



# Agricultural and Food Marketing Association for Asia and the Pacific

Inter-government non-profit organization in association with Food and Agriculture Organization (FAO) of the United Nations



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[GreCoCos.Org](http://GreCoCos.Org) - Organic Market



AgroEcology Coffee Blossom for organic tea at Chiangmai, Thailand  
by CLUMP Foundation



Dear Members and Readers,

IUU, desertification, and chemical contamination continue effecting food and agriculture value chain in Asia, the Pacific, and all over the world. These great challenges will need our close attention and cooperation to strengthen up food and agriculture sustainable value chain.

AFMA will work harder to catalyze and mobilize food sustainable value chain through our valuable members, networks, and strategic partners to achieve SDG 2 and 15.

We thank you for your continued support and great contribution.

Best wishes to you all,

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## INSTITUTIONAL MEMBERS

1. Bangladesh, Ministry of Food (MoF)
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3. India, Food Corporation of India (FCI)
4. India, National Cooperative Development Corporation (NCDC)
5. India, Central Warehousing Corporation (CWC)
6. India, National Institute of Agricultural Marketing (NIAM)
7. Korea, National Agricultural Cooperative Federation (NACF)
8. Malaysia, Federal Agricultural Marketing Authority (FAMA)
9. Republic of the Union of Myanmar Federation of Chambers of Commerce & Industry (UMFCCI)
10. Sri Lanka, Daya Group

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Mr. Ahmad B. Ishak, FAMA, Malaysia  
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**AFMA** made a courtesy visit to FAORAP's New Assistant Director-General (ADG) and presented AFMA's mission and network on Food sovereignty and Agroecology to FAO management, Resource Mobilization and partnership team on 21 March, 2016.

Following topics had been discussed:

- AFMA network, membership, model, and achievements
- PGS+ and farmer school
- AgroEcology, AgroForestry, SDG 2, and SDG 15
- Organic network and Smallholder farmers in Cambodia



ADG (centre) and AFMA Members



ADG (second right) with AFMA Members



**AFMA and EMRC (European Marketing Research Center) had signed an MoU to cooperate agricultural representative in Asia and Africa**

International Association based in Brussels in Belgium, aimed to boosting the agricultural sustainable development of Africa's private sector, and AFMA have signed the MOU in the corporation of agricultural representatives from Asia and Africa on 7 March 2016.

# Value Addition Through Agro-Industry : The multi-purpose oil extraction machine

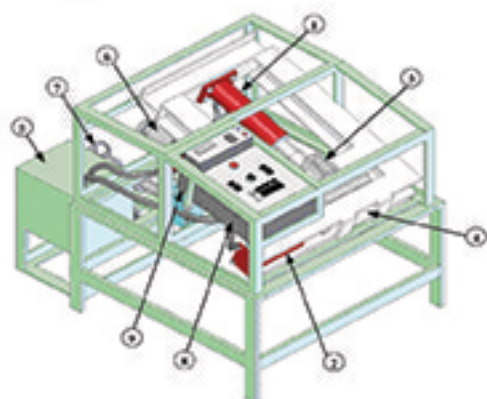
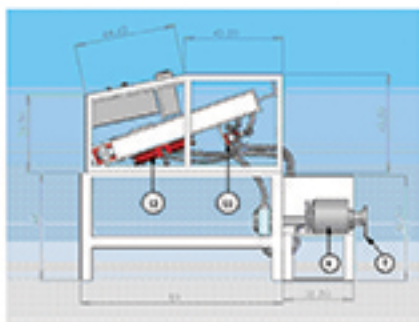
In the agriculture, mostly, the smallholder farmers supply only raw materials to the market due to limited access to the funding and equipment to transform the raw materials into higher value products. AFMA has realized the significance of this knowledge which will empower them to fulfill the whole agricultural value chain and to generate more income for themselves. Hence, AFMA has searched for the potential machine which would be practical in term of cost and benefit for the small scale farmers.

We finally found out the valuable knowledge through Prof. Dr. Ariyaporn Pongrat, one of the inventors and researchers for the invented multi-purpose oil extraction machine.

The invented Multi-purpose oil extraction machine was created by the support of the Technology Management Center (TMC). It was the cold pressing process that maintains the value of the

oil extract. The versatile system of the Multi-purpose oil extraction machine, compressed step by continuously to prevent the heat from compression. For the oil extract practice from sesame seeds, Jatropha seeds and grated dried coconut meat, start by entering the seeds or raw materials to the cylinder compression which was compressed continuously until the oil extract flow out of the cylinder and compressed according to the holes drilled into the production cycle, until the seeds were compressed and then spit the residue out automatically. Overall, there were 11 strokes of operation, then the compression will return to start again. Without stopping the machine, sesame was squeezed until it stops entering the sesame seeds in the 11-stroke operation made this compression process was slow incrementally to avoid the heat which destroyed the nutrients in the sesame oil.

