

Value Distribution Network Research Project

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Executive Summary

The Value Distribution Research Project is a participative research project in action [participatory action research], whose aim is to connect and create networks between members and promote cooperation among members in the area of cost reduction and goods distribution through direct sales and through Thailand Post Co. Ltd outlets . Its members are the agricultural cooperative groups, researchers, Thailand Post Co. Ltd and other distributor groups.

The research project started from a meeting between the researcher and other researchers from Thailand Post Co. Ltd. In order to create a framework and action plan to research the objectives on sustainable development and the self reliance of the cooperative groups, it was necessary to create Value Distribution Networks, with the main project being value goods distribution in cooperation with Thailand Post Co. Ltd., and among the Cooperative Groups Network.

The Value Distribution Research Project has also created sub-networks as a by-product, such as the Moral Rice Value Network and the Chumporn Coffee Growers' Cooperative Group and a customer satisfaction survey has been used as a key performance indicator for the project.

The research findings reveal that most of the cooperative producers faced the same problems in generally the same areas of marketing problems, advertisement problems, support from the government, product packaging and transportation problems. The transportation problems were eased by cooperation with Thailand Post Co. Ltd but there are many limitations for example, packaging, the shelf life of goods and the inability to supply sufficient goods to meet large-scale orders.

The research project evaluation has revealed that research participants had a high level of satisfaction from the project and were ready to develop their own goods in order to help sustain the cooperative system.

In conclusion, sustainable cooperative development should be based upon cooperation among the cooperative groups to help increase their capability to compete in the world market and to build their strength by helping each other, as well as through forming a systematic development strategy under cooperative banding with a clear action plan and cooperative standards and through sharing learning and knowledge with other groups.