



Agricultural and Food Marketing Association for Asia and the Pacific



Vol 65 no 3

Government officials from Nepal at FungKhaJohn vegetable farm, Thailand

Inside:
Safe food - Save food
Market Access for Small Farmers
Agro-Industrial Strategies
AFMA's Farmer Market
EXCOM Meeting in Bangkok

GOAL 2

END HUNGER, ACHIEVE FOOD SECURITY AND
IMPROVED NUTRITION AND PROMOTE
SUSTAINABLE AGRICULTURE

SUSTAINABLE DEVELOPMENT GOALS
More at sustainabledevelopment.un.org/sdgsproposal

From the Editor

UN general assembly has formally adopted new development goals.

AFMA is also delighted to support 3 pillars of sustainability with our food and agriculture stake holders.

From farm to fork, everybody on this planet is sharing accountability for food and agricultural sustainability. When we do food shopping, we always compare prices and quality. However, we do not always put social and environmental indicators into consideration. More illness caused by agriculture chemical contamination, lesser farm biodiversity caused by pesticide, lower soil carbon sequestration due to poor soil quality. All of these factors should be part of our buying consideration.

Post 2015 SDGs is the gentle reminder for all of us to reconsider our living habit and how could we actively become part of global solution by asking ourselves how to create more positive impact to SDGs and our only planet.

After all, to end hunger, achieve food security and improved nutrition, and promote sustainable agriculture has been on AFMA's priority list since 1983. There are challenging tasks ahead of us.

Best,

Thirach Rungruangkanokkul
Thirach.R@AFMAasia.Org

<https://sustainabledevelopment.un.org/topics>



INSTITUTIONAL MEMBERS

1. Bangladesh, Ministry of Food (MoF)
2. China, State Administration of Grain (SAG)
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

CHAIRMAN

Mr. Sein Win Hlaing
Central Executive Committee Member, UMFCCI
The Republic of the Union of Myanmar

VICE CHAIRMAN

Mr. Ahmad B. Ishak
Director General, Federal Agricultural Marketing
Authority (FAMA), Malaysia

EXECUTIVE COMMITTEE

Mr. C. Viswanath, FCI, India
Dr. Han Jizhi, SAG, China
Ms. Mushfeka Ikfat, MoF, Bangladesh
Mr. Ahmad B. Ishak, FAMA, Malaysia
Mr. Sein Win Hlaing, UMFCCI, Myanmar
Mr. Kim Youn Soo, NACF, Republic of Korea
Mr. Renan B. Dalisay, NFA, Philippines
Mr. Daya D.K. Gamage, Daya Group, Sri Lanka

AFMA Secretariat

Mr. Thirach Rungruangkanokkul
Executive Director
Ms. Sutisa Loganit
Administrative Assistant
Ms. Monthinee lambamrungsakun
Programme Coordinator

AFMA
FAO Annex
202/1 Larn Luang Road
Bangkok 10100, THAILAND
Tel: +66 2 2823136-7
Fax: +66 2 2823138
E-mail: info@afmaasia.org
Website: www.afmaasia.org

Office hours: 08.30-16.30 hrs. (GMT+7)

E 35th Executive Committee (EXCOM) Meeting of AFMA



The 35th Session of the EXCOM was presented by following representatives from AFMA Executive Committee members, where Executive Director is an ex-officio and an observer from FAO.

Mr. Sein Win Hlaing Central Executive Committee Member

The Republic of the Union of Myanmar Federation of Chambers of Commerce & Industry (UMFCCI), Myanmar
Chairman, (centre)

Dr. Bisant Yookarajah Nee Bisant Kaur Senior Director Federal Agricultural Marketing Authority (FAMA), Malaysia
Vice-chairman (third - right)

Mr. Mohammad Zahirul Islam, Deputy Secretary - Ministry of Food, Bangladesh,

Mr. Shri Sushil Nagpal, Executive Director (R-IL) - Food Corporation of India (FCI)

Mr. Hyeongju Lee - International Cooperation Office, National Agricultural Cooperative Federation (NACF), Korea

Ms. Prommakorn Surname Promkutkeo - Representative from Daya Group

Mr. Thirach Rungruangkanokkul - Executive Director, Agricultural and Food Marketing of Asia and the Pacific (AFMA)

Mr. Ralph Houtman - Agriculture Officer (Value Chains, Marketing and Rural Finance) - Observer
FAO Regional Office for Asia and the Pacific

2016 EXCOM will be held in Bangkok in September 2016.

AFMA (Agricultural and Food Marketing Association for Asia and the Pacific) is an association with Food and Agriculture Organization (FAO) of the United Nations. It is an inter-government non-profit organization that aims to promote food and agriculture knowledge and economic cooperation among government, private company, institute, and CSO. AFMA establishes among its members a machinery for the systematic interchange of information and experiences regarding various aspects of food marketing activities.

