



# **Food Value Chains to Foster the Rural-Urban Development in Asia-Pacific Region**

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Vice Chairman , Thai Chamber of Commerce**

**EXPORT**

## What is the problems to foster Rural-Urban Development in Asia-Pacific Region

- Logistics
- Supply Chain Management
- SPS Control systems
- Border inspection

## How to integrate Rural-Urban Development in Asia-Pacific Region?

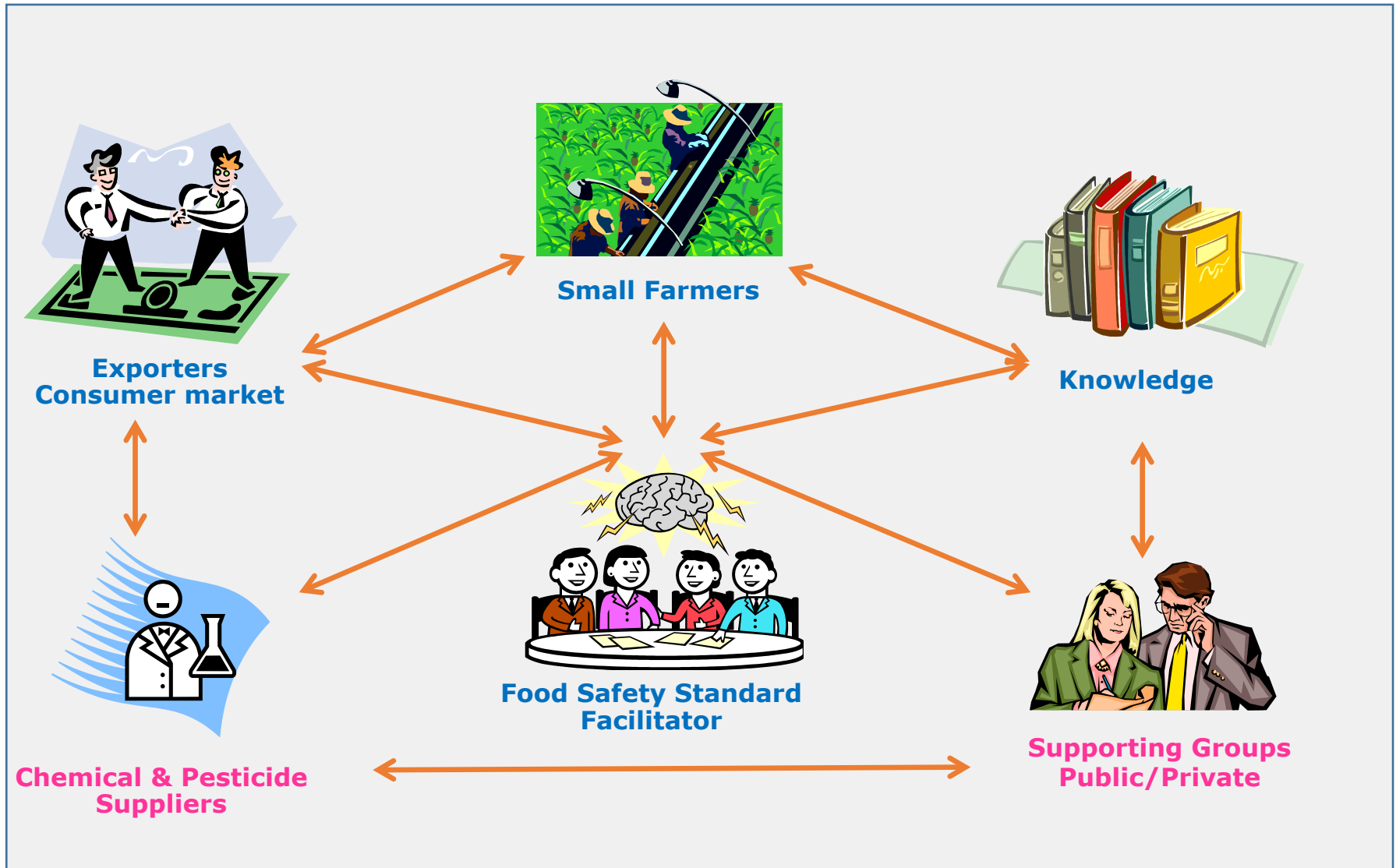
### What is THE PROBLEMS?

