricultural cooperatives in accessing the market?” highlighted certifications and other strategies to enter the modern markets.

Organic Produce and Food Safety Promotion by Agricultural Cooperatives in Thailand

Mr. Panuwat Na Nakorpanom, the Senior Expert the Cooperative Promotion Department from Ministry of agriculture and Cooperative (MOAC) Kingdom of Thailand

Mr Nakorpanom presented Thailand Organic Farming Strategic Plan and agricultural cooperative's role in organic farming, with data supporting its impact and achievements.

The Thailand Organic Farming Strategic Plan consisted of the following key components:

- a. Organic areas in Thailand. Organic Farmers occupied 300,000 rai (1 rai = 1,600 square metres) of farming areas. The production of organic rice increased annually by 28 percent while fruit and vegetables rose by 187 percent.
- b. Vision: to be a center for production, consumption, and trade of organic agricultural produce and its services. Since 2012, Thailand has raised up 30,000 organic farmers, increased organic land to 300,000 rai, expanded its share of the export market, and saw the participation of more organic farmers groups.

The Organic Farming Strategic Plan encouraged research and development activities for organic farming, broadened innovation and knowledge on

organic produce and market services, promoted organic certifications, and reinforced the adoption of Thai good organic agricultural practices.

Two case studies were highlighted as success stories on the implementation of the Organic Farming Strategic Plan. The first was Organic Farming Cooperative Ltd in Wang Nam Keaw Land Reform Area, Nakhon Ratchasima Provinces for organic vegetable and fruit; the second was the Sobrap Agricultural Cooperative Ltd in Lampang Province for organic rice.

Case Study One: Organic Farming Cooperative, Ltd

Located in Nakhon Ratchasima Provinces with six villages and a coverage of 2,600 hectares, the cooperative produced 92 kinds of fruits and vegetables. Among the vast variety were lettuce, tomato, carrot, beans, banana, papaya, broccoli and cauliflower. Each member managed on average a hectare and cultivated three kinds of fruits or vegetables. Organic Farm Certifications came into practice in 2012.

Capacity building was offered in areas of good practices and know-how in collaboration with other institutions, like Organic Thailand.

Learning to work together was key to successful collaboration between the government and the cooperative. In addition, the cooperative shared responsibilities with its board to monitor standards and compliance, to maintain quantity and quality of supply, and to organise group meetings. Group meetings where members were encouraged to share experiences and propose solutions in overcoming shortage and other problems were perceived to be a valuable. Further, the cooperative operated along the agri-value chain. They requested farmers to provide information on the harvested produce (date and quantity); conducted grading, sorting, and drying; packed the produce into packs of five kilogrammes (kg), before labelling the packs. The agricultural produce was marketed to 50 companies, departmental stores and hospitals in Bangkok. Cold chain logistics helped keep the products fresh.

Case Study Two: Sobrap Agricultural Cooperative Ltd

The cooperative was located in Nampang province near Chiang Mai. Established in 2015 with 15 organic rice farmers, they have since grown to 20 members with organic rice area coverage of 115 rai.

² Please refer to ANNEX: General Information.

The cooperative provided services on quality assurance, internal control system, and capacity building in rice organic production practices based on US, EU and ACFS (National Bureau of Agricultural Commodity and Food Standards) standards. Sobrap Agricultural Cooperative's organic rice brand "Homnuan", was available online and at the cooperative's sales points.

Question and Answer

Q1. What kind of support is given by MOAC (xxx)? Does the government provide credit or loan to farmers? Government of Thailand supports organic farming in many ways in particular through capacity building in technical and know how, subsidy, and market control. Government also creates an enabling environment for certification schemes and helps farmer cooperatives obtain international certifications.

Q2. What are the common acceptable standards? Thai government follows US and EU standards.

Q3. Are these farmers allowed to use land previously treated by chemical fertilisers? Government selects farmers that do not use chemical products for their farm within two to three-year periods. Certified farms and produce are given to farmers who treat their farm with non-chemical substance.

Q4. Does government provide financial support? The government sets up green houses for farmers who adopt organic farming practices.

Q5. What are the challenges in introducing organic farming? The case studies showed cooperatives had around 1,000 members but only 15 members implemented organic farming. How can we address this? Most of members used chemical fertilisers whereas only few members applied bio-fertilisers. However, the floor price policy for organic produce is attracting more non-organic farmers to become organic farmers.

Geographic Indications as an Identification Trademark and Valuable Asset for Producers

Mr. Stephane Passeri, a Geographic Indication (GI) Consultant, Thailand

Mr. Passeri shared his experience using GI as potential for identification and reputation and its importance for farmers to access markets.

GI was a type of intellectual property right (IPR). GI trademark or branding is one way to differentiate similar products. Application of GI in agriculture might help farmers draw attention to the unique characteristics of their products which are heavily affected by their geographical factors and different locations.

GI was used for sparkling wine in France, jasmine rice in Thailand, Gayo Arabica coffee in Indonesia, Sarawak pepper from Malaysia, and Kampot pepper from Cambodia.

According to Mr. Passeri, GI should be protected in its country of origin. The country of origin then registers the GI at the destination countries (import countries) or international offices for GI registration. At the national level, normally respective from a ministry will establish a legal framework for implementing GI.

Mr. Passeri added that Asia's growing middle class was a potential market. He informed that the highest growth of middle class is in China and India, with six percent annual growth.

Question and Answer

Q1. How do we assess whether GI implementation was successful? Because GI is not working in the Netherlands

GI will be successful if the people have sufficient income after implementing GI. The Netherlands has Gouda cheese, this is an example of GI product from the Netherlands. Some farmers may be good in production but not marketing. GI can be used as a strategy to enter a market.

Q2. If two or three people in another area claim the originality of a registered GI product, how do we manage this? How can we prove it? It can be verified through reliable verification sources (historical records, surveys, data compilation, and many others). For instance, with Thai jasmine rice, Thai government identified the geographical boundaries and its characteristics, engaged in discussions with the local people, ensured that the information was verified before establishing the GI. GI is a public domain (ownership), so a community registered under that GI can enjoy the benefits of using the name for their product brands.

Q3. What are the practices for GI in China (based on the example in the earlier presentation)? What are the current developments of GI in China?

China has GI systems but very complex. There are three ministries handling GI in using different systems. Last week, the Chinese government decided to establish a central system. Before, it involved the IP (Intellectual Property) office, Ministry of Agriculture and an accreditation body and they did not work together. The IP office dealt with registration like trademarking and labelling; the accreditation body focused on control; while the Ministry of Agriculture looked into technical identification of GI and analyses of the products.

China shares the same definition of GI in as other countries. More active than before in promoting GI, the Chinese government China is making progress with EU governments to recognise 200 GI from China.

In the Philippines, the government think that GI is the same as trademark system. But for many reasons I have mentioned that it is different from trademarking. They are starting to consider registering GI for two reasons. Firstly, there is a huge pressure from stakeholders. Other ASEAN countries are developing and promoting GI; yet although Philippines has many amazing products, they are GI registered. Secondly, the government of Philippines and EU are in the midst of an FTA negotiation. As part of the FTA it is imperative that GI products on which less taxes would be imposed are mutually recognised. Without GI, it would be difficult to finalise the FTA with EU.

Coffee Break

ASEAN Business to Business: Sell More and Networking with Potential Buyers – Tips for Coffee Growers

Ms. Veronica Herlina, Executive Director of Sustainable Coffee Platform of Indonesia (SCOPI).