AFMA organizes technical activities, such as study tours, trainings and workshops for senior-level policy makers managerial and technical staff on various technical aspects of food marketing system for both AFMA members and non-members. AFMA conducts activities to enhance the exchanging of regional information, knowledge and support among the food marketing institutions, International organization and NGOs on every aspect of food marketing. AFMA distributes news and advertisements through AFMA media to increase your business opportunities.

Individual - US\$ 70 + no admission fee (No voting right)

Bronze - US\$500 + admission US\$ 500

Company link from AFMA website Company name in every issue of AFMA newsletter

Silver - US\$ 3,300 + admission US\$ 500

Support fund* for ONE person to attend GA

Company link from AFMA website, be able to use AFMA logo with Company name in every issue of AFMA newsletter

Gold - US\$5,000 + admission US\$ 500

Support fund* for TWO persons to attend GA, company link from AFMA website

Be able to use AFMA logo with Company name in every issue of AFMA newsletter

AFMA FARMER'S MARKET @ SIMA ASEAN



AFMA has launched Save food Safe food Festival during SIMA ASEAN Agri Business show 2015 in Bangkok.

Save food and Safe food concept has been disseminated through variety of agricultural products including rices, grains, fruits, vegetables, healthy drinks, organic coffee, and green market promotion. Sustainable food value chain has been highlighted during AFMA Networking session to promote safe food from micro, small, and medium farmers and food processors. In respect to AFMA's goal to stimulate economic cooperation for food and agriculture marketers in Asia and the Pacific, AFMA will continue promoting Safe food - Save food campaign through green markets, modern trades, and direct marketing.



Special talk on Safe Food - Save Food by Mr. Thirach Rungruangnakkul, Executive Director of AFMA and Dr. Laddawan Kunnot, Advisor of AFMA at Thai Food Processors' Association on 22 September 2015

For further information and participation, please contact info@afmasia.org.

S tudy tour : 27 -29 September, 2015

on "Pro-poor Policy Approaches to Address Risk and Vulnerability at Country Level" in Thailand

5 government officials from Nepal were participating the study tour funded by the FAO's project on "Pro-Poor Policy Approaches to Address Risk and Vulnerability at the Country Level". Thailand three day visiting plan organized by AFMA to demonstrate successful systems of Government's support to small farmer sustainability and agricultural value chain.

The itinerary is designed to demonstrate the successful cases in Thailand that small farmers collaborate with government and private sectors to consolidate their products to reach national and international markets. The cases involve several collaboration formats including cooperative system, marketing organization for farmers, and farmer markets as well as to understand the possible links between farmer groups and private sectors.

Besides, the programme included meetings with central and local government officials to understand the role, actions and possible supports to the farmer group establishment. The very first visit is to the Cooperative Promotion Department. Delegates were welcomed by the Deputy Director General, the Director of Planning Division and several technical officers from different divisions. Presentations by CPD highlighted information about the cooperative movement in Thailand and the promotion and marketing activities of the Cooperative Promotion Department (CPD).

The following visit is to Marketing Organization for Farmers. The state enterprise under the Ministry of Agriculture and Cooperatives. The demonstrated Aor Tor Kor Market has been successfully promoting food and agriculture products from small farmer groups in national and international level with many international buyers to visit and arrange large shipments from this market. Training has been provided to the participated farmers for better understanding of GAP and consumers' expectation, product presentation, packaging, and market outreach.

This market has been very successful as a model in different ways including product promotion, effective subsidy to small farmers, hygiene standard and quality management.



Study tour also includes Talaad Thai, the largest wholesale food market in South East Asia. It is the trading point for farmers, buyers, and sellers of large quantities of locally produced and imported food products. Talaad Thai's advantageous location, continued investment in facilities, and systems ensure that it is the premier wholesale market and fresh food supply chain operator in the ASEAN Economic Community (AEC). Delegates have visited livestock, vegetable, and flowers zones to understand type of commodities, selection process, pricing, distribution process, and quality assurance programme.

The next visit is to FungKhaJohn vegetable farm. The 3.2 ha (20 Rai) multiple cropping PGS organic farm located at Pathumthani province, around 80 km from Bangkok's CBD. The farm has successfully created the well-recognized local brand for fruits, vegetables, herbs, and Agritourism with organic training facilities. FKI has transformed from intensive chemical mandarin farm to PGS organic vegetable farm.



“

There were different challenges at the beginning due the poor quality of soil, contaminated water supply and air. Most importantly, lacking of trust in organic farming system because some of their members spent most of their lives practicing intensive farming. The produces were regularly supplied directly to the consumers through green market at Thammasart public University and to health conscious restaurants. Well aware consumers were willing to pay a premium to support the ethical farmers and for their own health. The higher inflow revenue, from selling more variety of produces, and Agritourism, together with lower chemical cost, was more stable and considered higher comparing to the intensive farmers.