- Many small farmers / lack of knowledge base
- Under developed infrastructure
- Government Policy / Support

### The Role to integrate and implement sustainable development

- Introduce Cluster concept for Food & Non – Food
- Sustainable Agriculture
- Technology & Knowledge Support
- Clear Government Policy

# Agribusiness and Food Value Chain



## KEY FACTOR TO SUPPORT CLUSTER FORMING

### 1. Analyze and Planning

- Data Analyze
- Situation Assessment
- Local / Oversea of Social and Politic relation

### 2. Strategic

- Our Positioning
- Efficiency Leadership
- Downsize competitor (by doing Better)
- Quality & Safety Concept

### 3. Working Process

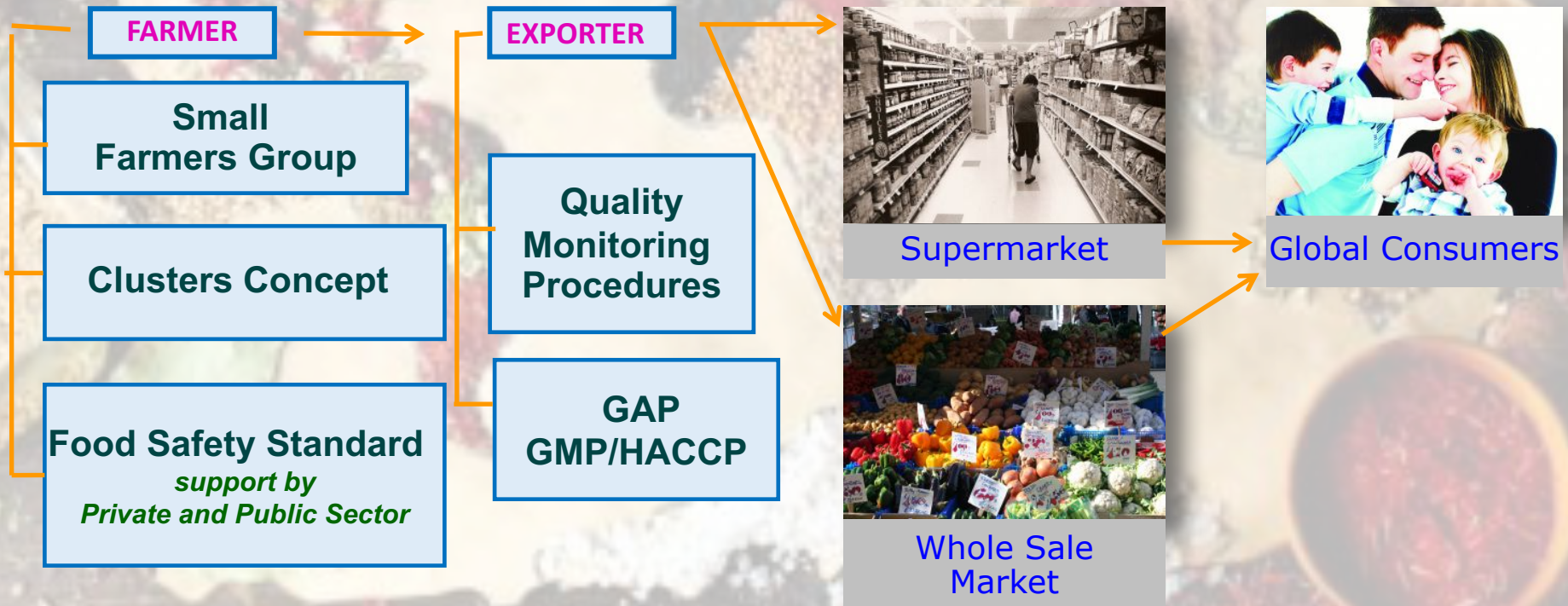
- Analyze Market Demand
- Member's Cooperation
- Experience / Knowledge Sharing
- Benefit / Lose Sharing

### 4. Evaluation of Success

- Return Investment for stakeholder
- Social Benefit
- Sustainable Agriculture Implemented

# Agribusiness and Food Value Chain

## Supply Chain Management for High Value Products to Global Market



## QUESTION

**What does the Private Sector expects from Government in term of reducing SPS related transaction cost and at the same time strengthening Health Protection?**

## ANSWER

In all countries, " **NO SPS System is perfect**"  
so we all **NEED "An EFFECTIVE SPS System"**

1. **A legal framework that is feasible for the country context, enforceable, and implemented in a manner that is compliant with WTO principles.**
2. **A suitable number of mandatory regulations with Maximum Residue Levels (MRL), tolerances. etc. and related requirements, compliant with international principles In place that can be used for conformity assessment and enforcement.**



## ANSWER

- 3. Capacity to engage effectively with trading partners in SPS market access negotiations including risk mitigation measures and Mutual Recognition Agreements (MRA).**
- 4. Apply equivalence and seek Mutual Recognition Agreements where relevant to prevent duplicative controls in exporting and importing countries**
- 5. Limit the use of import and export licenses and permits for the implementation of SPS measures, focusing on high risk products if deemed necessary.**
- 6. Reduce waiting times for issuance of Certificates and Inspections wherever possible.**

