

## **Aiming on a direct delivery of mangosteen from hill to city**

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Agricultural and Food Marketing Association for Asia and the Pacific

# Background>>

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# Background>>mangosteen

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- ▶ Antioxidant
- ▶ Antiinflammatory
- ▶ Antibacteria

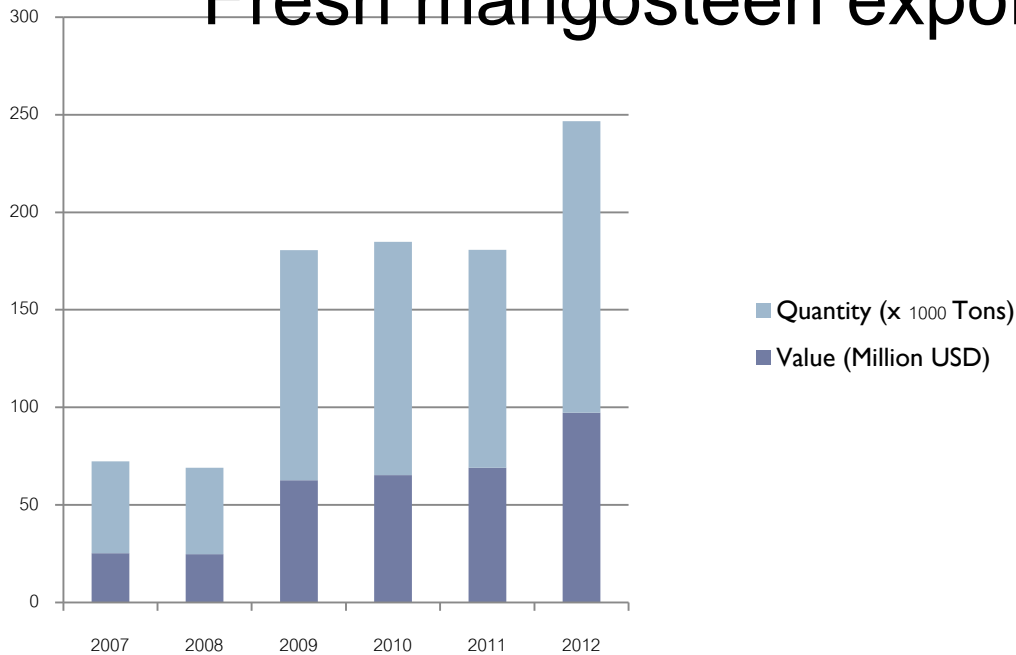