S Study tour : 27 -29 September, 2015

ON "Pro-poor Policy Approaches to Address Risk and Vulnerability at Country Level" in Thailand



The following visit is to Farmer market at Pathumthani Public Hospital. Pathumthani Public Hospital Farmer market has been established since 2009 under 7 green concepts with cooperation between Pathumthani Hospital, farmer groups, and Thai Health Organization operating on weekly basis with the support from Hospital management. Vendor selection process is managed by volunteering market committee and invited third party.

Minimum requirement for all products sold have 3 levels:
- Safety level
- Chemical free level
- Organic level

Pathumthani farmer market has demonstrated the effective cooperation between government sectors to initiate and integrate support from the Ministry of Public Health, MoAC and Ministry of Commerce by supporting 15-30 small farmers, safe-food vendors who mostly rely on income generated from this market.

To summarize the study tour, AFMA has presented "Save food Safe Food" to highlight 3 key pillars for food and agriculture sustainability:

- People - Social pillar on sustainability
- Planet - Environmental pillar on sustainability
- Prosperity - Economic pillar on sustainability



Fact and figures are presented on organic farming benefits to small farmers' and consumers' health from social perspective and to improve biodiversity and carbon sequestration from environmental perspective apart from economic and financial perspectives.

AFMA also present agricultural product value chain from farm to various by products with high value added along the value chain that will be beneficial to small farmers, higher income, lower illness, and benefit environment.

Lesson learned:

The programme in Thailand has well demonstrated how Government sectors, private sectors and small farmers collaborate to eliminate poverty through collective production and market outreach.



R

egional Training Programme on Developing and Implementing Agro-Industrial Strategies 25-27 August 2015, Chiang Mai, Thailand



The regional training workshop on "Developing and Implementing Agro-Industrial Strategies" was organized jointly by Food and Agriculture Organization of the United Nations (FAO)'s Rural Infrastructure and Agro-Industries Division and Agricultural and Food Marketing Association for Asia and the Pacific (AFMA) on 25-27 August 2015 in Chiang Mai, Thailand.

The goal of the training workshop was to provide participants with guidance, examples and tips that they can directly apply in their daily practice. The training has been designed with a perspective to bring new insights and frameworks to policymakers and agro-industry leaders. With tailored-made curricula to fit the particular needs of this audience, practical case studies and dynamic, thought-provoking discussions, participants will learn not only from FAO, but also from what other peers are doing and experimenting with. The workshop was composed of 5 modules including presentations, practical exercises and group discussions. These modules have been conducted and demonstrated in parallel with delegates' presentation for dialogue discussion, real case analysis, and exchange of information.

Totally 16 delegates and 2 observers from 9 countries including Bangladesh, Cambodia, Indonesia, Lao PDR, Myanmar, Philippines, Vietnam, Thailand, and India attended the training workshop which was conducted by Ms. Marlo Rankin and Ms. Eva Galvez from FAO's Rural Infrastructure and Agro - Industries Division with networking and administration support from AFMA team.

Overall, delegates and attendants are very satisfied with the usefulness of content and shared experiences those are highly applicable to their situations. It is highly likely that many of the participants would be able to initiate new partnership / networking activities on developing and implementing agro - industrial strategies in their organizations/ countries. One of the key success factors is to have CSOs and Corporate sectors to contribute different perspectives and real situations as the value addition to the sessions.



Direct Marketing Symposium and Training Workshop

14-18 September 2015

Bangkok and Pathum Thani, Thailand

In response to an increasing demand from producer groups to learn more about direct marketing, the Food and Agriculture Organization of the United Nations (FAO), The Crawford Fund and the Agricultural and Food Marketing Association for Asia and the Pacific (AFMA) co-organized a four day workshop in Bangkok. The training program included an intensive two day training workshop and a two day industry seminar in which participants shared their in-country experiences with direct marketing and a one day field visit to direct marketing enterprises in Pathum Thani. On 14-16 September, 23 participants from Cambodia, Japan, India, Laos, Myanmar, Philippines, and Thailand attended the two days master class and one day field visit which led by Dr. Peter J. Batt and Mr. Thirach Rungruangkanokkul, AFMA Executive Director. Participants learned how to build enduring long-term relationships with customers by the lecture of Dr. Batt and by visiting the Green Market at Pathum Thani Hospital and Funkajohn Farm.