# Agribusiness and Food Value Chain

## ANSWER

- 7. Adopt automation of SPS import and export release processes and fully integrate these processes. (National Single Window – NSW)**
- 8. Government Authorities on both Export and Import countries should recognize Private standards which compliant with the international Food Safety Laws to reduce the transaction cost and inspection time and to strengthen Health Protection**

## QUESTION

**What is the actual and potential role of the Private sector in enhancing compliance with SPS controls?**

The background of the slide is a blurred photograph of a market stall. In the foreground, there are several wooden crates filled with fresh produce. One crate is overflowing with bright yellow carrots. Next to it, there are ginger roots and a basket of red chili peppers. In the background, other crates contain green apples and oranges. The overall scene is bright and colorful, representing a typical agricultural market.

# Agribusiness and Food Value Chain

## ANSWER

- 1. Private Sector have to apply and effectively implement Systems of quality assurance and risk management, such as Good Agriculture Practices (GAP), Good Hygiene Practices (GHP), Good Manufacturing Practices (GMP), Hazard Analysis and Critical Point (HACCP) Traceability standards in their Food Supply chain.**
- 2. Systems of conformity assessment and certifications in place.**
- 3. Effective coordination across stakeholder with SPS mandates in their Supply Chain.**

## CONCLUSION

**For Effectiveness implementation of SPS to reduce transaction cost. Government and Private sector have to speed up and harmonize all necessary action together.**

**— “TIME IS COST”**

**“The Early we do, the COST will reduce””.**

# Agribusiness and Food Values Chain

## Case Study





## The Sustainability of Smallholder Farmers For Agricultural Value Chains

# Agribusiness and Food Value Chain

## CASE STUDY



**30 SMALLHOLDER FARMERS**  
They work as **ONE** group and  
lives in **HUAYPARA** village,  
Dontoom district,  
Nakorpathom province,  
**THAILAND**

**NET ANNUAL INCOME**  
**6,000 \$ / person**  
for Crop Rotation 9  
months/year

**Leader : Mrs. Somjit**  
**Praisrimuang**



# Agribusiness and Food Value Chain



**Cultivation areas 20  
Hectare: GREEN  
ASPARAGUS,  
CHINESE MORNING  
GLORY, HOLY &  
SWEET BASIL**

# Agribusiness and Food Value Chain



# Agribusiness and Food Value Chain



## CHINESE MORNING GLORY

- Harvest 1000kgs/day
- Continuously 365days for Export & Domestic markets

# Agribusiness and Food Value Chain

## International Food Safety Standards certified

2002 : Certified with **EUREPGAP**<sup>®</sup>

2008 : Certified with **GLOBALG.A.P.**  
The Global Partnership for Good Agricultural Practice

2012 : Certified with **ThaiGAP**<sup>®</sup>

(Benchmarked with **GLOBALG.A.P.** since 2012)  
The Global Partnership for Good Agricultural Practice

# Agribusiness and Food Value Chain

## THE STANDARD & QUALITY CREATE THE SUSTAINABILITY

**Dontoom Farm,  
Nakornpathom province**



**NSF cm:**  
certification  
**Certificate  
of Conformity**

Registration Numbers:  
CMI TG 066/005/1/11  
GGN 4049929037649

Valid From:  
14<sup>th</sup> November 2012

Valid To:  
13<sup>th</sup> November 2013  
Certification Decision:  
22<sup>nd</sup> August 2012

Awarded to:  
**Dontoom Farm  
6 Mu1 Huay Para  
Dontoom, Nakornpathom  
73140, Thailand**

Standard:  
**ThaiGAP<sup>®</sup>  
GLOBALG.A.P.**  
GLOBALGAP General Regulations Integrated Farm Assurance V3.1 Nov 09 (Option 1 Producer)  
ThaiGAP 2010.

The benchmarked Scheme ThaiGAP normative documents have achieved equivalent status to  
GLOBALG.A.P. normative documents V3 Star 09 (SQC) and V3.1 General Regulations in  
accordance to the GLOBALG.A.P. benchmarking procedure.

The certification body NSF-CMI declares that the production of the products  
mentioned on the certificate has been found to be compliant in accordance with the  
standard.

Crops: Asparagus, Chinese convulvulus, Herbs- Misc.  
Produce Handling: Yes.