This machine cost is about USD 5,700 per unit that is 4 times lesser than the imported unit. With its capacity, break even is within 2-3 years. Recently, some corporate companies applied this machine for their operation. The value addition from Raw Material to finish goods is approximately 10 times.



Feature 1 : The overall image of the Multi-purpose oil extraction machine.

Feature 2 : The image of the side of the Multi-purpose oil extraction machine

<http://nstda.or.th/rural/03tech-agri05.html>



AFMA was invited to exhibit and present at Myanmar International Agri Machine Expo at Myanmar Convention Center, Yangon Myanmar on 3-6 March 2016.

“Sustainable Organic Value Chain” was presented on how organization empower smallholder farmers in Thailand and how this model could be applicable for other Countries.

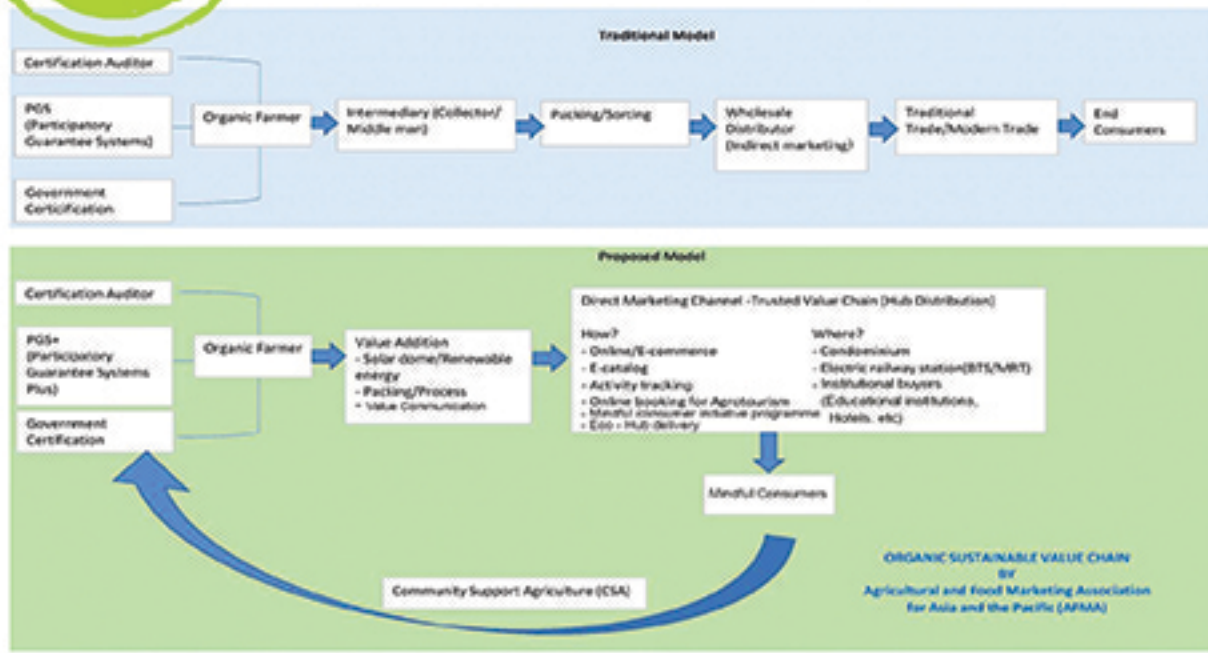


AFMA co-organized International Coffee Marketing Course at Queen Sirikit National Conference Centre during 25-28 February 2016. International participants are from the whole supply chain including coffee farmers, processors, roasters, machine suppliers. and end consumers.





# Organic Sustainable Value Chain



## Low-Carbon sustainable lifestyle through Organic Sustainable Value Chain by Agricultural and Food Marketing Association for Asia and The Pacific (AFMA)

Low-Carbon sustainable lifestyle model is developed and mobilized by AFMA and presented to UNESCAP Business Advisory Council Task-force to support Sustainable Development Goal 2 and 15. The programme objective is to empower smallholder farmers' organic and agroecology farming, for market access, outreach mindful-consumers and institutional buyers through low carbon logistic, deliver measurable and multipliable outcome.



from Organic Coffee and Coffee Blossom



to value addition process.