Ms. Herlina spoke about engagement in Indonesia's coffee value chain involving multi-stakeholders' participation. She informed that Indonesia and Vietnam are the few Asian countries who had coffee platforms. The members of SCOPI comprised of governments, development agencies, private sector and coffee farmer cooperatives or organisations. SCOPI worked along the value-chain and encouraged the participation of coffee growers who owned up to two hectares of land.

According to Ms. Herlina, SCOPI worked in 15 provinces (87 percent of coffee growing areas in Indonesia) with 184 master trainers as their extensionist agents. There were 250,000 coffee farmers under SCOPI's programmes. SCOPI also worked with the government, formalised through MoU agreements. SCOPI focused on capacity development while the government provided technical assistance such as pulper and other materials related to post harvest technologies for coffee beans.

Lastly the rising coffee consumption around the world has created greater demand of coffee. However, around the world there is an inadequate supply of Grade 1 coffee. Based on recent reports, every year there was a worldwide shortage of around 200,000 tonnes of coffee supply. In the next few years, it was predicted that coffee production could become unstable due to the impact of climate change. Despite these challenges, Ms. Herlina said that coffee remained a promising produce with high market opportunities domestically and internationally. Vietnam was the second largest coffee supplier followed by Indonesia at the fourth place.

In relation to GI, she shared that farmers might create a single origin coffee and develop quality standards. Coffee trees in Bali for example was intercropped with orange trees. As a result, the taste of Balinese coffee had citrus flavour. In different areas like Toraja in South Sulawesi, the coffee had spicy flavour as the coffee trees intercropped with spices. From the above examples, it was evident that a coffee reputation was intrinsically linked to its unique characteristics – inherent qualities that were attributed to its place of origin (GI).

Referring to how farmers should build networks among the supply chain's actors, Ms. Herlina encouraged farmers to work together particularly if the farmers' ultimate goal was to access export markets. By working together, farmers' groups or cooperatives could make up the minimum volume of 80 tonnes (single container). Another benefit of working together was resource mobilisation – pooling human and financial resources to access wider and bigger markets.

Ms. Herlina offered tips for participants: to focus not only on packaging but also the product information, stories of the coffee production and processing. By providing information, buyers gain more interest as they learnt more about the products –another approach for marketing.

Question and Answer

Q1. How could we process good quality coffee beans, considering constraints such land (soil properties) and altitude? How could we develop a popular brand; and how to affiliate with SCOPI?

Before deciding on coffee trees, farmers should understand the characteristics of desired coffee varieties. Robusta can grow in the altitude of 500 to 800 metres above sea level; Arabica is suitable at above 800 metres. Farmers should also do soil properties testing. The analysis will help farmers decide on type of soil treatment best suited for the growth of coffee trees (for example composition of N, P, K fertiliser). Besides focusing on quantity and quality of production, farmers should identify target markets and source of demand.

Q2. What is the profit-sharing mechanism for small farmers?

SCOPI is not a profit-oriented institution. The mandate of SCOPI is connecting farmers with potential buyers.

Q3. How does SCOPI organise multi-stakeholders' dialogues? What is your role?

SCOPI receives money and in-kind contribution from donors and Indonesian government. For each dialogue event,

SCOPI always discuss sharing of budget responsibility with the national and local governments. The government is responsible for arrangement of meeting packages for coffee farmers; SCOPI for knowledge sharing (Public Private Partnership Model of Cooperation). SCOPI also received CSR funding from industrial and mining companies. Nestle and Olam are among SCOPI's members.

Additional Discussion Session

Q1. After the implementation of GI, what were some of the problems found?

Thailand is the leader in GI in Asia. The Thai government is actively promoting GI to local farmers; GI is becoming a top priority for implementation.

The problem arose when value chain was not firmly established with proper incentives for producers. There should be a strong connection between policies and value chain. Take Cambodia as example. Though merely two registered GI, they have in place effective and workable value chain systems.

Other advantages of GI in agricultural countries are higher value of products and development of tourism.

Booth Visit: Thailand Department of Intellectual Property, Geographical Indication Section Thaifex, THAIFEX, Impact Arena Hall IH5

Participants observed promotion of GI products both in national and international markets. In the Department of Intellectual Property Booth, participants actively raised questions on the advantages of GI registration.

Some of Thailand's GI products were registered overseas (in EU, China, Indonesia, Cambodia and Vietnam).

At the GI booth, participants had opportunities for knowledge exchange. They also purchased such GI products like Doi Tung Coffee, Mak Mao Berry Juice, Thai Hom Mali Rice (Thai jasmine rice), Gluay Hin Bannang Sata (banana chips) and Phetchaburi custard pudding.

Participants were then invited to take notes and build networks with Thaifex exhibitors.

Day Two: 30 May 2018

Reducing Food Loss and Organic Practices

Field Visit: Solar Dryer Parabola Dome at Silpakorn University

On the second day, participants observed the post-harvest technology using solar dryer at the Silpakorn University in Nakhon Pathom. Prof. Dr. Serm Janjai presented the basic principles of solar dryer dome installation, design and its functions. The solar dome was mainly used by farmers to dry agricultural produce.

Prof. Janjai shared that one of the factors for developing the solar dryer dome was the inefficiency of conventional fruit drying systems which were known to be highly contaminated, unhygienic and unsafe to use.

The Southeast Asian region might be receptive to the solar dryer installation because the length of solar insolation (solar energy received on given surface areas in a given time) was sufficient. He informed that the development of solar dryer parabola dome took over 40 years. In 2003 the improvement of construction using polycarbonate sheet was introduced.

He summarised the advantages of solar dome design as follow:

- a. Polycarbonate, a type of plastic that converted the UV radiation inside the dome was especially able to absorb heat on a cloudy day. Moreover, polycarbonate sheet produced good greenhouse effects. A good insolation material, they were easy to cut and were light in weight. Its parabolic shape could bend with the wind and was transportable. Parabolic Dryer Dome (PDD) was low in maintenance cost and could store one tonne of agri produce for drying purposes.
- b. Simple ventilation systems controlled the humidity inside the dome.

Parabolic Dryer Dome (PDD) were extensively used for one of the Royal Projects; in particular in Phitsanulok Province, the center of banana production since 2007. There were about 600 solar dryers in Thailand, neighbouring countries such as Myanmar, Laos, Indonesia, Cambodia, and Africa (Senegal and Sierra Leone).

PDD technology was proven effective in drying fruits, vegetables, fisheries products and dog foods. However, it is not suitable for drying paddy grains.

Prof. Janjai emphasised that PDD was simply a tool in adding the value of agricultural produce using

green energy sources for creating unique product characteristics like dried banana. Marketing strategies, access to markets and networks were also important to farmers.

Question and Answer

Q1. How can Cambodian farmers find out more about PDD?

Farmers may contact Prof. Janjai of Silpakorn University directly.

Q2. Who are providing fund for this programme?

The research department worked with Ministry of Energy and Ministry of Agriculture and Cooperative. As a result of collaboration with the government, installation of PDD was possible with subsidy support. In order to provide further subsidy, the research department established talks with private sector and professional experts for scaling up the production of PDD.

Q3. Does the drying mechanism still work on cloudy days? How long does it take to dry products during such weather?

PDD still works on a day with less sun shine since the polycarbonate retains and stores infrared from the sun during previous shiny days. The period of drying depends on the moisture content within the agri-produce. To dry bananas or chillis for example, extra heater should be added during cloudy days.

Q4. Is the technology patented?

There is no patent for PDD. It is for public use, everybody can enjoy the benefit of using PDD technology.

Q5. How much does it cost to build PDD? And what do most people do to retain colour of the product as some product change colour due to extensive drying process?

