Fair trade banana business
Balangon banana (Philippine)
Homtom banana (Thailand)

palsystem cooperative
GPS Co., LTD
Business Promotion Section
Sakurako Numata
## Today’s Menu

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What is “Pal system”?</td>
</tr>
<tr>
<td>2</td>
<td>About “Balangon” banana from the Philippines</td>
</tr>
<tr>
<td>3</td>
<td>About “Homtom” banana from the Thailand</td>
</tr>
<tr>
<td>4</td>
<td>Our sales situation of banana</td>
</tr>
<tr>
<td>5</td>
<td>Current status and issues of our banana sales</td>
</tr>
<tr>
<td>6</td>
<td>The relationship between banana farmers and consumer</td>
</tr>
</tbody>
</table>
1 What is Pal*system?

“Pal system” is Consumers Cooperative Union.
A Number of Consumer(Co-op member) : 1.3 million families (2016)
Total sales amount : 200.8 billion yen (2016)
Business Category : Door - to- door delivery (Non - Store retailing)
Business Area : Tokyo and 9 prefectures of Kanto
About 7 million families using our service every week.
1 What is Pal*system?

- Farm-fresh policy

Farm-fresh policy

Making a promise that is based on “Four guiding principles farm-fresh distribution” between producer and consumer

Sharing the produce risk, associated with environment-maintaining type agriculture, to make good relation between producer and consumer

Constructing relationship between producer and consumer by making direct interaction ex. “Consumer auditing events” Exchange meeting

Keeping relationship between urban and region and aim at making sustainable society
1 What is Pal*system?

- “Four guiding principles of farm-fresh distribution”

1) Clear identification of producers and growing areas.
2) Clear identification of production methods and shipping standards to enable traceable production
3) Pursuit of environmentally friendly, resource-recycling farming practices
4) Greater mutual contact between producers and co-op members
About “Balangon” banana from the Philippines

Balangon Facts and Figures

- 12 People’s Organizations
- 1,971 individual balangon growers with
- 489,340 balangon mats (as of April 2016)
- Balangon operation covers 11 production areas, with
- 5 NGO Partners
2. About “Balangon” banana from the Philippines
2 About “Balangon” banana from the Philippines

Actual import of Balangon (Unit: t)
2 About “Balangon” banana from the Philippines

Shares by region (2015, 2016)

Negros: Province of Negros Oriental, Province of Negros Occidental
Mindanao: Tupi, Lake Sebu, Northern Mindanao, Makilala
3 About “Homtom” banana from Thailand

1. Thung Kha Wat farm management farmer`s Association.(Lamae)
2. Ban Lat Agricultural Cooperative(Banlat)
3. Chumphon homton banana production union(Sawee)
4. Tham Sing Banana production Group(Thamsing)
5. J Fresh Seika Co.,LTD.(Saraburi)
6. Chaiyaphum Banana production union(Chaiyaphum)
7. Na San Agricultural cooperative(Nasarn)
8. Tha Sae homton banana production Union(Thasae)
3 About “Homtom” banana from Thailand

Amount of production by groups (Unit: t)

- Thasae
- Nasarn
- Thamsing
- Sawee
- Banlat
- Lamae

Graph showing the amount of production from 2008 to 2015 for different groups.
3 About “Homtom” banana from Thailand

Shares by region (2008, 2015)

2008
- Lamae: 69%
- Banlat: 20%
- Sawee: 11%
- isan: 0%

2015
- Lamae: 25%
- Banlat: 17%
- Sawee: 7%
- Thasae: 15%
- Thamsing: 10%
- Nasarn: 7%
- isan: 0%
- others: 19%
# Our sales situation of banana

## Sales situation

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<tbody>
<tr>
<td>Amount of order reception</td>
<td>674,323</td>
<td>652,436</td>
<td>682,624</td>
<td>761,460</td>
<td>732,199</td>
<td>96%</td>
<td>109%</td>
</tr>
<tr>
<td></td>
<td>(Unit: JPY 1,000)</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Number of order reception</td>
<td>2,639,051</td>
<td>2,486,151</td>
<td>2,454,874</td>
<td>2,455,613</td>
<td>2,287,888</td>
<td>93%</td>
<td>87%</td>
</tr>
<tr>
<td>Unit price of order number (Unit: JPY)</td>
<td>256</td>
<td>262</td>
<td>278</td>
<td>310</td>
<td>320</td>
<td>103%</td>
<td>125%</td>
</tr>
<tr>
<td>Number of sales time</td>
<td>389</td>
<td>385</td>
<td>342</td>
<td>337</td>
<td>332</td>
<td>99%</td>
<td>85%</td>
</tr>
<tr>
<td>Weight of order reception (Unit: t)</td>
<td>1,465</td>
<td>1,394</td>
<td>1,339</td>
<td>1,359</td>
<td>1,279</td>
<td>94%</td>
<td>87%</td>
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### Our sales situation of banana

#### Volume of sales by country

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<tbody>
<tr>
<td>Philippines</td>
<td>394</td>
<td>375</td>
<td>360</td>
<td>318</td>
<td>332</td>
<td>104%</td>
<td>84%</td>
</tr>
<tr>
<td>Thai</td>
<td>732</td>
<td>470</td>
<td>567</td>
<td>576</td>
<td>598</td>
<td>104%</td>
<td>82%</td>
</tr>
<tr>
<td>Colombia</td>
<td>630</td>
<td>891</td>
<td>748</td>
<td>724</td>
<td>670</td>
<td>93%</td>
<td>106%</td>
</tr>
<tr>
<td>Total</td>
<td>1,755</td>
<td>1,736</td>
<td>1,675</td>
<td>1,618</td>
<td>1,600</td>
<td>99%</td>
<td>91%</td>
</tr>
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#### Amount of sales

| (Unit: JPY 1,000) | 674,323 | 652,436 | 682,624 | 761,460 | 732,199 | 96% | 107% |

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![Bar chart showing sales by year and country]
5 Current status and issues of our banana sales
6 The relationship between banana producers and consumer

- Information Sharing, exchange with members and staffs

① Article of catalog

② Exchange with members
   - Consumer auditing events
6 The relationship between banana producers and consumer

- Information Sharing, exchange with members and staffs

① Article of catalog
6 The relationship between banana farmers and consumer

- How about “Consumer auditing events”?

① Explain how to grow up

Producer

Field

Docsments
(record of cultivation)

② Check

Consumer

③ Feedback
6 The relationship between banana farmers and consumer

Consumer auditing events - Philippines • Balangon

In 2005
Total 32 people
- Co-op member 11 people
- Japanese producer 4 people
- Council of Homtom producer 4 people

In 2009
Total 28 people
- Co-op member 9 people
- Japanese producer 3 people
- Other 16 people

In 2016
Total 16 people
- Co-op member 4 people
- Japanese producer 1 people
- Other 11 people
6 The relationship between banana farmers and consumer

Consumer auditing events - Thailand • Homtom

In 2004
Total 32 people
- Co-op member 11 people
- Japanese producer 4 people
- Council of Homtom producer 4 people

In 2007
Total 30 people
- Co-op member 11 people
- Japanese producer 4 people
- Other 15 people
Lastly