



Developed the skills and knowledge of **172** farmers

**1 Cherntawan Chawna Buddhist Economics School in Chiang Rai**







The Cherntawan Chawna Buddhist Economics School in Chiang Rai Province under the care of Phra Mahawutchai Wachiramethi emphasizes its teachings on organic agriculture and molding farmers into professionals who possess morals. The school was supported as a center for activities and knowledge in the community. The farmers participating in this school were trained in marketing, communication, food processing and safe agricultural management. As a result, they were able to produce high quality products that were environmentally friendly and sustainably earned an income for their family. In 2019, 120 farmers participated in this project.

**2 Thai Baan Association in Maha Sarakham**

The Thai Baan Association in Maha Sarakham Province elevates the level of knowledge and develops the skills of Thai farmers through training programs on producing and increasing the value of organic agriculture, marketing, resource management, brand creation, and sustainable and social entrepreneurship. Additionally, the project promotes a model community for sustainable development with farmers at its center. With this framework, it expands the farmer network in other provinces in order to spread knowledge to the society and develop appreciation for Thai rice and its varieties. In 2019, a total of 52 farmers participated in this project.

**Golden Banana Project**

The golden banana project is a project supporting small entrepreneurs. The Company aims to support Golden Banana farmers continuously since 2012. The management approach is as follows.

<p><b>01</b></p> <p>Increase product distribution channel through 7-Eleven</p> 	<p><b>02</b></p> <p>Promote plantation that is standardized and traceable</p> 	<p><b>03</b></p> <p>Provide knowledge on product design enables prolonged shelf life</p> 	<p><b>04</b></p> <p>Bring bananas not meeting standards into processing</p> 	<p><b>05</b></p> <p>Development learning materials for farmers on golden bananas' plantation</p> 	 <p>The project encompasses a total of <b>12,860</b> Rais worth of agricultural areas</p>
--	---	--	---	--	--

The golden banana project succeeded, meeting the Company’s approach and goals. Simultaneously, this project model is also expanded to other types of bananas, such as Nam Wa bananas and Lep Mur Nang bananas. This increases the income of farmers and small entrepreneurs, as well as local employment. The project encompasses a total of 12,860 Rais worth of agricultural areas.



**1,220** farmers participated in the project, reduced by **32%** from 2018

There are multiple factors, such as climate and changing water supply, affecting a large numbers of farmers. This results in lower volume of produce that meet the Company’s quality. The Company thus developed and executed according to its support measures, in tandem with the following actions.

1. Provide knowledge on water management according to areas
2. Conduct trials with farmers on a variety of plantation method, such as using plastic sheets as cover to retain soil moisture and deter weeds, as well as opting for droplet watering system instead of sprinkler. The latter system helps reduce water consumption by 70%. Promote sending peeled bananas to subsidiary, CPRAM, to bake as banana cakes and to be used as organic fertilizers / fresh fertilizers. The aim is to minimize loss as much as possible.

### Economic Impact

- Build stable income; increase produce's value
- Develop standard for agricultural produce production

### Social Impact

- Create learning center on banana plantation
- Build careers for generational succession, and sustainably self-sufficient community

### Environmental Impact

- Farmers have good health; chemical usage reduced, replace by more organic counterpart

#### Results and Benefits

#### Economic Value

As many as **1,825** farmers and entrepreneurs participated in the project, with agricultural areas of **14,863 Rai**. Increased income per person, on average, is at **312,071 baht**. 7-Eleven distributes as many as **300,000** golden bananas per day, or approximately **109,500,000** golden bananas per year. This equates to **876** million baht

#### Results and Benefits

#### Social Value

**Create employment and careers for community** encourages packaging factories in each region to take bananas directly from farmers in the area. Therefore no additional time is required for transportation of the bananas to the center. Glauyhom bananas (Cavendish bananas) from the south are from Chumpon, Surathani, Songkhla, Patalung and Satun, to name a few. This creates work opportunities for community and engagement with farmer communities. There would be no need to source raw materials from a distance. Produce is not damaged. Farmers are satisfied. Communities are strengthened

.....

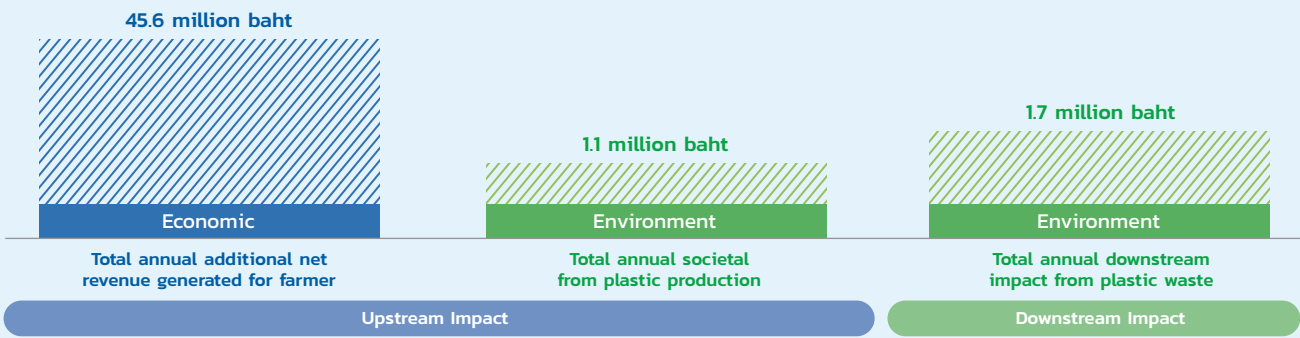
**Increase distribution channel expands** packaging plants from **3** to **17** factories, encompassing all regions. Golden bananas have been sent to over **11,712** branches across the country. The value is **876** million Baht. This strengthens farmer association, improved quality of life though secure income, enhanced market competitiveness (initially, golden banana farmers selling their produce at general or central market price, will have the average income of **214,875** baht per year; upon joining the project, they earn **1,715,638** baht per year on average)

#### Results and Benefits

#### Environmental Value

Farmers have appropriate and safe chemical management. There is encouragement for organic fertilizers and similar. Upon participating in the project, farmers can reduce chemical fertilizers and weedicide by **50%** compares to prior. The effort reduced hazardous waste volume and help farmers achieving better health following decreased chemical usage. It also reduces costs for farmers by **600** baht per Rais

#### Impact Measurement and Valuation



From last year's performance, the Company has conducted impact assessment and is able to identified that golden banana project generated

{ Positive Impacts } > { Negative Impacts } **16** times