The cost of installation is approximately 8,000 Thai Baht per square metre. In Thailand, governments provide subsidy hence farmers only pay 40% of the total cost. Regarding prevention of colour loss, farmers were suggested by experimenting through trial and error process, coating agri produces with sugar syrup.

Q6. How do we best dry the products to get maximum results?

Farmers should make efforts to experiment with different methods to find the most optimal way and timing for drying specific products.

Organic Farming and Marketing Strategies: Observation from Greenliving Camp

Ms. Kulnathee Suparatcharpun

Ms. Suparatcharpun, together with her brothers run the 60-hectare organic rice farm. She explained that the family farm was divided in four clusters. About 30 percent of the total area was for cultivating paddy rice. The rest of the areas were for water catchment, orchards for fruits and banana as well as zoning area for natural boundaries to protect them from contamination from nearby fields.

The farm has been successfully exporting rice to Canada. In ten years, she established and built networks with potential buyers outside Thailand. She marketed their organic rice on eBay and Amazon. She and her family managed the farm and hired labour from Myanmar.

Rice grains were packed in different sizes and brands. The name and packaging were customised based on the request from buyers. To demonstrate their commitment to organic products, Ms. Suparatcharpun used environmentally friendly vacuum packaging to ensure the shelf-life of rice grains.

The farm installed two PDDs for drying banana and dog food.

Their organic rice products received organic certification from Thailand, EU, USDA, and Canada. She emphasized the benefits of certifying and registering products. It afforded organic operator like them free promotion channels and premium prices reserved for quality produce. She further recommended that smallholder farmers should work together in groups or cooperatives for greater and more flexible resource mobilisation (financial and technical).

Organic Farming Certification

Ms. Nartrudee Nakornjava, Certified Inspector, Organic Agriculture Certification Thailand (ACT)

Ms. Nakornjava presented the organic certification and registration processes in Thailand.

ACT was a third party organisation working with an international organic certification body. ACT provided services in inspection of and certification for operators in Thailand and other Asian regions. Established in 1995 by Alternative Agriculture Network (AAN) and civil organisations, the foundation became a non-profit organisation in 2001.

ACT provided certifications for various standards such as IFOAM accredited standards, EU regulations (EC834/2007, 889/2008), Canadian Organic Regime, National Organic Programme of the United States Department of Agriculture (in compliance with the terms of the US-Canada Organic equivalence), and Swiss Government's regulation.

Ms. Nakornjava explained that their aim for organic farming management was traceability and food safety starting with documentation of records from production to post-harvest activities. In the organic farming system, crops were not genetically modified (GMOs).

She said that the organic farm owners should be certified and registered. The farm owners or operators could contact and seek assistance from ACT when applying for international organic certifications. The time period from application to award was one year.

Question and Answer

Q1: How could we get organic certification? How many steps are there to getting the certification?

Before applying for organic certification, farmer must learn about organic standards. The process which takes approximately one year from application to award of organic certificates is as follows:

Step 1	Fill out forms regarding characteristics and processes of the farm
Step 2	Pay a fee for certification. Each product cost about US\$2,000 on the first application. (Previously certified organic farm only needs to top up a certain amount for certification of new products.)
Step 3	An inspector visits and checks the farm.
Step 4	The office informs the farmer of outcome of the application.

The inspector will review the farm at least once a year for quality control.

Q2: is it possible to convert a farm which used chemicals to organic?

Yes, it is possible by replacing chemical fertilisers with organic. One standard requires at least a 12 month period of using organic fertilisers to get an organic certification. Others require 24 or even 36 months

conversion period. During this period, farmers cannot state the product as organic or put an organic label on the packaging. If a farmer applies for organic certification, he/she should stop using any inorganic substance. For the purpose of the application, it is also better for farmers to have records or documentation of the starting time for using organic fertilisers as proof.

Q3: Can you explain how to develop products for export?

Simply apply for Certification (ACT). From their list, consumers can easily find out about your products.

Q4: how do you adjust shelf life of a product?

Shelf life is dependent on the moisture and water content of a product. By vacuum packing, it will extend a product's shelf life.

Q5: How can we convince international consumer that a product is organic?

International consumers are quite knowledgeable and are also willing to pay more for organic products. It is best to get the certification so that farmers are qualified to use the organic labels on their packaging.

Field Visit: Post Harvest and Processing Technology at Queen Tomato Farm Cooperativ

Mr. Prayong Wongsakul, the cooperative leader welcomed the participants. The Farm is an hour by bus from Greenliving Camp. He presented the facilities at the site including tomato farms, PDDs, processing facilities and management of Queen Tomato.

Mr. Wongsakul shared that there were more than 25 farmers participating as members and as many as 200 households involved in the value chain activities. The total area for tomato production was 100 hectares and it was predicted to expand in the near future. The cooperative had facilities for processing machineries (sorting, cleaning, processing and packaging) with daily capacity to process up to 200 kg of cherry tomatoes.

The cooperative operates like a community enterprise³, with an annual revenue of Thai Baht 20,000,000. The Queen Tomato sold cherry tomatoes in various forms: as fresh produce, multi-flavour dried tomato, and tomato powder. Fresh produce was sold in major retailers in Thailand for example, Tops Market and 7-Eleven.

³ In relation to One Tambon One Product (OTOP), it is a local entrepreneurship stimulus programme established in 2001.

The Thai government provided subsidy support for the procurement of green houses and PDDs for the cooperative members. Members also received technical support for installation and maintenance of PDDs from Silpakorn University.

The cooperative maintained traceability for their products by:

- a. Collecting and documenting information of members' production areas and quantity of harvest. In general, one rai (800 square metres) produced 3,000 kg of tomatoes per harvest in one season (six months);
- b. Checking that food safety practices were in accordance with protocols of Good Agricultural Practice (GAP) and Good Manufacturing Practice (GMP);
- c. Conducting quality assurance. An internal committee were responsible for monitoring and inspecting the quality of products, and to supervising production and management activities.

The community enterprise collected two percent from the revenue for operational and management fee.

In closing, Mr. Wongsakul shared tips about collective actions to establish healthy cooperatives. Firstly, the cooperative must establish Standard Operating Procedures (SOP) to be followed by all members. Secondly, monitoring and evaluation system must be in place to enable improvements in every aspect of production and business. Lastly, there must be proper documentation for traceability and quality assurance.

Question and Answer

Q1: How many members are part of this cooperative and how do you ensure quality products from them?

The cooperative belongs to 156 persons (farmers and non-farmers), and about 200 households are involved. For past 20 years the cooperative's committee has been scrutinising the products. In addition, two stakeholders from the government check on the quality of the products. The cooperative fosters a good collaborative relations with the farmers, who follow the SOP, have monitoring and evaluation systems and document activities in detail.

Q2: How is the revenue to each farmer calculated since not everyone produces the same amount?

Before a farmer joins the cooperative, the cooperative assesses the area and capacity of production. The cooperative maintains documentation and information regarding the area and capacity of each farm.

Day Three: 31 May 2018

Mr. Luc Grot of Agritererra moderated last day's thematic discussion, "Enabling Environment for Global Value Chain Participation". The session aimed to share on governments and private sector supports to ensure the participation of smallholder farmers organisation along the value chain activities.

Mr. Grot gave a brief overview of the agenda and emphasized the importance of knowledge sharing on product quality, management, and having business orientation. Cooperatives should have self-assurance to compete in wider markets and value chain settings. He added that multi-stakeholder engagement was essential to support cooperatives in their attempts to establish a good platform for business development.

