

Supporting Farmers to Improve Their Quality of Life

The Company has continuously supported farmers to improve the quality of life through knowledge sharing in developing, managing and increasing the productivity of the arable land. Additionally, the Company provides support in building capabilities for agricultural technology and agricultural distribution channels. In 2020, adding onto the success of the Golden Banana Project, the 7-Eleven and Thai Farmers Collaboration project further supported farmers by expanding its reach to 4 agricultural product groups, namely seasonal fruits, cut fruits, ready-to-season vegetables, and salad vegetables. The objective of the project was to increase the value of agricultural products, ensure marketability, and spread income to locals.

Additionally, the efforts made to improve the quality of life of farmers are in line with the United Nations' Sustainable Development Goals (SDGs) comprising, Goal 1 is advocated by reducing economic poverty economically and poverty in other related dimensions, Goal 2 is advocated by increasing agricultural productivity and income of producers in order to eliminate hunger, and Goal 10 is advocated by growing the income of the general population so as to close the inequality gap of farmers.

Impacts and Benefits 7-Eleven and Thai Farmers Collaboration Project

Generated income and stability for farmer families and SMEs




The Golden Banana Project


The Golden Banana project is an on-going project since 2012 that promotes products from farmers and small entrepreneurs. The support covers various aspects from sharing knowledge and promoting standardized cultivation, traceable production, packaging, preservation, and processing to providing distribution channels through 7-Eleven.




The Golden Banana Project has not only succeeded in fulfilling the Company’s goal of increasing the income of farmers and small entrepreneurs, but has also helped to create more jobs in the community. In 2020, the Golden Banana Project covered 19,056 rai over 41 provinces across Thailand. From the previous year’s performance review, the Golden Banana Project resulted in a positive impact greater than 42 times the negative impact.



An average income increase of 776,282 Baht for SMEs and farmers, which can also be calculated as a 3.61% increase from before the project.



A 7.8% reduction in number of participants (compared to 2019) and a 32.5% increase of cultivation land from 2019.



More than 275,000 golden bananas per day were distributed into the market, which is more than 100 million bananas per year, and can be calculated to possess an economic value of 865 million Baht.



Economic Impact

- Generated stable income.
- Increased the value of agricultural products.
- Raised the standard of agricultural products.



Social Impact

- Created a learning center for banana plantations.
- Built a successive career to be passed on from generation to generation.
- Promoted a sustainable self-reliance within the community which resulted in a strong and competitive farmer’s group.
- Improved the health of community members through the reduction of chemical usage.



Environmental Impact

- Reduced the usage of chemicals and increased the usage of organic reagents.
- Reduced chemical contamination and residuals in agricultural land.
- Reduced that usage of water and other resources and utilized those resources efficiently according to GAP.
- Preserved the quality of soil through GAP.



Economic Value

- A total of 1,125 farmers and SMEs participated in the project.
- A total of 19,056 rai of cultivation land was covered.
- An average increase in income of 776,282 Baht per participant per year.
- A total of 275,000 golden bananas per day or more than 100 million golden bananas per year were introduced into the market, which possessed an economic value of 865 million Baht.



Social Value

- Created employment and careers for the community by encouraging the packaging center of each region to receive golden bananas from local farmers and spread income and employment to the community.
- Increased distribution channels by expanding packaging centers to every region across the country and distributing golden bananas to more than 12,432 7-Eleven stores summing to a value of 865 million Baht.



Environmental Value

- Used chemicals in a safe amount and promoted the use of organic fertilizers which reduced the usage of pesticides and chemical fertilizers by 50% and lowered the expense of farmers by 600 Baht per rai.
- Used resources more efficiently.
- Preserved the quality of soil.

Impact Measurement and Evaluation

Economic (million Baht)

(Total annual additional net revenue generated for farmer)

Social (million Baht)

(Total annual societal impact from plastic production)

Environmental (million Baht)

(Total annual downstream impact from plastic waste)

Upstream Impact

Downstream Impact

130.9

1.2

1.9



The Golden Banana Project Resulted in

42 times

greater positive impact > negative impact