# Background >> mangosteen

## Fresh mangosteen exports from Thailand



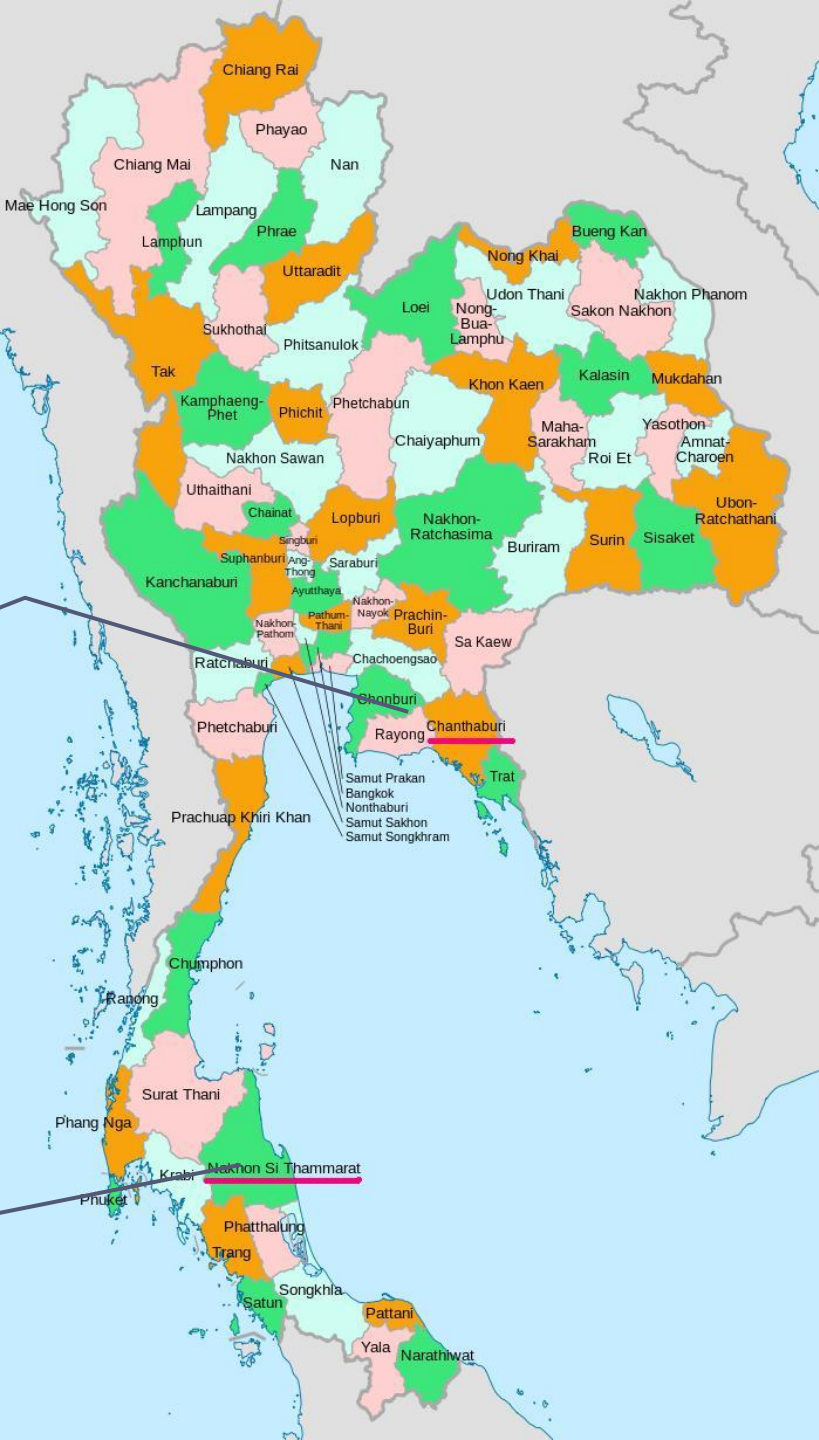
(Source: Office of Agricultural Economics, Thailand , 2013)



# Mangosteen

## East of Thailand

## South of Thailand



# Background

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## The Green Commerce Community System

Gre Co Co S

GrecoCoS

► <http://grecocos.co.cc>

# Background

GrecocoS

## Login

Email:

Password:

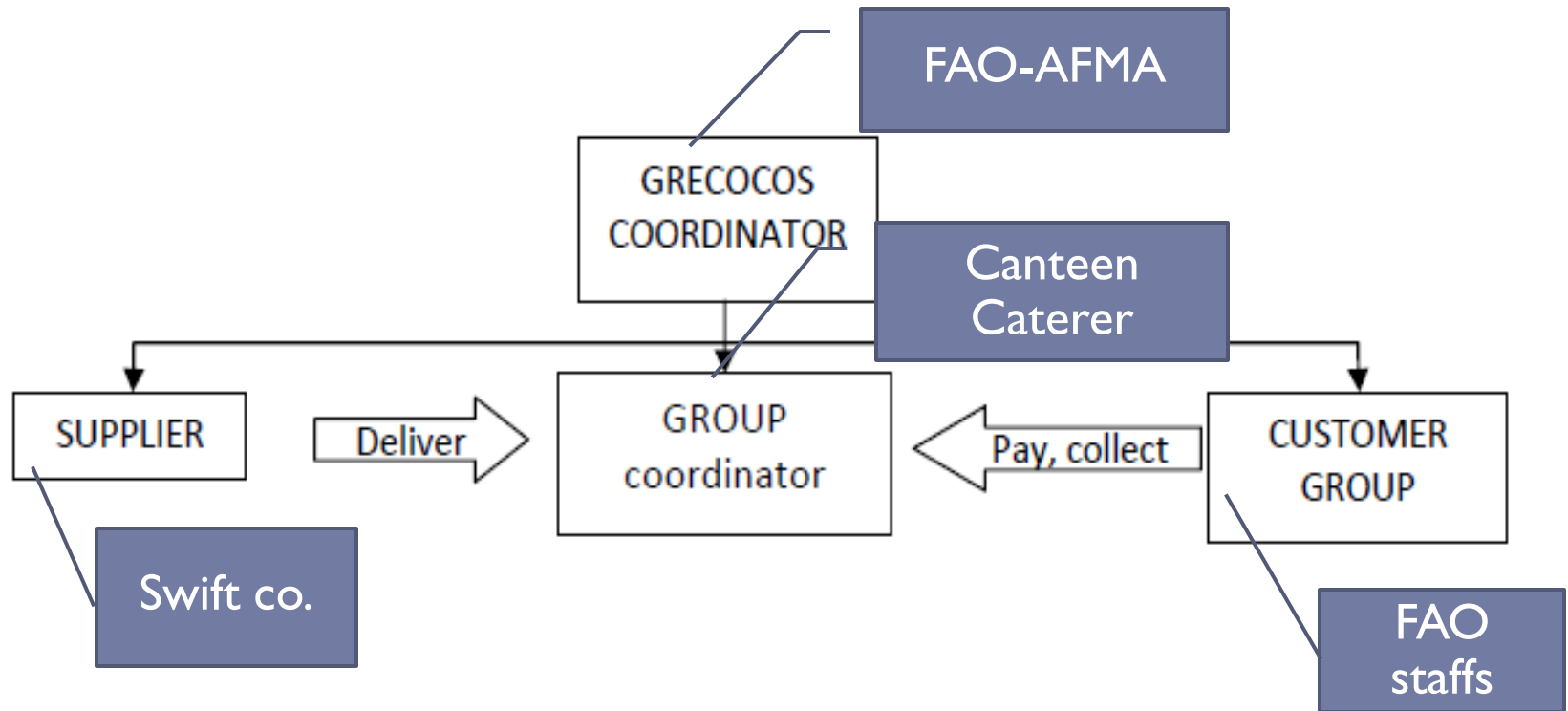
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# Background>>The GRECOCOS

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# Background>>The GRECOCOS





# Methodology>>Methodology

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- ▶ Visiting
- ▶ Positioning