Signed on behalf of NSF CMI Certification Ltd

*Julian Bott*

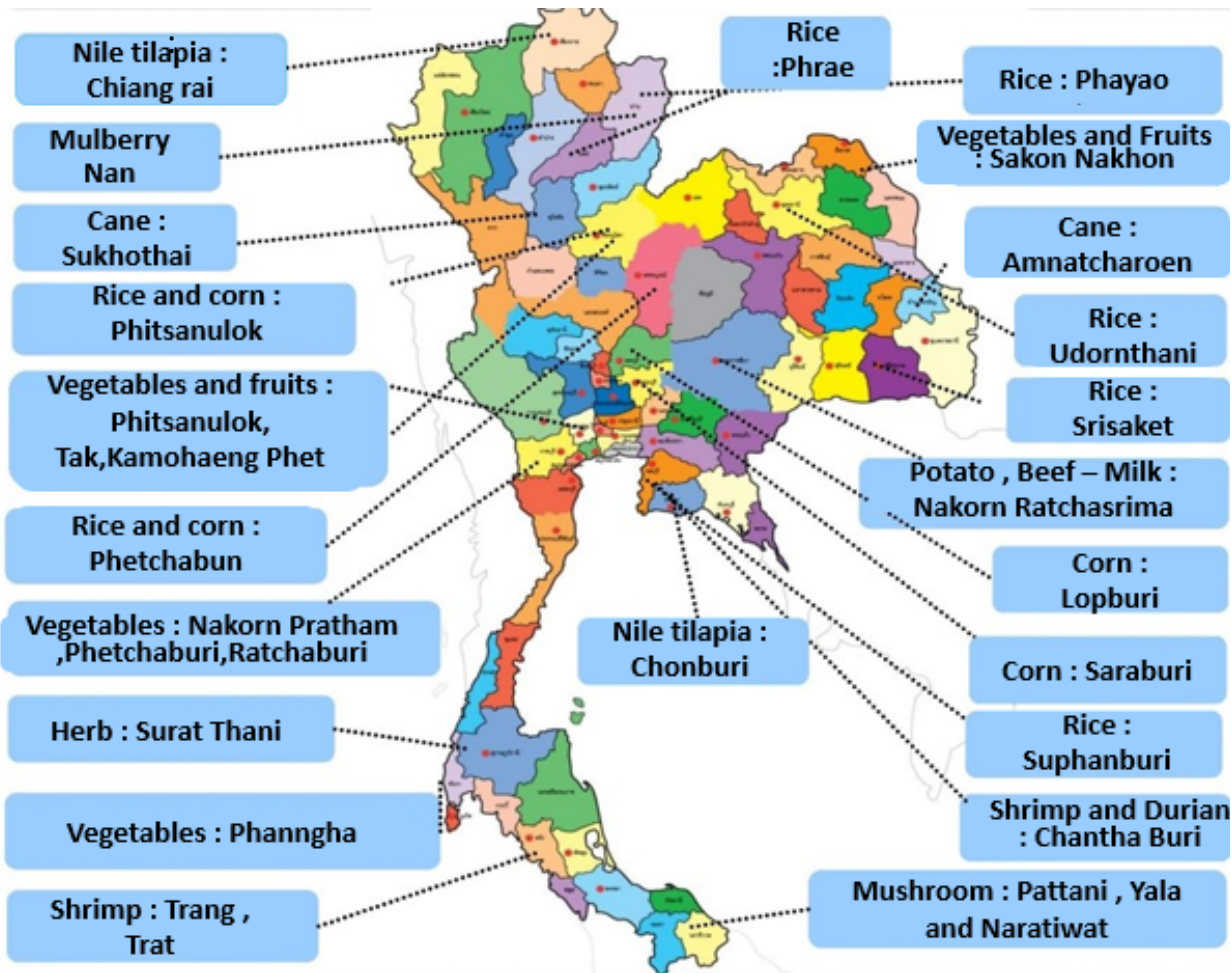
JULIAN BOTT  
Produce Schemes Manager

This certificate is the property of NSF-CMI Certification Ltd and must be returned immediately on  
request. To check its validity write to NSF-CMI Certification Ltd, Humberough Business Park,  
Long Humberough, Essex SS20 8SL, UK. E-mail: enquiries@nsf-cmicertification.com

**Chinese Morning glory, Asparagus**

# Agribusiness and Food Value Chain

## Agricultural Cooperative Development Project



**41 areas 30 provinces**

**Company :**

**Mitrphol, Thaibev, CP, Kubota, Betagro, Sea value, Thaiunion, Thai Chamber of Commerce**

# Agribusiness and Food Value Chain

## Cash Crop



เซ็นทรัล

TESCO  
Lotus



แม็คโคร  
makro  
สินค้าครบ บริการดี ราคาถูก