ASEAN Standards for Regional Value Chain: MalaysiaGAP – Success Stories and Way Forward

Mr. Mohammad Ariffin bin Saraila, from Crop Quality Control Division, Department Agriculture of Malaysia, Focal Point ASEAN Sectoral Working Group on Crops (ASWGC)

Mr. Ariffin's presentation covered the development and implementation of Malaysian Good Agricultural Practices (MyGAP), government supports (incentives, training, product promotion, and cold chain).

MyGAP was formerly known as SALM (Skim Amalan Ladang Baik Malaysia). Certification would be awarded to a farm that complies with at least 34 major must on a checklist and 66 minor must.

MyGAP had four modules namely food safety, quality, worker health and safety, and environment management.

It also had 15 elements:

- a. Traceability
- b. Record keeping and internal audit:
- c. Planting materials and root stocks
- d. Site history and site management
- e. Soil and substrate management
- f. Fertilizer management
- g. Irrigation and fertigation
- h. Crop protection
- i. Harvesting
- j. Post-harvest handling
- k. Pesticide residue analysis of produce
- l. Waste and pollution management, recycling and re-use
- m. Worker health, safety and welfare

- n. Environmental issue
- o. Record of complaints

Mr. Ariffin emphasised that farmers in Malaysia were able to apply MyGAP through online platform. To encourage the participation of farmers in applying, Malaysian government provided:

- a. Incentives. In 2018, the government gave out RM 3.45 million towards technical support, to purchase farm equipment and improve infrastructure.
- b. Capacity building for auditors, farmers and extension officers.
- c. Promotional support through exhibitions, mass media coverage and publication, mobile advertisement
- d. Refrigerated truck

Mr. Ariffin stated that continuous support for capacity building on food safety for famers and awareness campaign to customers was important for opening wider market opportunities, particularly for export markets.

Process Oriented Quality: Post-Harvest Technology Support

Ms. Julliet Ler Hui-Ling, Covestro

In her presentation, Ms. Ler highlighted collaboration of Covestro and the Thai government in supporting smallholder farmers organisations in activities along the value chain, specifically post-harvest technology applications.

Ms. Ler informed that Covestro has been operating an inclusive business model more than one and a half years. She added, the aim of developing the model was to bring benefits to people in low income market segment.

Adoption of practical post-harvest technologies was one of the ways to reduce food loss and waste. Generally, the waste of fruits and vegetables happened after the harvesting stage before reaching the consumers. Solar drying technology was considered as one of the solutions in preventing food wastage and to increase revenue for producers.

The first installation for solar dryer was funded by the Royal Project. Afterwards, governments took responsibilities in support Thai farmers. Government provided subsidy to farmers in enabling farmers acquiring the technologies.

Ms. Ler then elaborated on sizing options of solar dryers: from small to Jumbo size for drying around 1,000

to 1,500 kg of fresh produce. Solar dried agricultural produce like banana, pineapple, mango, dragon fruit, tomato, chilli, tea and herbs, coffee, pepper, cloves, fish, shrimps, dog food, and seaweed were common. The solar dryer was not only made in Thailand but also in Myanmar. In Myanmar, modified solar dryers were used to dry chilli, turmeric and ginger. The return on investment for a solar dryer was three to five years. The guarantee lifespan of polycarbonate sheets used in solar dryers was ten years.

According Ms. Ler, post-harvest technology was an initial step to reduce risk of food wastage. The important task was product innovation to access the markets. She gave an example of increased price thanks to development of innovative products like dried banana ⁴.

Strengthening Agricultural Cooperatives: Project Implementations and Achievements under ASEAN Centre for the Development of Agricultural Cooperatives (ACEDAC)

Ms. Ima Rahmania, Representative, ACEDAC Secretariat

Ms. Rahmania talked about the working mechanism of ACEDAC under ASEAN Sectoral Working Group on Agricultural Cooperatives (ASWGAC) and ASEAN Ministerial Meeting on Agriculture and Forestry (AMAF). She presented Strategic Plan Action of ASWGAC, AMAF, and SME development and how it correlated each other.

The mandate and responsibilities of ACEDAC were:

- a. providing fora for exchanging information and improving agricultural cooperative development;
- b. gathering, analysing, compiling and disseminating information through various media;
- c. promoting, fostering and encouraging joint project activities related to agricultural and related cooperatives within the framework of supporting specific development policies and programmes, promoting intra-ASEAN trade, and enhancing cooperatives and ASEAN's competitive edge regionally as well as internationally;
- d. initiating joint efforts in human resource development and management, especially in education and training.

Project collaboration that ACEDAC were involved with included:

- a. ASEAN Farmers Organisations Support Programme

⁴ 1 fresh banana cost US\$0.03. Nicely packaged dried banana was valued at US\$0.35; US\$0.55 for dried banana dipped with choco-almond.

(AFOSP), to conduct learning series events aimed at promoting sharing among members of ASEAN Agriculture cooperatives and representative of ASWGAC regarding challenges and opportunities within the AEC. The learning enabled farmers and their organisations to firstly, make independent decisions on services for production; secondly to create market opportunities as well as thirdly, to improve women's participation along the value chain. Some of the learning series are listed below:

- ASEAN Learning Route on Agricultural Cooperative (ALRAC) in 2016, held in The Philippines and Thailand.
 - ASEAN Learning Series and Policy Engagement on Agricultural Cooperatives (ALSPEAC) in 2017, held in Indonesia with focus on inclusive agricultural value chain for coffee.
 - ASEAN Learning Series on Quality Management Along Agri-value Chain in Bangkok.
- b. Project for Strengthening Capacity Building in Agriculture Sector in ASEAN Countries, an effort to improve capacity of agriculture-related officials, practitioners and workers (extension workers, agricultural cooperatives and agri-business leaders). Supported by Ministry of Agriculture, Forestry, and Fisheries (MAFF) of Japan.
 - c. HRD Project on Food Related Areas through Partnership with Universities in ASEAN Countries. This project offered a series of lectures by Japanese experts on food value chain in several universities in ASEAN member states. These activities fostered development of younger generation. At the same time they helped to establish and strengthen partnerships and networks at various levels including public-private, academic-industrial and among different players in the industry along the food value chain (for example, agricultural production and processing).

Finally, Ms. Rahmania shared success stories and best practices from Indonesia such as Koperasi Produksi Mitra Kelapa, Koperasi Petani Mertanadi in Bali, and KBPS Pengalengan in Bandung.

Question and Answer

Q1. At production level, we believe that Asia does not have many major problems because farmers understand how to produce food and can follow the regulation. How do you manage processing activities? Because a farmer needs to interact with companies or factories but at some point they cannot do it well. Frankly speaking, farmers hardly negotiate with companies and find negotiations signing contracts difficult.

- In Indonesia, most cooperatives do not have adequate processing facilities. For instance, before the government connected a coconut cooperative with companies who were willing to invest in processing machines, the cooperative had only one non-standardised processing machine. Another role of governments is providing support in capacity building in the area of standardisation.
- In Malaysia, the government gives out subsidy in processing infrastructure (technologies).

Q2. It is not difficult to train farmers to apply GAP, however when farmers apply GAP there is no guarantee that farmers will be rewarded with premium prices compared to farmers who are not practicing GAP. The problem in Vietnam is that the prices of GAP certified products are similar to non-certified products. How can we increase the prices of GAP products? What are the best practices in Malaysia and how can we overcome this problem?

Malaysia experienced similar situation as Vietnam when it came to price determination for two differentiated products. Our current strategy is educating consumers about the value of GAP-certified products and why they should pay more.

