



Case Study Sampran Model



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Case Study IV: The Sampran Model



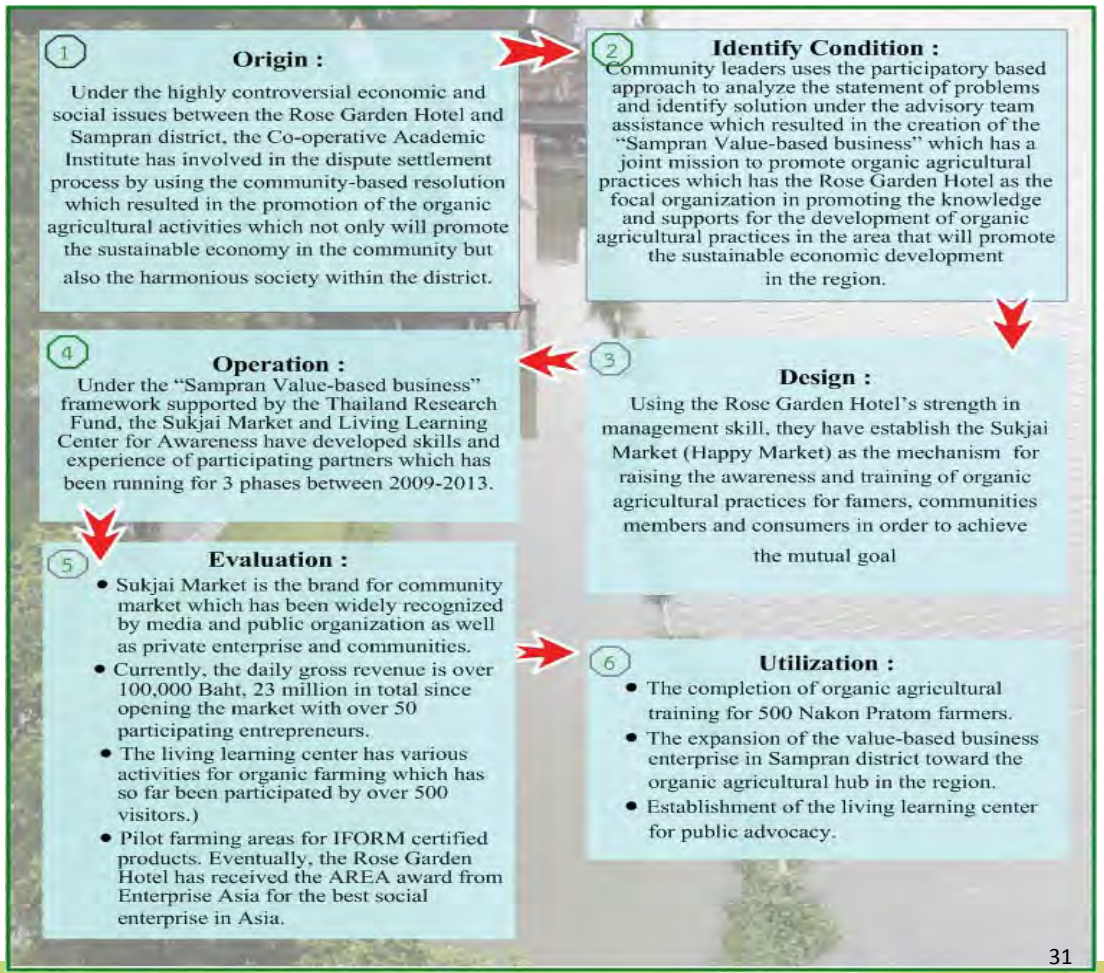
The Sampran Value Business Group is another innovative value network business model. It is located at the Rose Garden Hotel, Sampran district, Nakorn Pratom province. The business group was founded by the owner of Rose Garden Hotel. The CAI provided the group with technical support in applying the principles of self-help and mutual help to overcome pollution from chemical-based farming in the neighborhood. The model promoted farmers' understanding and awareness of the benefits of organic farming that could contribute to their better living conditions and economic success.



In this project, the "Sukjai Market" (Happy Market) was set up as a weekend market, where orchard farmers in the surrounding communities could bring their organic products to sell free of charges. The production of organic products was under close supervision of the CAI and the Rose Garden Hotel. Participating farmers did not only earn more than 1 million baht a month from selling their organic products, but they also learned about the principles of marketing, food safety as well as Good Agricultural Practice (GAP). Hence, the Sukjai Market has become the living learning center for everyone in the community

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Sampran Model: A PPPP, People-Public-Private-Partnership Business Model for Sustainability

SAMPRAN MODEL COLLABORATIONS - PUBLIC PRIVATE PARTNERSHIP

Funding from Thailand Research Fund and Thai Health Promotion Foundation

Upstream/ Producer → Midstream/ Processing → Downstream/ Consumer

Kasetsart University (Bangkok)

- Faculty of Economics
 - Researches with Co-operative Academic Institute
- Faculty of Agriculture
 - Organic agriculture knowledge

Kasetsart University (Nakornpathom)

- Faculty of Engineering
 - Farmer's group development
 - Organic agriculture in schools
 - Eco plant pot production

Ministry of Agriculture and Cooperatives

- Land Development Department
 - PGS pilot project with TOAF and ADB

Ministry of Commerce

- Department of Internal Trade
 - Organic Village project

Kasetsart University (Nakornpathom)

- Faculty of Engineering
 - 'Farm to Firm' project and logistics
 - www.sookjaiorganics.com
 - Post harvest knowledge

Kasetsart University (Bangkok)

- Faculty of Agriculture
 - Food processing using organic raw materials

Ministry of Commerce

- Department of Internal Trade
 - Organic Distribution Centre project

Thailand Convention & Exhibition Bureau (TCEB)/ Thailand Incentive and Convention Association (TICA)/ Thai Hotels Association (THA)

- 'Farm to Functions' project where hotels and convention centres buy organic rice directly from groups of farmers

Tourism Authority of Thailand

- Promotion of organic agro-tourism and sustainable tourism
- Bliss Festival Dec 2016 sponsorship

Ministry of Commerce

- Department of Internal Trade
 - Organic Farm Outlet project
 - Bliss Festival Dec 2016 sponsorship