**LIFE** Millennium Hilton **AFMA**

Agrifoodery Organic Coffee from the Chiang Mai High lands

**Hot Beverages:**

- LIFE Espresso 145
- Amorino (Best Chocolate, Sweet, Caramel Orange, pear, Jack Fruit alternative)
- Americano 145
- Cappuccino 145
- Coffee Latte 145
- Hot Coffee (Blossom Tea with wild orchid honey) 145

**Cold Beverages:**

- Black Magic (Reverse engineering ice Americano) 155
- Affogato (LIFE Espresso over Vanilla Ice-Cream) 185
- White Night (Cold LIFE Espresso Latte) 155
- Scent of the Forest (Cold Coffee Blossom Tea with wild orchid honey) 155

Price is in Thai Baht and subject to 10% service charge and applicable government tax.

**THE LANTERN**





# Organic Sustainable Value Chain

Shade-grown fairly traded organic coffee and coffee blossom tea are representing the sustainable Holistic Living by the indigenous smallholder farmers seeding for the sustainable value chain.

The Agricultural and Food Marketing Association for Asia and the Pacific (AFMA) cooperates with multi-stakeholders (e.g. smallholder farmers, educational institution, corporate sector) through the sustainable value chain management in order to bridge the safe food supplying between the organic coffee farmers and mindful consumers directly.

The Sustain Holistic educational model to mobilize the Sustainable Development Goals (SDGs) with following key deliverables:

1. To educate and empower the smallholder farmers and mindful consumers sharing the same goal and accomplishment. Those multi-stakeholders will be well-informed, committed, and share the benefit of the safe food (non-toxic/organic) which positively effects health, soil carbon sequestration, and biodiversity.
2. To educate and encourage the general consumers to become the mindful consumers by the process demonstrated from organic farming to mindful consumers through eco-hub distributions. This is the paradigm shift to lift up the mindset of the 2 parties of how we can participate in mitigate the low carbon in daily lifestyle. The mindful consumers will be willing to support the smallholder farmers for the fairly traded practice (Consumer Support Agriculture - CSA)
3. To catalyze and implement "value delivery chain" of organic produces and value addition directly and environmentally to mindful consumers, to achieve fair market price, and encourage mindful consumers to participate in sustainable value chain.
4. To be the role model of organic sustainable value chain that positively creates sustainable lifestyle, biodiversity, multiplier effect and model replicability. Traditional model : Intensive farmers > collector > packing/processor > distributor > traditional retailer > end consumers.

Proposed model : Organic/PGS+ farmers > Value addition/Hub > mindful consumers.

According to above proposed model, fairly traded practice and health benefit are achieved.

AFMA as the international organization will be able to develop and replicate successful model to national and international level through its stakeholder and networks. As food and agriculture strongly link all lives together, the multipliable model will boundlessly benefit all people.



# Organic Sustainable Value Chain

  
**Millennium Hilton**  
BANGKOK



**THE LANTERN**  
THE ART OF BEANS AND LEAVES

## The Journey of Coffee

AgroForestry Organic coffee from the mountains above the clouds

at The Lantern Millenium Hilton Bangkok

Press Conference at Millenium Hilton Bangkok

Location : The Lantern at Lobby Level Floor

Opening date : Wednesday 25th May, 2016.

Time: 15:00 - 18:00 hrs.



### Agenda:

- 15:00 - 15:15 Opening
- 15:16 - 16:00 Drip for Coffee Painting workshop
- 16:00 - 16:30 Latte Art workshop and enjoy coffee  
aroma and fragrance



