

## **Report**

### **Organizing periodic meetings for group members.**

#### **To identify gaps and challenges in existing marketing strategies**

#### **Activity 1: Preparing a marketing plan and guidelines for sustainable community enterprise development**

### **1. Principles and reasons**

The project of improving local community's livelihoods and engagement in sustainable forest and land management in Thailand through Forest Landscape Restoration) is an integrated project between Land Development Department, Royal Forest Department, International Union for Conservation of Nature and the CESRA center under budget support from the Asian Forestry Cooperation Organization.: AFoCO) aiming to operate in the area of Pa Laew Luang sub-district Santisuk district, Nan province with the objective of developing a model area for sustainable land and forest management at the local level in response to the goal of balancing land resource management at the national level (National Land Degradation Neutrality: LDN), reducing greenhouse gas emissions from the agricultural and forestry sectors.

In order to effectively operate the projects under the AFoCO cooperation framework, there has been Integration between agencies and stakeholder groups to jointly create marketing plans and guidelines for sustainable community enterprise development, seeking marketing channels to meet the challenges of existing marketing strategies to drive the plan and further develop the area. The Land Development Regional Office 7 together with network partners organized training to strengthen the potential of community enterprise groups at the local level and develop local agricultural products, creating added values through marketing channels to become more widespread. This is about creating careers for the community to raise incomes in agricultural households along with conserving and maintaining a balance between developing agricultural areas and restoring degraded forest areas further.

### **2. Objectives**

1) To find ways to develop the marketing of community enterprise groups to have more widespread marketing channels

2) To develop knowledge for farmers and community enterprises so that they can develop potentials along with efficiently processing new products from local raw materials

### 3. Benefits expected to obtain

1) Community enterprises have guidelines for product development to be able to raise the quality of life of communities at the local level along with forest restoration and sustainable land management.

2) There are more and more widespread marketing channels.

3) Creating income for farmers, reduce labor migration problems and resources in the community are used effectively.

### 4. Results of the operation

4.1 Organizing a workshop to create marketing plans and guidelines for sustainable community enterprise development at the Forest Restoration and Learning Center, Downstream People Caring for Upstream Forests, Pa Laew Luang sub-district Santisuk district, Nan province

4.2 Summary of the content with which speakers came to provide knowledge to farmers

1) **Subject: Strengthening community enterprises towards a sustainable local quality of life by Ms. Piyachat Chanjai, operation agricultural extensionist**, Santisuk District Agricultural Office, Nan province. The content can be summarized as follows:

"Community enterprise means community business related to the production of goods, providing services or other things performed by a group of connected persons who have a common way of life and join together to carry out the said business no matter what form of juristic person or not a juristic person to generate income and for self-reliance among families, communities and between communities. Briefly, the meaning of community enterprise is business for managing the "community capital" creatively for self-reliance. It doesn't only mean money but it also includes resources, products, knowledge, wisdom, cultural capital, social capital. Community enterprises can be established by gathering in a community of not less than 7 people who are not in the same family and there is no name in the same house registration. It is a business that involves producing products, providing services, and other businesses that create development and solve community problems. The business is conducted with objectives to make money, for self-reliance and the welfare of people in the community and the business is conducted without violating the law order, good morals of the people."

**2) Subject: Guidelines for supporting the operation of the Tree Bank Project by Mr. Kotchakarn Sainak, Customer Development Officer 8, Bank for Agriculture and Agricultural Cooperatives Office, Nan province**

"Tree Bank Project is an innovation for society and the environment that connects the business of the Bank for Agriculture and Agricultural Cooperatives (BAAC), such as tree bank savings, loan to support tree planters (Green Credit), a tool for managing farmers' debts, using new mechanisms such as social and environmental responsibility, reducing greenhouse gases related to the forestry sector or a clean development mechanism, allocating compensation to the community or natural resource stewards to guarantee the sustainability of the resource base and the benefits or services that humans will receive from ecosystems, etc., and the reduction of greenhouse gas emissions from deforestation and forest degradation in developing countries, sustainable forest management as well as increasing carbon storage in forest areas.

BAAC has further developed the tree bank project from the project to plant trees to pay off debt to solve the problem of poverty. After assigning Ubon Ratchathani University to conduct project evaluation research in December 2008, the tree bank project was then designated. It is one of the Bank's important policies and is ready to be proposed to the government by requesting that it be created as a prototype tree bank project for 84 communities (at least 1 per province) to serve as a learning center and study tour site as well as being a model for other interested communities and then the project is expanded throughout the country by allowing the bank to use trees under the Tree Bank Project as collateral for loan debt. Criteria for evaluating the value of trees based on growth standards and wood value are used, which is calculated according to market value. However, this can be used as collateral for a loan not exceeding 50 percent of the value of the tree."

**3) Subject: Market opportunities for local agricultural products and sustainable community enterprise development by Mrs. Bussara Jaiyot, trade officer, senior professional level, Nan Provincial Commercial Office**

Regarding driving the economy of Nan province, there is promotion of distribution channels for processed agricultural products and marketing channels for agricultural products in Nan province. The longan produce is about to be released to the market, which will be driven by using a prototype model of processed Nan mango products that uses social innovation in processing mango fruits in Nan province. It is a mango product in various forms to be applied to the agricultural products of Nan Province further. In addition, the working group discussions were also held to promote marketing channels for longan products

to Laos. or through Laos to Vietnam or China, passing through the Ban Huai Khon permanent border crossing point, Chaloe Phra Kiat district, Nan province so that farmers or groups of farmers can continue to export their produce to target countries.