It is very important to engage private sector to be involved in value chain. While I was working in Vietnam, I observed that while GAP was present, active value chain engagement with private sector (buyers) was still low. When the private sector enters the playing field (of value chain), private sector is able to provide advice on for example, kind of food safety scheme by the market demand. In this setting, farmers can plan better and factor these considerations in their production costs so as to earn profits.

Q3. Regarding MyGAP, who is the accredited body for the standard? How much does it cost? How much does the government subsidise farmers who want to join the scheme?

To all speakers: we have been talking a lot about standards and different technologies to increase the quality of products. On the other hand, consumers are the ones with buying power, thus it is very important to focus on them. What do you think of the role of organisation or governments to increase awareness of consumer regarding the quality of standards?

Sometimes government support is not sustainable which affects projects from NGOs. What can be done

to create a longer term sustainability? What should be the next step?

- There is no cost incurred for MyGAP scheme. Its certification body is under the Department of Agriculture for Certification, and cooperates with Organic Alliance of Malaysia for certification of organic process.

To achieve sustainability and continuous support to facilitate the value chain, we work with a lot of regional partners, most of whom are from the business sector. The governments and NGOs cannot always be there (to help). To be sustainable, you must develop sustainable business models. The government can play an important role by endorsing new technology. The downside is that farmers may pay less attention to production chain and become greedy. Sustainable business models are driven by social and economic factors. If the supply increases, there should be a corresponding increase in demand. Thus, you have to develop a market for demand as well. It is easier said than done but you have to find like-minded partners to sustain this model and to ensure business continuity.

- The government of Indonesia advocates for the importance of standardisation and implementing SOP at the farms. In many cases, cooperatives produce products in different qualities. When a farmer makes a small quantity the standard is met. However, quality becomes an issue when quantity increases in small medium enterprise. The government also gives out subsidy to support standardisation processes.

Q4. How well can the solar dryer withstand typhoons? Is it something that can be easily dismantled or moved?

The design is built to flow with the wind. The chances of the dome breaking is more likely due to low winds, but I cannot guarantee that it will withstand strong hurricanes or typhoons. If you saw the internal frame and clamping they meant to be permanent, thus they cannot be dismantled nor easily movable. Yesterday somebody asked me if they can use a different material for the internal frame, for example, thinner iron, thinner steel or bamboo? My answer is no because it may not be strong enough to withstand the polycarbonate and adapt to the wind flow and climate change in your country.

Q5. What will be the incentives for private sector to be involved in this business process??

- Covestro runs a commercial business. Our incentives are two-fold: social and economical. Due to thin margins, the company must have mid-term strong business strategy. For social impact where our inclusive business model is focused on, we consider how many lives have benefitted with our material. Other incentives include working with like-minded partners to achieve common goals and sustainability.
- Another incentive is CSR or Corporate Social Responsibility programmes and mandates in private sector, to help society and their surrounding communities.

Q6. Horticulture farming often lose revenue due to the rapid deterioration of the product. I am interested in drying vegetables, but will this process have any impact on vegetable nutrition?

In every drying process the nutrition is decreased but I cannot tell you exactly how many percent is lost. In spite of that, a lot of companies produce powder from dried vegetables. Take tomato powder for example. From fresh tomato to dried tomato to nowadays tomato powder, nutrient loss is inevitable in their dried products. Still this kind of products can be used to feed malnourished children.

The Closing Session

The way forward session was aimed to encourage participants to talk about their feedback and observations, and share their plans for implementation after the workshop. The following section outlines the recommendations and actions steps from participants.

Representatives from The Phillipines:

1. Government to gather more farmers and encourage greater participation in supply chain initiatives; to review supply chain initiatives to achieve better results; and to identify those programmes and activities that yielded success and those that do not.
2. Farmer organisations should be open to developing cooperatives to serve as consolidators and processors, so that they have first-hand involvement in the value chain.
3. Need to be strengthened partnership and recognize important role of each institutions in order to develop successful value chain and target market.

Representatives from Viet Nam

1. Develop proposal for farmers in Viet Nam to visit and learn from successful farmers in other regions.
2. Develop proposal that set up models linking government, farmers, enterprises and research institutions to help and support farmers from producing to packaging.
3. Develop proposal to pilot and solar dome dryers and make it available for more people.

Representatives from Thailand

1. Farmers should acquire standards and certifications to meet the consumer expectations.
2. Workshop offered ideas and ways for participants to develop products, make them better and identify marketing channels.
3. Workshop generated interest in food processing and building networks.

Representatives from China

1. Interesting part of the workshop was research and development, including technology and intellectual property.
2. Learning about marketing: how to promote Asian culture; tell stories about our products that touch the hearts and minds of consumers; and develop long term seller and consumer relationship.
3. Increase capacity of cooperative leaders by training, attending conferences and workshops organised internationally. Broaden their visions so they can compete globally.

Representatives from Lao PDR

1. Plan to construct a solar dome dryer using locally-sourced material in Laos to process dried chili and coffee.
2. Apply for GI registration in Laos for tea, coffee and rice.
3. To increase revenue, diversify products of Laos coffee to include roasted coffee and improve packaging. Before coffee were sold as green beans.

Representatives from Myanmar

1. Strengthen partnerships, cooperative networking and negotiations with the government to increase support in form of training.
2. Solar dryer application in Myanmar. A farmer was already interested to pilot the project for a banana product.
3. Increase farmers' capacity and apply for certification to meet the market demands.

Representatives from Cambodia

1. Need support (a) in technology, for example, solar dryer development; (b) in packaging, labelling and processing; (d) in certification process. Need to establish networks with companies and government.
2. Build capacity for 860 farmers.
3. Facilitate meetings and dialogues among stakeholders.

Representatives from Indonesia

1. Need facilitation to access credit and technology because it needs capital, for example, to invest in solar dome dryer since is not cheap. Perhaps this can be supported by a donor's project.
2. Local farmers' organisations must realise that to starting business requires a sustainable market and production chain.
3. Establish post harvesting processing technology and mechanism based on local commodities.
4. Certification might not benefit local farmers. Case in point: according to Mr. Thomas Uping, the prices of Toraja coffee remain the same although it was organically certified, , but the buyer did not consider this a premium.
5. GI only benefitted traders, not farmers.

Participants from Indonesia proposed for farmers to (a) improve productivity and sustainability of production; (b) establish farmer organisations; (c) increase cultivation and production; (d) improve post-harvest processing; and (e) consolidate among farmers and synergise with multi-stakeholders and policy makers.

FEEDBACK from DONORS



Mr. Hans Farnhammer, Head of Cooperation for European Union Delegation to Indonesia and Brunei Darussalam, Mission to ASEAN

“I think first of all, the programme that involved ASEAN farmers’ organisations and ASEAN Foundation was very crucial because it brought civil society organisations and ASEAN together. This learning series was very useful -- farmers could learn about good practices along the value chain from different ASEAN countries. Each country has something to offer and it was actually very good. Also, incorporating visits to an international exhibition in ASEAN was a great way of learning.

Agriculture is an area in which we should collaborate more, and cooperatives are very effective in fighting poverty and implementing STGs. We are looking forward to more work with the cooperatives in agriculture.”



Mr. Jan Moritz Krueger, Regional Disaster Risk Reduction Advisor in Swiss Agency for Development and Cooperation (SDC)

“I just got back from Cambodia last week from field trip and monitoring visit in the Northern part of Cambodia, where one of our SDC mandate project on agriculture value chain is located. It is fascinating to see how initiative of farmer, farmers organisations or private sector or government build and develop the local market.

Coming back to this event, it is a very nice thing to see all the changes happening in the field on the ground in the villages, and coming back here to the meeting room and see where all of these knowledge and exchanges meet again.