# Methodology>>

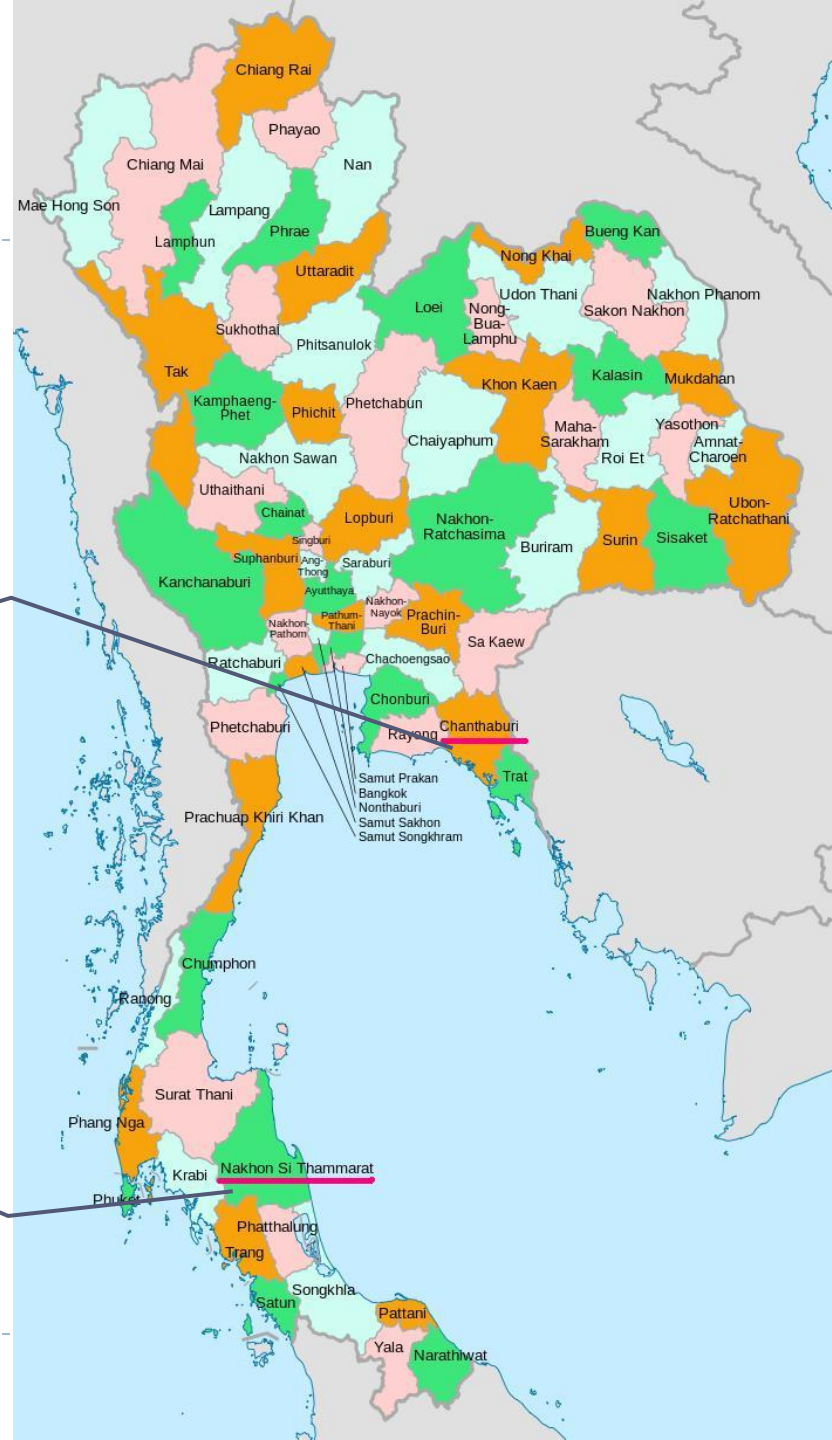
## Mangosteen group



Chantaburi grower



Cheong Kao 07,  
Nakhon Si Thammarat





# Methodology>>Marketing

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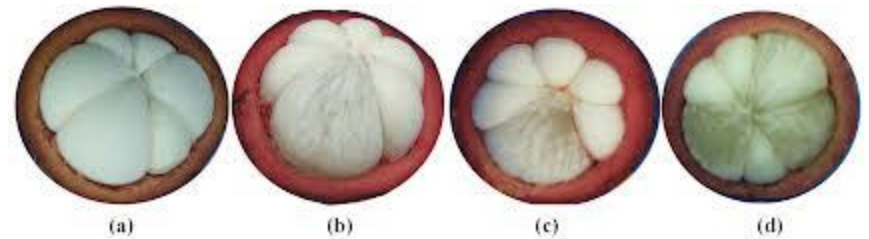
- ▶ Product and packaging
- ▶ Place
- ▶ Promotion
- ▶ Price



# Methodology>>Product

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## Free from...

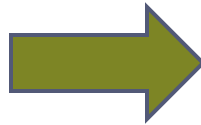


# Methodology>>Packaging

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5 kg



2 kg

# Marketing>>Place

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FAO RAP and Phra Atit Road area

# Methodology>>promotion

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► <http://grecocos.co.cc>

## Login

Email:

Password:

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# Methodology>>promotion

URL

www.grecocos.org

LOGO



Home

About us

Order and Payment

Contact

GRECOCOS-the Green Commerce Community System is an initiative by the Food and Agriculture Organization of the United Nations (FAO) to directly link groups of consumers to individual or groups of farmers. Services and supply are managing by Agricultural and Food Marketing Association for Asia and the Pacific (AFMA)

Through the Grecocos system, a registered consumer can view and order fresh produce and other food items on the website. The products will be delivered to group coordinator on the schedule of each group.

We hope you enjoy our quality selection.

Best wishes from Grecocos coordinator.