**4) Subject: Application of technology. There are additional innovations for increasing production potential at the farm level by Mr. Prathan Phayom**, an energy technical officer, professional level, Nan Provincial Energy Office

Biochar, it is the name given to charcoal produced from biomass raw materials for use in environmental or sustainable agricultural purposes. Biochar can be produced by changing the composition of biomass to decompose with heat and change to a stable form of carbon through a process of heating in a confined space with limited oxygen (Pyrolysis), which we commonly call "Charcoal burning" with controlled calcination factors to obtain biochar that can be reproduced with similar properties. Mostly, the selection of raw materials for biochar production is It will focus on making use of agricultural waste such as wood chips, fruit peels, animal manure, and materials used for livestock production, etc. and in general it is burned at a temperature in the range of 300 - 500 degrees Celsius, which is the temperature generally used in the combustion or burning of that type of biomass. Solar energy systems can also be used because Thailand has high solar energy potential and has sunlight most of the year, which has sufficient potential to be used in the form of heat in the drying process by the solar energy system whereby there are benefits as follows:

- (1) Making it safe from various germs that come with dust and smoke during drying.
- (2) Clean produces are obtained because drying in the drying system will not be disturbed by dust and flies.
- (3) Can reduce energy use even more
- (4) Drying time is reduced compared to natural drying
- (5) Can be stored for a long time after it has been dried
- (6) The produces are colorful and beautiful, especially the baked bananas are softer and sweeter than those obtained from natural drying.

### **4.3 Summary of recommendations and ideas to put into practice**

4.3.1 Development of the local agricultural product marketing sector must have integration of relevant agencies in many sectors, such as the Santisuk District Agricultural Office, Nan Provincial Community Development Office, Nan Provincial Industrial Office, Nan Provincial Commercial Office and Bank for Agriculture and Cooperatives

4.3.2 Allowing community enterprise groups to create product identity, highlight points, or compose the group's story, create a trademark and develop packaging will help further develop agricultural products, create value, including establishing and creating community product sales points of the group on tourist routes or using online marketing channels will help the group easily access the market and consumers.

4.3.3 Community enterprise groups that will be able to continue have sustainable management and have access to funding sources. It is necessary to have a group management structure. There is a clear division of responsibilities. There are clear group regulations. There are group meetings and meeting notes. There are production results during the year. And there is a production plan for the group and an account of the group for income and expenses to be closed every month.

4.3.4 Community enterprise groups need technical knowledge in processing agricultural products that are available in the local area, such as Namwa bananas, bamboo, bamboo shoots, herbs, Ma Kwaen, etc., in order to create added value using marketing-led production principles. Once the products are processed, there is a market to support them.

4.3.5 The Nan Model Community Enterprise Group has received support for solar energy incubators but has not yet been able to use them to their full potential due to a lack of knowledge and expertise. If there is further technical knowledge that farmers can put into practice for using solar ovens in banana processing, this will help to solve or alleviate the problem of oversupply of bananas in the community.

4.3.6 Land use planning needs to consider the market supporting production by adhering to the principle of market leading production.

4.3.7 Creating awareness and making farmers understand the forest plantation registration process will make farmers see the importance and possibility, reduce worry and hassle in planting forest trees and perennials, trading in wood products from planted forests

4.3.8 Setting up a tree bank will make it easy for farmers to access funding sources and is a preparation for accessing the green credit system and having by-products from selling carbon credits. This will be an incentive for farmers to create forests in their own areas, restoring degraded forest areas and leading to sustainable land management.

4.3.9 Knowledge in growing mushrooms at the base of forest trees of the *Yang Na Hiang*, *Xylia xylocarpa* Taub, Burmese Rosewood families, or planting forest trees that have already been grown will be an incentive for farmers to want to plant forest trees in their own areas. Farmers will have food security and be able to collect mushrooms to sell as

additional household incomes or this is a short-term income while waiting for the forest trees to grow completely and then being cut and sold.

4.3.10 Linking areas where agriculture has been developed with areas where degraded forests have been rehabilitated in various forms to create and publicize eco-tourism routes and community way of life homestay to accommodate tourists through various channels will increase the potential and opportunity to develop the local agricultural product market.

4.3.11 Knowledge and promotion of the use of leftover tree branches from various forms of forest landscape improvement to create additional values is conducted by bringing wood scraps back to burn to make charcoal from the environmentally friendly charcoal kiln of the Nan Provincial Energy Office. This can burn charcoal using little energy, saving time, releasing little smoke and carbon dioxide and will help farmers have more diverse activities in managing degraded forest areas or degraded land, and will be a by-product increasing additional incomes for farmer households.

4.3.12 Pa Laew Luang sub-district areas, Santisuk district, Nan province, are mostly agricultural area on highland, relying mainly on rainwater due to shortage of water for agriculture. Development of water management systems, such as irrigation systems or water delivery systems at the farm level, construction of a water retarding dam, a simple water pumping system in the fields (hydraulic ram pump), solar water pumping systems, etc., will help farmers develop and control production systems so that they will be able to plan production using marketing-led production principles and able to produce high quality agricultural products with standards that are demanded by the market.

### 5. Pictures of activities



## **6. List of enterprise groups**

Enterprise groups of Pa Laew Luang sub-district, Santisuk district, Nan province accounting for a total of 16 groups and 40 people attending the meeting.