ASIA PACIFIC YOUTH & SUSTAINABLE TOURISM WORKSHOP

‘SETTING THE STAGE FOR PEACE’
UN Building Bangkok, Thailand | March 14, 2018

THE DIRECTORS: BEHIND THE SCENES OF TRAVELLING, SLEEPING & FLYING

ARRUT NAVARAJ
Managing Director, Sampran Riverside
SAMPRAN MODEL

SUSTAINABLE BUSINESS MODEL BASED ON COMMUNITY PARTNERSHIP AND SUFFICIENCY ECONOMY PHILOSOPHY
UNBALANCED FOOD SYSTEM
root of health, environment, economic, social problems

CHEMICALS
More potent chemicals required as the environment deteriorates

ENVIRONMENT
Ecosystem imbalanced as productivity falls

FARMER
Vicious cycle

HEALTH
Farmer’s health deteriorates due to direct exposure to chemicals

MIDDLEMAN
- Unfair

DEBT
Debt accumulates as chemical prices increase

CONSUMER
- Health risks from toxic chemicals in agricultural produce
- High price for organic produce
- Scarcity of organic produce
SOLUTION: BALANCED FOOD SYSTEM

Virtuous cycle:
- **SUSTAINABLE ORGANIC FARMING**
  - Ecosystem balance restored
- **ENVIRONMENT**
  - Debt falls as production costs decrease due to no chemicals required and higher prices for organic produce
- **FARMER**
  - Better health for farmers
- **'FAIR' MIDDLEMAN**
- **CONSUMER**
  - Health benefits
  - Fair price
  - Easy accessibility
  - Product credibility
SAMPRAN MODEL
Sustainable business model based on fair trade

GOVERNMENT / LOCAL AUTHORITIES
- Support
- Funding

UNIVERSITY / SCHOOL
- R&D
- Knowledge

FAIR TRADE

BLISS FOUNDATION / SAMPRAN RIVERSIDE

MEDIA
- Promotion / Coverage

CONSUMER

PRIVATE ENTERPRISE
- Business potential
- CSR
- Funding

SUSTAINABLE TOURISM
SAMPRAN MODEL - COLLABORATION WITH OUR COMMUNITY

PRODUCER
Collaborate with 12 groups of 177 organic farmers

Klong Yong Group
Pala U Group
Bangchung Group
Tupitang Group
Klong Bangkaew Group
Romyen Group
Homkred Group
Himnoon Group
Patana Yanyuen Group
Suyuk Group

SUSTAINABLE BUSINESS MODEL
DEVELOPING ORGANIC VALUE CHAIN
BASED ON COMMUNITY PARTNERSHIP
AND SUFFICIENCY ECONOMY PHILOSOPHY

CONSUMER
SOOKJAI FARMER’S MARKET
SOOKJAI FARMER’S MARKET ROAD SHOW
HOTEL & RESTAURANT IN BANGKOK
www.sookjaiorganics.com
Line: sookjaiorganics
FB: sookjaiorganics

BLISS FOUNDATION
- Collaboration with local universities, government agencies, and local authorities

Farm tours
Sustainable tourism

Link consumer to producer
ORGANIC TOURISM

FARMER

- Certified organic farmer
- Tourist Attraction
- Organic farmer (PGS)
- Conventional farmer

BUSINESS

- Re-engineering
- Inclusive business model
- Product innovation/differentiation
- Marketing/PR/CSR benefits

CONSUMER/TOURIST

- Change agent
- Responsible consumer
- Smart consumer

Farm visit/tour

Organic produce

Information/Health literacy/Health & Eco activities/Services
ORGANIC TOURISM

..using tourism as a tool for a more sustainable food system
1. Organic farmers gain higher income by selling directly to consumers and lower their production cost by not using agrochemicals.

2. Communities engage in organic agriculture resulting in sustainable food supplies.

3. Health and wellbeing through consumption of organic produce and not being exposed to agrochemicals.

4. Quality education possible due to higher income from organic agriculture.

5. Organic farming appeals to all genders and age.

6. No chemical run offs from organic farms so canals and rivers are not polluted.

7. Renewable energy such as biomass in organic agriculture with less carbon emission/ food print.

8. Healthy and prosperous working lifestyle amongst organic farming groups.

9. Organic food industry and related innovations are growing with rise in demand.

10. Reduced inequalities due to higher standard of living for farmers and more societies created between farmers and consumers.

11. Communities and cities thrive sustainably based on organic lifestyle.

12. Balance between consumption and production is restored with organic practices.

13. Responsible producers and consumers due to organic lifestyle leads to positive climate actions.

14. Ecology is restored without chemical run offs into the water systems.

15. Soil fertility is restored without the use of agrochemicals.

16. Inclusive societies created in clusters between producers and consumers based on fair trade.

17. Sustainable development possible with balanced food system.
Thank you