We are coming together to share experiences, share the knowledges and share all the different perspectives. So through this workshop, we are not only reach the end of workshop but also the end of Medium Term Cooperation Programme phase 2 which SDC develops with other donors supported.

And the programme itself comprises the whole of the Asia and the Pacific, so we bring all the communities. It is a good achievement from our side as well.

SDC is very happy that we actually marked on this journey and that we all have this different equal year that presented by all organisations. And we see it as a good result.

Switzerland has oriented farmers organisation for a long time. With Asia, we are taking one step forward and Farmer organisations that we can see, have reached a very high degree of professionalism, organisation but at the same time, we succeed to keep the diversity of product and also organisation. Basically, one of achieved were three levels; one was is organisation structure official beneficiaries have been strengthened and this is the foundation to build, to get this knowledge to next into policy and to go to government policy. But also Professional services have been provided for everything from agriculture practices. How do you do agriculture practices, seeding itself, how do you do post-harvesting especially today.

And what I would like to emphasize is on the practical term. Why SDC and we see this as a big success to farmers and farmers' need. Bringing farmers together, that's the best exchange we can have, that's best approach that we can build the road to build up market and build up the value chain in Asia. This is why Switzerland is seeking to support this process at different level; local level , national, working on the province-regional level and also global level.

So I was told; I should talk a little bit on how SDC continue. We will continue on three different level and funds; one is the IFAD forum fostering the nobel and regional forum meeting, fostering the best potential of you, of the farmers on designing IFAD project programme. Two, facilitating the implementation of the guidelines on responsible agriculture investment and the committee of world food security. In ASEAN, thank you for the presentation from ASEAN.

ASEAN here as pioneer role, from my perspective; ASEAN is becoming more important in the future and number 3; we will continue this direct support of national farmer organisations at the national level. Through SDC offices, we will continue to develop value chain, build knowledge in local and national level. In the future, this is our mission and long term mission, it will reach from local level to be ASEAN level. ASEAN has a big role and as a backbone.

Switzerland has become regional sectoral dialogue partner of ASEAN since 2016 and we hope that we can strengthen this partnership in the future. Again at the regional, national, local level , our partnership will continue in term of disaster management, economic partnership, food security and agriculture. I think this great opportunity, we would like to continue to create change with all of you.”



Mr. Benoit Thierry
Country Programme Manager
IFAD Rome.

IFAD supports farmers' organisations in ASEAN, AFOSP and the ASEAN Learning Series.

“This learning series was very useful. It gathered many farmers from several countries. And it helped with very technical areas which they could further develop in their own countries. There are many – hundreds or even thousands of farmers who are members of these organisations, so this is a good way to share technical innovation and spread the knowledge. It would also be good to establish guidelines for the future especially on innovations and implement them directly with farmers.”

How do you think this learning series will contribute to agriculture cooperative throughout ASEAN?

“So all ten ASEAN countries are developing numerous activities on agriculture, a major source of income for the region. This learning series is one of many activities we are doing, with the project called AFOS with ASEAN. Since 2015 with the creation of ASEAN common markets, all the borders are open and you can sell products from one country to another. Therefore, it is very important that we help cooperatives and farmers’ organisations raise the standards. For instance, improving the standard of vegetables and food production makes it easier to sell to the market; in return it generates more income for the farmers. We are really keen in that respect. And we are happy that now governments and farmers’ organisations have more discussions and build common platforms together. That’s a very nice role of this learning series; thanks to ASEAN organisations which brought people together and made progress in agriculture.”



Mr. Hubert Boirard, Country Director for Pakistan, Afghanistan, Sri Lanka and the Maldives, IFAD

“I think this is an important moment. Because it’s valuable time for the farmers’ organisations to exchange experiences; to capitalise; to learn from one

other; to win time, money and energy in order to pick up the best experiences and to upscale or transfer these experiences in farmers’ own context.”

How do you see future cooperation between IFAD and ASEAN on agriculture and farmers’ cooperatives?

“Farmers’ organisations are very important for IFAD as you know. As an UN agency and international finance institution, the mandate of IFAD is international agriculture development, focusing on agriculture, rural development and the poorest. So, the target group of IFAD is small farmers.

Consequently, the ability of the organisation of farmers to fight poverty and have a better life is extremely important. There is a lot of market issues related to small farmers, such as: how to get a better price; how to have a regular marketing; how to increase income; and be sustainable.

IFAD’s interests are to firstly, support farmers’ organisations and cooperatives in ASEAN; secondly, to be in a position to better respond to the mandate of the clients, the final consumer; and lastly, to get into the best situation to better support farmers so that they have the expertise and financial and political support.”

How do you see future cooperation between EU and ASEAN agriculture cooperatives?

“Well, there is currently very strong cooperation between EU and IFAD to support ASEAN, in particular the cooperatives. It should continue because EU has special interest in ASEAN countries or ASEAN cooperatives in particular. The emerging middle class in ASEAN is becoming more discerning, choosing more sophisticated and better quality agriculture products. Thus, it is important that both EU and IFAD can support these cooperatives to respond to this.”

ANNEX

General Information

1. Background

The ASEAN Learning Series is a continuation of the ASEAN Learning Route (ALRAC) that facilitates peer to peer learning exchange. This year, the Learning Series is focusing on the participation of agricultural in the global value chain. The learning enables farmers and their organisations to make their own, independent decisions with regards to services for members on production, creating market opportunities as well as improving women participation along the value chain.

Why Quality Management along agri-value-chains?

Quality and brand value as well as farmers' skill and managerial know-how have become important in competitive markets and global value chains. It is characterized the final markets in the Global North on the importance of product traceability – verifying products and quality that are allowed to enter the country's market. Food systems are becoming more vertically-integrated, concentrated in fewer hands from input provisioning to food distribution and buyer driven.

Smallholder farmers who want to take part in the national and international value chain must be competitive. This represents a challenge since most ASEAN Farmers are small producers who compete mostly on the basis of price rather than quality . Despite the abovementioned, the key concern of these learning series is to prepare smallholder farmers interplaying with the international global value chain setting.

One strategy may not fit for a generic approach. It is necessary to analyse the range and level of available technology, markets for inputs and outputs, as well as growth rate of the sector.

This Learning Series on Quality management offers the opportunity of learning and networking directly in the field from key experts and exhibitors at Thai Food Expo (Thaifex) on the area of:

- Business Planning and marketing strategies for commercialisation of agricultural products
- Public-Private Partnership in the areas of supporting resource-constrained small-scale producers for accessing the markets with standards imposed by regional markets such as ASEAN GAP.
- Best practices for collective action to strengthen

agricultural cooperatives participations in the value chain, these include post-harvest management, branding (GI and Food Safety Certifications), and identification of customers' preferences.

Appointing on the importance of this issue, a three-day workshop was held as a learning exchange with specific aims (1) to strengthen the role of Agricultural Cooperatives in addressing the opportunities market integration as well as challenges of the ASEAN Economic Community, (2) to improve farmers' confidence in business match-making and value chain participation, (3) to learn from the best practices, to exchange ideas, and to network with producers and buyers at the ASEAN level.