ENGLISH

THAI

Login

Email:

Password:

Login

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June 2013						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
11	12	13	14	15	16	
18	19	20	21	22	23	
24	25	26	27	28	29	30
Next closing order		Next delivery				

CALENDAR



## Visiting a chemical-free agricultural cooperative in Wang Nam Keaw

It is a general procedure for GRECOCOS coordinator to visit a potential farmer/supplier before bringing them on board with GRECOCOS community. This practice is to inspect its operation and to ensure that the product has been producing according to standard

Our recent visit was to the Non-Toxic Agricultural Cooperative in Wang Nam Keaw, Nakhonratchasima province on 15 November 2012...[see more](#)



## Swift Co., Ltd.

Products : Fresh, Frozen, Dried Fruits and Vegetables

We supply fresh, frozen and ready to eat fruits and vegetables. All of our raw materials come from our contracted farms which follow GLOBAL GAP or Organic under Japanese and European standards. The produces then are processed in the GMP packing house under HACCP and BRC system. We also have the traceability system for the whole supply chain.

## Our suppliers

STORY



# Methodology>>promotion

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The Green Commerce Community System

- Online grocery
- Quality selection
- ชุมชนสินค้าเกษตรอินทรีย์ออนไลน์
- คุณภาพที่คัดสรร



[www.grecocos.org](http://www.grecocos.org)

Products of our suppliers are certified by

**GLOBAL G.A.P.**  
The Global Partnership for Good Agricultural Practice

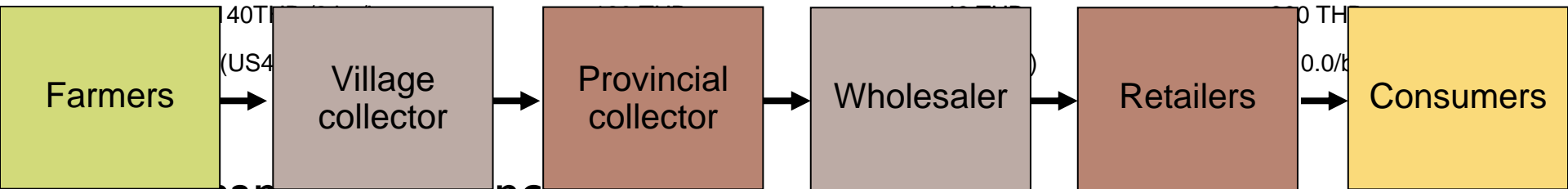
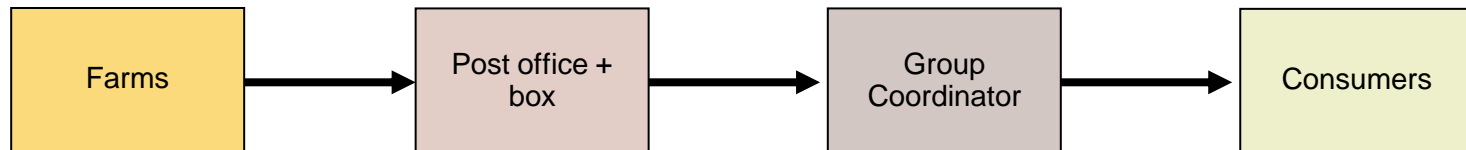


