

# Fruit Value Network Project: Phase III

## Executive's summary

The network research job on fruit value for phase 3, "the research team wants to present the agriculturer's challenge whom produce food ready to stand firm in the middle of marketing change under an Asian Economics Communities (AEC) opening which pass thru drive processes of fruit producer network whom produce fruit quality and co-operative which the nucleus under trade justified. To give an important on create the stage for all concerned to participate by bring the surrounding data to support on decision making and coincide with production planning. Both the production diversification of agriculturer's successor and information from co-operative operating result coincide with the increased of marketing channel based on the allied business built

For the past period, the set knowledge of network research project on fruit value phase 1 we found the problem on production's decreased, agriculturalist (farmer) losses, had debt also found the fact that the all problem occurred not from the production but occurred from not strong enough, not understanding and not give well cooperation from the agriculturalist. For the past focal point "we not use the marketing leads the production" the production output excessive, the government dumped the budget to support every year. The agriculturalist members whom to be the production required to change or adjust new thinking concept. If we stand alone not gather together will miss all the good chance to create mutuall understanding and protect the self dependence also had more sharing until create the binding together then create the shield with the co-operative system. The result from the research we can see the format of produced fruit quality under the brand fruit quality production group 4 groups which the leader brand to connect the business connection network by quality fruit consolidation of Kao Kichakood Limited co-operative agriculturalist whom to be nucleus to drive which can be good to the agriculturalist member to produce quality fruit.

For phase 2 continued the yield and expand driven result to built the strong of production development aspect and develop marketing channel to distribute fruit market to the Makham Limited co-operative which had operated land to connect with Kao Kichakood Limited whom to be an original model by bought the set knowledge of quality fruit making per the consolidated fruit quality producer group to build the knowledge network on production development then connected as tools seek managerial an old knowledge and new knowledge to drive the fruit producer group for 8 tambols and 2 amphurs. The purposes to continue production development for both direct knowledge experience enable to apply according suitable your own production plant then brought together between production and marketing planning also built the good relationship between two agricultural co-operative.

For driven the research job on phase 3 aims to develop the beginning of water resources by using marketing initiative concept Co-Creation Marketing which joint initiative point of view between producer and consumer by stress to quality fruit production according to the consumer's demand Market driven which important base to create the cluster or group consolidate co-creation which had characteristic to connect with the cluster not link single side with entrepreneur and supplier or partner but still linked to the consumer too.

The development quality food production system to serve the trade partner's satisfaction thru co-creation process or will be called co-creation joint with operation in order to suit with surrounding environment and encountered with market competition situation also the return on agricultural's investment should be deserved under the materialized economics growth situation which the agriculturalist unable to avoid.

The important role to develop the agriculturalist, the co-operative should give an important and support career coincide with driven the co-operative business connection which make an agriculturalist earned an income and had stabilize career and finalist will later reflect to the co-operative's position.

From the network of quality fruit driven research, the network of fruit quality business occurrence which had point of view business operating on welfare aspect It drives on trust, hospitality, sharing base on the first people of water resource career, the middle man water resource, the end of water resource enable to connect work together in the way participating concept which justice beneficial occurrence with all concerned then brought to earn an income and stabilize career then reflect the co-operative business operating.

To step into ASEAN Economic Community, the producer's adjustment required the co-operative to pay attention how important of the adjustment for avoid any effect. The knowledge managerial set is vital to construct conscious mind of production and consolidated fruit quality business under the plants health hygiene of good agricultural suited with GAP GMP on the base of producer safety, consumer safety, environment safety's concept. The farmer (agriculturalist) should set one's mind on to practice till to be familiar, create the acceptable of farmer itself from the actual operating till the farmer real understand on the system thru the knowledge exchange stage.

To build the business allied which all co operation together thoroughly and work closely, the most important should understand the work process trust together. As the trend on fruit consolidation business should be think to the customer is a vital thing. For the strengthen business both production process and marketing channel development of quality fruit enable to adjust on time with afore mentioned also to build an immunity of co operative system.

To develop supply chain management which will be the whole system concerned about goods purchasing and deliver goods to the consumer. The above mentioned will be "important heart" of fruit consolidated business of co-operative. At present both farmer and co-operative still lack of right understanding and not pay an important enough. New Economy business management stressed about supply chain which efficient on supply that shown the main reason of the competitive on co-operative's fruit consolidated will be increased drastic but much of efficiency.

To drive quality fruit producer under co-operative's umbrella by build the highest efficient management then will reflect to reduce the work process, reduce working hour then create an efficiency that should hold the concept to be as guideline to develop the whole management system with concerned party. Especially the collaboration on the new trend business management must think to the important customer, to serve trade partner and customer with efficient.

The research team expects to link the value fruit quality under trade will derive the justice by receive the budget support for the research from support fund office for research, co-operative field institute, the economics faculty, Kasetsart university help to drive the research reaches the accomplishment then get the potential on production development and the marketing enable to support semi farmer on product development.