2. Objectives

In order to promote better coordination and collaboration of agricultural cooperatives, governments, private sector, and relevant stakeholders (NGOs, academia, and many others). The aims of the workshop are:

- To strengthen the role of Agricultural Cooperatives in addressing the opportunities market integration as well as challenges of the ASEAN Economic Community
- To improve farmers' confidence in business match-making and value chain participation
- To learn from the best practices, to exchange ideas, and to network with producers and buyers at the ASEAN level

3. Date and Venue

29 -31 May 2018

Mercure Makkasan, Bangkok, Thailand

4. Participants

- a. Total participants: 84 with 40 female and 44 male participants.
 - ASEAN Sectoral Working Group on Agricultural Cooperatives (ASWGAC)
 - ASEAN Centre for the Development of Agricultural Cooperatives (ACEDAC)
 - ASEAN Sectoral Working Group on Crops, Malaysia Focal Point
 - Farmers Organisations and Cooperatives from Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Thailand
 - Private Sector from Thailand, Indonesia

b. Knowledge Partners:

- Ministry of Agriculture and Cooperative Promotion Department, Thailand
- COVESTRO
- Sustainable Coffee Platform Indonesia

c. Organiser:

ASEAN Foundation

d. Co-organisers:

- Asian Farmers' Association
- La Via Campesina

e. Donors:

- European Union Delegation
- IFAD

5. Working Languages

English

6. Correspondence

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PROGRAMME SCHEDULE

Day One : 29 May 2018; 0900 – 1115

Location : Venus Hall, Impact Arena
47/569-576 Popular 3 Road, Banmai Sub-district,
Pakkred District, Nonthaburi 11120
Bangkok Thailand

Session Title : **Food Quality and Producer Reputation:**
Can Quality Label Trigger Rural Development?

Moderator : Cezar Belangel, ASIADHRRRA

Desired Outputs

1. How important are organic produce and food safety promotion to strengthen the position of agricultural cooperatives in accessing the market?
2. How important is the adoption of Geographical Indications (GI) to build the reputation of producers (agricultural cooperatives)?
3. What roles do the organic certification, food safety and GI play in helping producers access regional markets?

0905 – 0935	Organic Produce and Food Safety Promotion by Agricultural Cooperatives in Thailand <i>To ensure the agricultural cooperatives' participation in the global value chain, more concerted actions are needed. What are the most important issues experienced by Thai government in supporting agricultural cooperatives, and what are the lessons learned which can be transferred to other regions</i>	Mr. Panuwat Na Nakornpanom Senior Expert Cooperative Promotion Department Ministry of Agriculture and Cooperatives Thailand
0935 – 1005	Geographic Indication (GI) as an Identification Trademark and Valueable Asset for Producers <i>GI is a way for customers TO identify producers. With the GI, consumers may associate agricultural produce with a particular quality, characteristics and/or reputaton. How does it benefit agricultural cooperatives to protect GI? What is the cost and process of registering GI? What are the success stories?</i>	Stephane Passeri GI Consultant
1005 – 1035	ASEAN Coffee Business to Business <i>Tips for Thaifex 2018: How to sell more and increase networking with potential buyers</i>	Veronica Herlina Sustainable Coffee Platform of Indonesia
1040 – 1115	Question and Answer following by debriefing	Moderator and ASEAN Foundation
1145 – 1300	Visit to Department of Intellectual Property Geographical Indication Section, Thaifex <i>Is there any consumer demand for GI? Is there any market mechanism needed to exploit GI in ASEAN and international markets?</i>	Stephane Passeri GI Consultant

Day Two : 30 May 2018; 0900 – 1645

Location : Field visits in Nakhon Pathom

Session Title : **Reducing Food Loss and Organic Practices**

35 percent of all harvested crops was lost during storage and distribution . The field visits will focus on considerations for post-harvest handling to marketing certified organic produce. Consumers in the region are increasingly demanding organic products to ensure food safety . The global market for organic produce and products increased five-fold between 1999 and 2014; the Asian region was no exception.

Desired Outputs

1. How important is post-harvest technology for organic produce and food safety promotion to strengthen the position of agricultural cooperatives in accessing the market?
2. How important is the adoption of Organic Certification or Participatory Guarantee Systems for small farmer organisations or agricultural cooperatives?

0900 - 0930	Introduction of Solar Dryer Parabola Dome and its Design and Implementation in Thailand <i>Technology solution to increase product quality and variety</i>	Prof. Dr. Serm Janjai, Silpakorn University
1030 - 1200	Food Certification <i>The organic market is moving from a niche market to mainstream market within the agricultural industry. The organic market offers a huge trade and income potential for producers. However, many smallholder farmer may not have sufficient access to the organic export market and domestic market might be poorly developed. In this session, participants will learn to set up an organic value chain.</i> Green Farm Living: Business planning and marketing strategy IFOAM: Organic Certification: market development, learnings and certification systems and processes	Ms. Kulnathee Suparatchartpun GreenLivin Nartrudee Nakornjava ACT Organic
1200 - 1300	Lunch and Networking	
1300 - 1400	Departure to Tomato Farm	
1400 - 1415	Post-harvest and Technology: <i>a Market Chain Approach</i>	Mr. Prayong Wongsakul Queen Tomato
1645	Departure to Hotel Mercure Makkasan	

Day Three : 31 May 2018; 0900 – 1300

Location : Mercure Makkasan
1599 Kamphaeng Phet 7 Rd, Khwaeng Makkasan, Khet Ratchathewi,
Krung Thep Maha Nakhon 10400, Thailand

Session Title : **Enabling Environment for Global Value Chain Participation**

In this session, participants will find out more about what is happening in the regional value chain and plans at the government levels towards implementing ASEAN cooperation on Food, Agriculture and Forestry, 2025. In addition, they will learn from best practices on marketing strategies and forming partnerships to strengthen the agricultural cooperatives' participation in the value chain, including post-harvest management, branding (organic certifications), and identification of customers' preferences.

Desired Outputs

1. What needs to be happen to ensure agricultural cooperatives participation in the regional and global value chain?
2. Way forward for market integration: regional certification body (ASEANGAP)
3. Technology for improving product value in the value chain: promotion and adoption for post-harvest technology

0830 - 0900	Summary and Recap of Day One and Two	
0900 – 1100	Panel Discussion: Enabling Environment for Global Value Chain participation	Moderator: Luc Grot
0900 – 0930	ASEAN Standards for Regional Value Chain: ASEANGAP, ASEAN Organic MalaysiaGAP: Success Stories and Way Forward	Mohamad Ariffin bin Saraila ASWGC Crop Quality Control Division Department of Agriculture, Malaysia
0930 – 1000	Process Oriented Quality Management: <i>Success Stories of Solar Dryer and Collaboration with Thai Government to support agricultural cooperatives and farmer organisations</i>	Juliet Ler Hui – Ling, Covestro
1000 - 1030	Strengthening Agricultural Cooperatives: Projects Implementation and Achievements under ACEDAC	Ima Rahmania ACEDAC Secretariat Production and Marketing Department, Ministry of Cooperatives and SMEs, Indonesia
1100 - 1130	Way Forward Session: Reflections, Recommendations and Action Steps	Members of Farming Organisations
1130 - 1300	Closing Remarks: Expectations for Future Collaboration with ASEAN	EU Mission to ASEAN: Hans Farnhammer SDC: Jan Moritz Krueger IFAD: Benoit Thierry

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GLOSSARY

ACEDAC	ASEAN Centre for the Development of Agricultural Cooperatives
ACFS	National Bureau of Agricultural Commodity and Food Standards
ACT	Agriculture Certification Thailand
AFA	Asian Farmers Association
AFOSP	ASEAN Farmers Organisations Support Programme
ASWGC	ASEAN Sectoral Working Group on Crops
ASWGAC	ASEAN Sectoral Working Group on Agricultural Cooperatives
EU	European Union
IFAD	International Fund for Agriculture Development
IPR	Intellectual Property Rights
GAP	Good Agricultural Practices
GI	Geographical Indications
LVC	La Via Campesina
MOAC	Ministry of Agriculture and Cooperatives
MTCP 2	Medium-term Cooperation Programme with Farmers' Organisations Phase Two
myGAP	Malaysian Good Agricultural Practices
PDD	Parabolic Dryer Dome
SDC	Swiss Agency for Development and Cooperation

PRESENTATION MATERIAL

Food Quality and Producer Reputation: can quality label trigger rural development?