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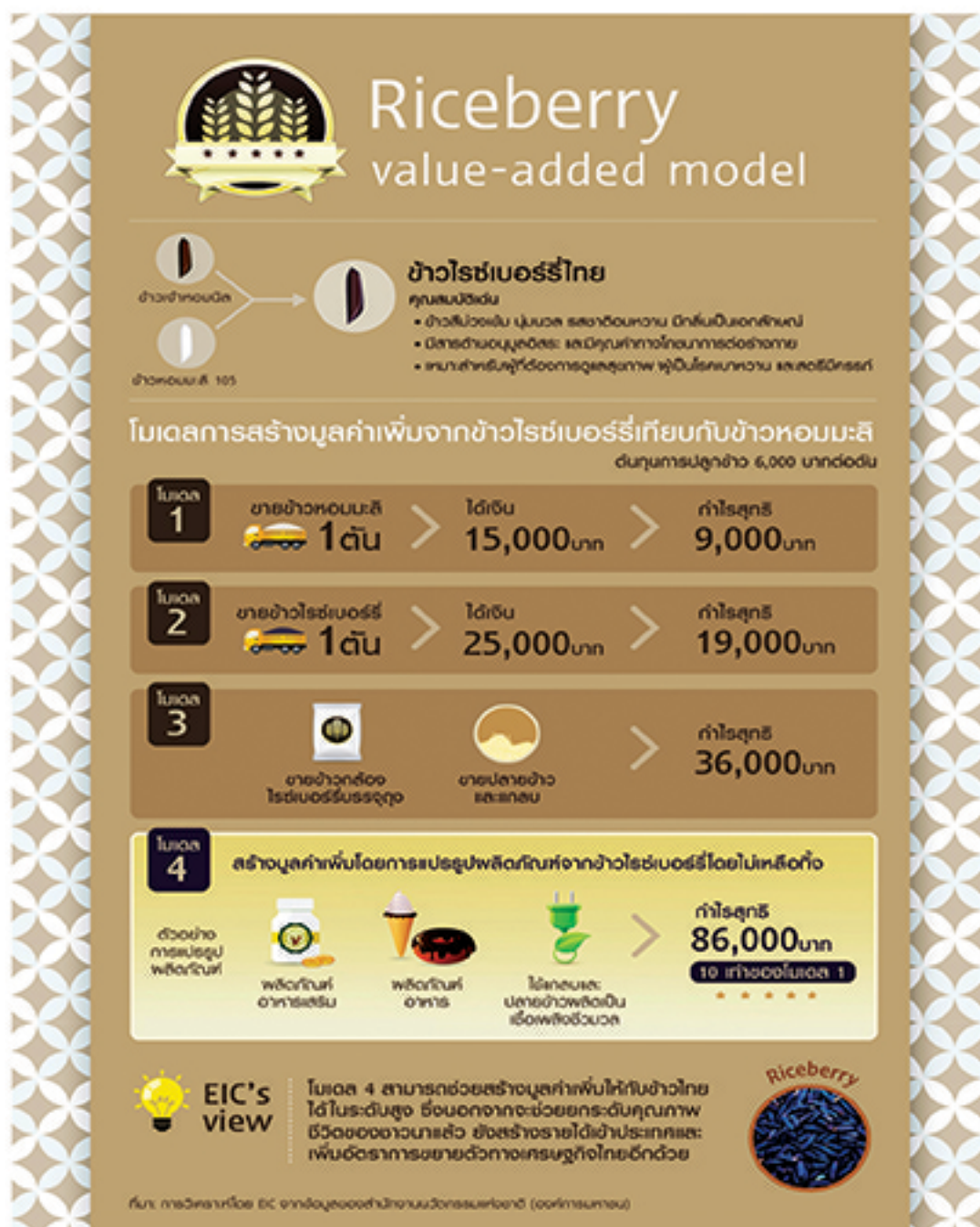


# Thai Riceberry: Value Addition

The outstanding quality of Thai Riceberry with special fragrant, softness, with high antioxidant and rich in nutrition, the value addition has been implemented from the first model, comparing to Jasmin rice bulk value of one MT is at USD 428, USD 217 gross profit comparing to USD 714 for 1 MT Riceberry with 542 gross profit.

The third model with vacuum pack and the sales of rice bran will generate USD 1,028 gross profit.

The last model is the extension to food processing that will bring USD 2,457 gross profit from 1 MT of Riceberry.



Source : Economic Intelligence Ceter Thailand

# Agro Ecology to Thai National Reform Steering Assembly

In order to improve rubber supply chain, AFMA had been invited to present value addition model including multicultural farming and rubber value addition process to Thai National Reform Steering Assembly - Agricultural committee to solve rubber plantation issue at the Parliament House. During the meeting, AFMA presented the Organic and Agro Ecology Multicultural Farming to generate more household revenue and improve biodiversity.



The situation of the rubber plantation in Thailand became critical due to the limited value addition, value chain management, and intensive agriculture. Shade-grown coffee and herbs are part of the recommended multicultural plants for rubber value addition.

AFMA has mobilized Food Sovereignty and Agro Ecology for the sustainable organic value chain through smallholders to the policy makers Supported Agro Forestry and PGS+ Organic farming with smallholder farmers in Chiang Mai, Thailand.

AFMA visited the smallholder farmers in Pang-Pa-O village, Chiang Dao district to empower them with their PGS practice. With their unity, they have the potential to manage their own





*Organic shade-grown coffee cherry and coffee blossom from the re-forested high altitude mountain in the Northern Thailand have been manually picked and professionally processed to bring the delightful fragrant and aroma tasting experience through LIFE's organic coffee and tea.*

*Fairly-traded roasted coffee bean and coffee blossom tea will bring additional revenue to the indigenous people who live in dignity and harmony with nature and to support their informal education which holistically integrating their care of home land with AgroEcology and AgroForestry practices- the life style generations of tribal people have witnessed.*

*Together with a cup of LIFE's espresso or coffee blossom tea, you are enjoying the delightful aroma and fragrance of quality taste of coffee or tea while empowering the local community and enhancing the environmental sustainability.*

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