30<sup>th</sup> Anniversary  
**AEMA**

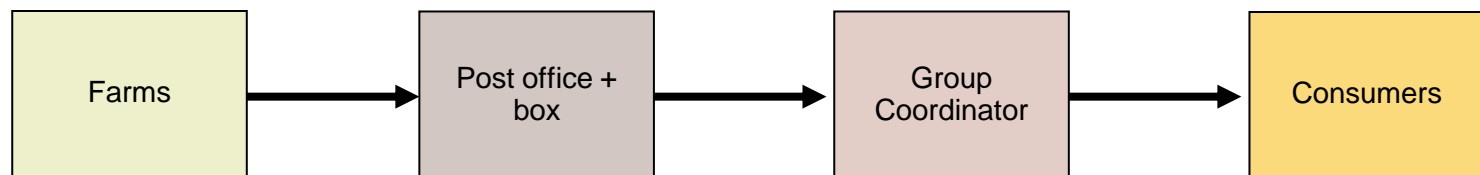


# Methodology>>Price

## ► Chengkhao 07 (not yet launched)



## ► Chantaburi (launched)



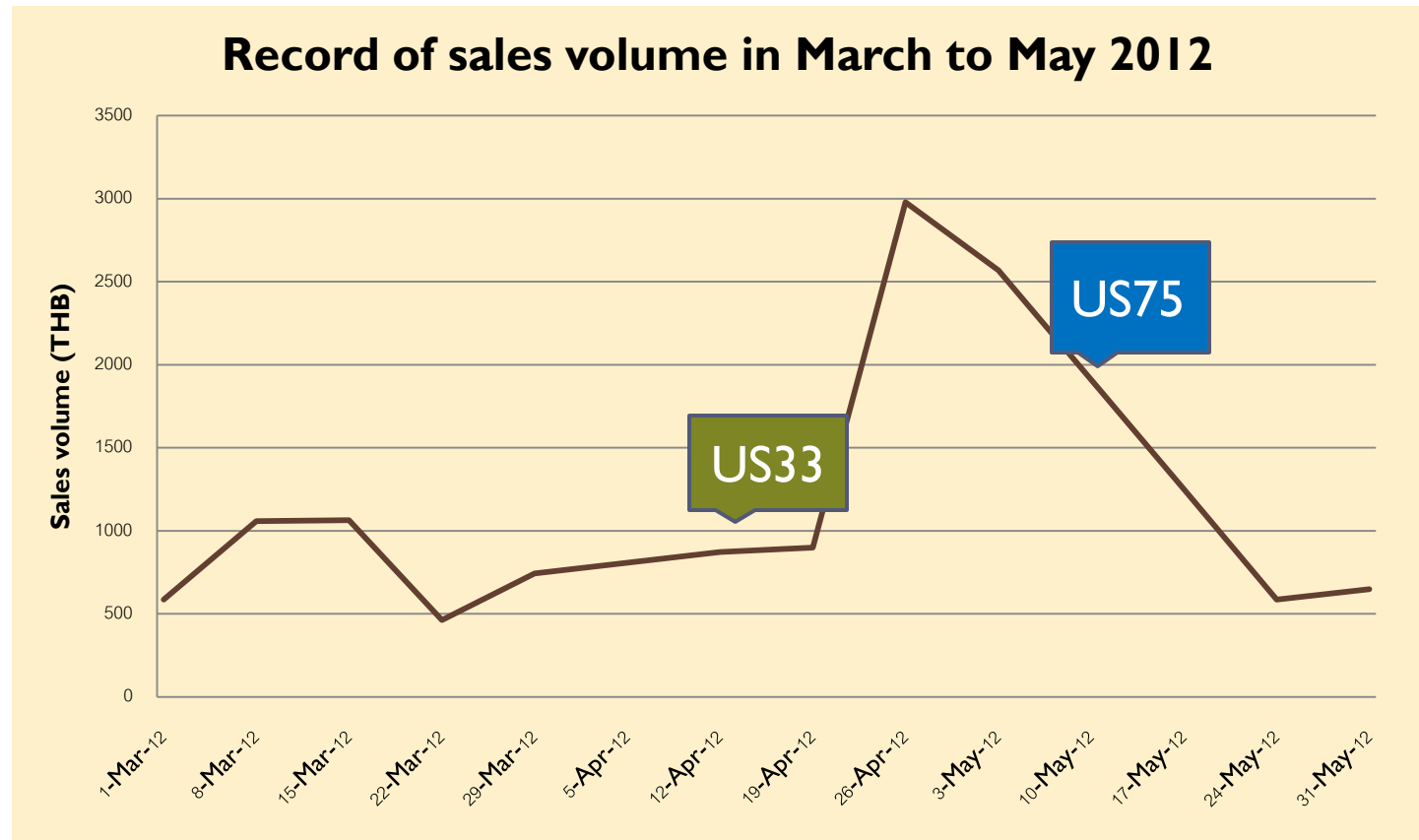
90THB / kg/box  
(USD3.0/kg/box)

+ 70 THB  
(US2.3/box)

+ 40 THB  
(US1.3/box)

200 THB  
(US6.6/box)

# Results



# Conclusion

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- ▶ Expand community to create economic scale
- ▶ Efficiency of all players and back up system
- ▶ Continuous improvement of services and software
- ▶ Proper handling and management skills of farmer



...are required for the success.

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**Thank you!!**

[www.afmaasia.org](http://www.afmaasia.org)

**3<sup>th</sup> AFMA Anniversary**

Supporting agribusiness development