1. Agricultural Cooperative and Organic Farming by **Mr. Panuwat Na Nakornpanom**, Senior Expert on Cooperative Development, Cooperative Promotion Department, MoAC Thailand.
2. Geographical Indications as an Identification Trademark and Valuable Assets for Producers by **Mr. Stephane Passeri**, GI Consultant based in Thailand
3. ASEAN Business to Business – Sell More and Networking with Potential Buyers by **Veronica Herlina**, Sustainable Coffee Platform Indonesia

Reducing Food Loss and Organic Practices

1. Parabola Dome: a Solar Dryer for Commercial Production of Dried Fruits and Vegetables by **Prof. Dr. Serm Janjai**, Solar Energy Research Laboratory, Department of Physics, Faculty of Science, Silpakorn University, Thailand
2. Organic Assurance System in the World Markets by Ms. Nartrudee Nakornjava, ACT Organic Thailand

Enabling environment for Global Value Chain participation

1. Overview on the Success Story on MalaysiaGAP (myGAP) and Way Forward by Mr. Mohamad Ariffin Saraila, Crop Quality Control Division, Department of Agriculture Malaysia, Ministry of Agriculture and Agro-based Industry Malaysia, ASWGC
2. Inclusive Business: sustainable business model innovation to benefit people in low income market segments in ASEAN by **Ms. Juliet Ler Hui-Ling**, Covestro
3. Towards Strengthening Agricultural Cooperatives in ASEAN by **Ms. Ima Rahmania**, ACEDAC Secretariat Officer

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This Learning Series on Quality management offered the opportunity to learn and network directly in the field from key experts and exhibitors at Thai Food Expo (Thaifex) on the areas of business planning and marketing strategies for commercialisation of agricultural products, Public-Private Partnership in the areas of supporting resource-constrained small-scale producers for accessing the markets with standards imposed by regional markets such as ASEAN GAP, best practices for collective action to strengthen agricultural cooperatives participations in the value chain, which include post-harvest management, branding (GI and Food Safety Certifications), and identification of customers' preferences.

National implementing agencies (NIA) had a chance to showcase their agricultural products at Thaifex; the biggest and most influential food & beverage, food technology and retail & franchise exhibitions in the region. ASEAN Foundation booth was located under the organic section, at Impact Hall 1 – No C31. All the product displays came from NIA members, with most of the products being certified organic such as rice, coffee, tea, cocoa, calamansi extract, honey and etc. NIA also assigned a representative (farmers) to be the promoter at the booth

NIA representatives from Indonesia, LAO and Philippines were actively promoting their product; however, they were facing some challenges like pricing strategy, language barrier and knowledge about organic certification details. According to these observations at Thaifex, farmers or farmers organisation representatives should put extra effort in business planning and marketing strategies.

Case 1:

The representative from NIA Indonesia has prepared the product catalog and pricelist which makes the information distribution easier. However, during the price negotiation, the potential buyer asked about the huge amount of quantity to Saint Lucia and NIA Indonesia didn't try to make an effort to re-calculate the price. They referred to the fixed price on their price-list.

Case 2:

The representative from NIA Lao has prepared the small package of roasted coffee beans for sampling, as it received good response from potential buyers. NIA Lao also showcased their new product; coffee and turmeric soap that developed by women farmers. The soap attracted many visitors who curious about the benefits of coffee & turmeric for the skin. In terms of packaging, they need to work on producing more eye-catching packaging and create a story for their product, in order to add value to the final product. Organic logo placement is also important for branding purposes. Some visitors asked for the organic certification details and NIAs could not clarify which organic certification organisations had certified their products.

Case 3:

Representatives from NIA Philippines provided the coco sugar tester. When the visitors were testing the coco sugar with coffee, the representative had a chance to explain the product and the benefits of consuming coco sugar. By having the elevator pitch, she was able to receive some inputs to improve the product packaging, on the health benefits of consuming coco sugar information and nutrition label. Providing testers is one of the ways to get visitors interested in the product. Visitors can experience the taste and farmers or product owners can get a better understanding of what the target market preference is and directly receive feedback to make improvements to their products.

Case 4:

The most eye-catching product display was organic rice from Green Living Camp (Thailand). Visitors showed interest because of the product variants (rice berry, black rice, red rice, ready-to-eat rice, brown rice, jasmine rice.), eco-friendly packaging and organic logo placement. This product has been exported to US, Canada and Europe market.

These were frequently asked questions; why is the ASEAN foundation exhibit at Thaifex? and what is ASEAN Farmers Organisations Support Programme?

How can I join this program? It was good exposure and opportunity to raise awareness of ASEAN foundation and its program.

One of the booth promotion strategies was to provide free flow Indonesian and Cambodian coffee. More than 200 cups have distributed during the exhibition days. Many visitors were not only interested in the product, but also interested to join AFOSP and establish networks with AFOSP & ASEAN Foundation. There were organic mushroom farmers from Thailand who wanted to engage with other farmers in region, development agency officer who interested to collaborate with AFOSP, gastronomy expert who is looking at local ingredients from ASEAN countries, CEO of Organic Certification Body and many more.

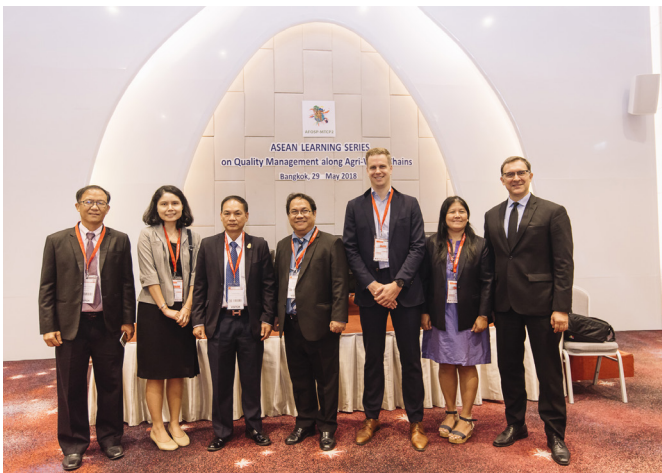
To sum up, the exhibition at Thaifex gave farmers and farmer organization representatives a practical sense of the international trade market and was a good learning process to improve their business planning and marketing strategies. From 29 May – 2 June 2018, ASEAN Foundation has collected 120 business cards, managed 6 business match-making from Thailand, Saint Lucia, Korea and Malaysia. Most of the booth visitor interested in coffee and rice. After Thaifex, there were some follow-up actions from booth visitors and potential buyers. One of them is from ERIDAN, an Asian food trading company in France who is interested in organic rice.

Thaifex Report – Participant Observation

According to the questionnaire, besides coffee or rice, participants were also interested in fishery products, horticulture and fruits, coconut products, processed palm juice, organic rice noodles, and Chiang Rai Tea. These products were their product reference because some products are fit to the country condition (resource availability and demand), have many added values, many varieties of products, and have become a substitute product. Food standards, organic and GI certified product attracted the farmer's attention because these standards bring high value, in terms of health and

environmental standards, and also practice sustainable agriculture. There are many ways to prepare farmers for participation in the regional value chain, such as collaborating with governments, farmers, and private sectors, fundraising to develop packaging and marketing in social networks, getting certification, and strengthening on food processing and packaging practices.













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