The key concept for workshop is about the proactive action towards the rising disposable household income and the growing demand among consumers to know where their food has come from, how it has been produced and to interact directly with producers. Direct marketing is an alternative means of distributing products in the market that involves direct sales to consumers through personal explanation or demonstration; or a process whereby the firm responsible for production sells to the end user, ultimate consumer, or retailer without intervening middlemen. In the fresh produce industry, direct sales include roadside or farm gate sales; U-pick operations; farmers markets, community supported agriculture schemes; gift baskets and mail order; e-commerce; and direct sales to institutional users cafes and restaurants. At the end of the session, participants have a greater understanding and appreciation of direct marketing concepts and various alternative pathways through which they can directly distribute their products to potential consumers.



Participants have gained the skills necessary to understand the total product quality concept, which considers food safety, sustainable production and participatory guarantee systems (PGS). Participants have learned how to appropriately price the product, inclusive of all the additional costs associated with direct marketing. To reduce risk, participants have learned how to prepare production plans, marketing plans and financial plans. Critical success factors and impediments associated with direct marketing have been identified and discussed.

On 17-18 September, the Regional Symposium on Market Access for Small Farmers through Direct Marketing was conducted in conjunction with the inaugural SIMA ASEAN South East Asian Agribusiness Show at Impact Exhibition Center. 91 participants joined the seminar including participants from Cambodia, China, Germany, France, Japan, India, Laos, Myanmar, Philippines, Sri Lanka, Thailand, and Viet Nam. The seminar presented 10 presentations from farmers, researchers, and CSOs across Asia and the Pacific.

Farmers' market



Giftset to Marketing Organization for Farmers.



Organic Basket from AFMA

Great gift for special occasion

1. Organic Rice Berry & 5 colour brown rice
2. Organic roasted coffee beans & coffee leaf tea
3. Organic Honey
4. Organic "Gamma Oryzanol Essential Oil"

Please contact info@AFMAasia.org or

+66 (0) 2282 3136 - 7



Organic coffee leaf tea

high antioxidant than tea and mangiferin to protect neurons in brain



Organic Rice Berry and five different kind of brown rices



about AFMA's new ED



Thirach RungRuangKanokkul

Thirach is the Executive Director of Agricultural and Food Marketing Association for Asia and the Pacific (AFMA). He is also the founder and former director of Art for Ocean Society, other Social Enterprises and CSOs for Environmental and Ocean conservation to support Sustainable Development Goals (people-planet-prosperity) by networking with Government and Corporate sectors.

He has been supporting organic farming, ecotourism, agritourism, artisanal fishing, and small farmers, as well as international corporations through sustainable value chain management.



He has Bachelor and Master degree in Business Administration with intensive consulting experience for multinational retailers, Social Enterprises and CSOs on organization development, executive coaching, capacity building, lean operation, conflict management, social marketing, campaign management, and sustainable development strategic formulation.

He is also a member of UNESCAP Sustainable Business Network.

Core Competencies:

- Business and strategic plan with feasibility study and project management capability, financial and non-financial management capability, networking with government and business sectors, understanding of key legal perspective and global issues.
- Effective public communication in English and Thai with corporates, government and CSO sectors.
- Multi tasking, team building, collaboration, and deal-making skills.
- Highly mobility with intensive strategic management in Europe, North America, Asia, and Australia.
- International food and nonfood value chain management.



Coffee "Zero Waste"

The Telegraph

Tea made from coffee leaves found to beneficial for health

A tea brewed from the leaves of the coffee plant have been found to be high in compounds that are good for human health.

The researchers at the Royal Botanic Gardens in Kew, London, and the Joint Research Unit for Crop Diversity, Adaptation and Development in Montpellier, believe coffee leaves could provide a new, healthy drink to rival coffee and traditional green or black tea.

The drink, which contains low levels of caffeine, has earthy taste neither as bitter as tea nor as strong as coffee. Dr Aaron Davies, a coffee expert and botanist at Kew Gardens who helped conduct the research, said coffee leaf tea was popular among some locals in places like Ethiopia and South Sudan and there had even been an attempt to market it in Britain in the 1800s. He said: "In 1851 people were touting it as the next tea and there were all these reports at the time about its qualities. I spent some time in Sudan and met a village elder who made it every day – she would hike for a couple of hours to collect the leaves to make tea.

"What was surprising was how many antioxidants are in the coffee leaves. They are much higher than those in green tea and normal black tea.

"There were also very high levels of a substance called mangiferin in the leaves of arabica coffee plants. This chemical was first extracted from mangos but has had lots of healthy properties attached to it."

Arabica coffee leaves were found to contain the highest levels of mangiferin, which has been found to have anti-inflammatory effects while also reduce the risk of diabetes, blood cholesterol, and protecting neurons in the brain.

Coffee beans are the world's second most valuable commodity after crude oil, with almost eight million tonnes produced a year in an industry worth more than £43 billion. There are also 165 million cups of tea drunk every day in the UK.

full article : <http://www.telegraph.co.uk/news/science/science-news/9797675/Tea-made-from-coffee-leaves-found-to-beneficial-for-health.html>

