

SAMPRAN MODEL

SUAN SAMPRAN, SAMPRAN DISTRICT NAKHON PATHOM PROVINCE



10 November 2023

❖ **SAMPRAN MODEL SUAN SAMPRAN, SAMPRAN DISTRICT, NAKHON PATHOM PROVINCE**

Suan Sampran is recognized as a model organization for driving forward inclusive business and incorporating the Bio-Circular-Green Economy (BCG) model into their sustainability policy, which is known as the Sampran model. It is a model of organic tourism for sustainable development in society. A learning process has been developed by integrating Suan Sampran's organic food chain as a guideline for interested parties, starting with planting preparation, cultivation, nurturing, harvesting, processing, purchase and sale of the produce, waste management, and recycling. It encompasses six areas, namely: 1) biodiversity and cultural diversity 2) food and agriculture 3) holistic healthcare 4) biochemical renewable energy 5) tourism and creative economy and 6) circular economy. The Sampran model also showcases a living learning center within the Sampran neighborhood called the Patom Organic Village.

The Sampran model has been operated across four provinces, including Nakhon Pathom Province, Ratchaburi Province, Kanchanaburi Province and Prachuap Khiri Khan Province in collaboration with organic farmers. Specifically, it focuses on establishing links within the organic food chain, from farmers to business entrepreneurs, and finally to consumers.

Simply put, it shortens and connects the supply chain to allow joint collaboration among key actors within such a chain, thus forming a community of growers, users of organic products, and organic consumers. Additionally, other relevant sectors, namely public and private sectors, and civil society,

have been involved in advancing the Sampran model. Meanwhile, an academia network such as Kasetsart University, Mahidol University and Chulalongkorn University provide knowledge support for collaboration between business entities, such as the tourism network, hotels, restaurants and consumers,





thus strengthening efforts to advance the development of the organic food system. The active involvement of the business sector acts as a crucial stepping-stone enabling the initiative to reach a broader consumer base. It is regarded as a channel for effective learning and communication with consumers. To illustrate, with approximately 10,000 employees in the headquarter of the Siam Commercial Bank, the dissemination of knowledge through different activities of the initiative has raised awareness among this consumer group and in turn encouraged them to take a contributory role in driving forward the organic food system.



The Sampran model is an inclusive business model which was pioneered by Suan Sampran around 10 years ago. It is aimed at restoring the balance of the food system through the promotion of the organic value chain from farmers to consumers as well as connecting an array of marketing channels, including hotels, restaurants operated by Suan Sampran, Sookjai Farmer's Market, Sookjai Market Roadshow, e-Commerce channels, shopping centers, hotel and restaurant chains. The staff of this initiative project joined their efforts with groups of farmers to formulate plans for production, cultivation, post-harvest activities,



processing, transportation, marketing, and branding while helping raising farmers' confidence and enabling them to operate their businesses independently. In particular, they managed to secure cooperation from 17 groups of farmers in Nakhon Pathom and other provinces in close proximity.

A participatory organic guarantee system (PGS) was employed as an instrument for managing these groups of farmers, and preparations were in place to enhance accreditation in accordance with international organic agriculture standards such as IFOAM. In addition, there was the collaboration among different organizations, such as universities,



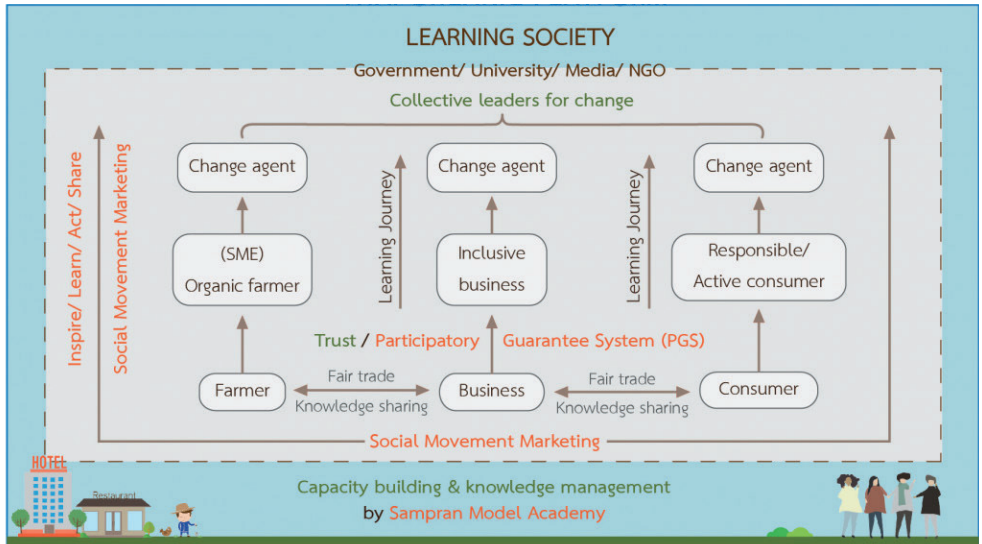
the public sector, the private sector, NGOs, and mass media. This would in turn contribute to developing the entire value chain as well as developing capabilities among farmers at the upstream level, increasing the capacity of processing and transportation at the midstream level, and promoting and communicating health information and wellness programs to consumers at the downstream level. This collaboration constitutes a sustainable business model grounded on fair trade and the principle of sufficiency economy.



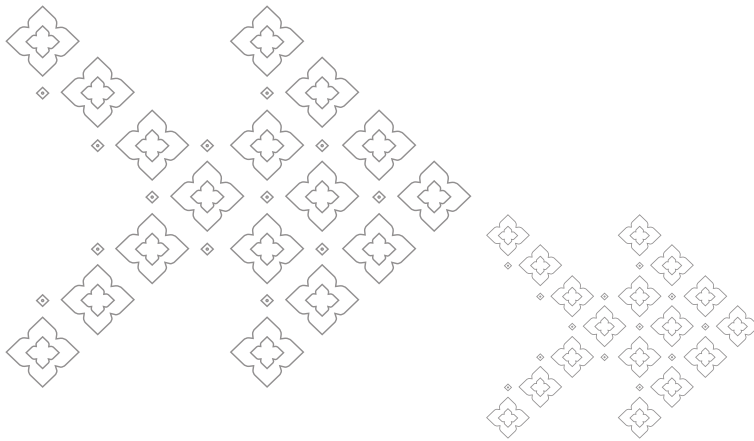
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The Sampran model has extended its collaboration with Sustainable Food Lab (Thailand). Furthermore, the Tourism Authority of Thailand (TAT) advocated for organic tourism to foster the sustainable food system in Bangkok and Chiang Mai; with the adoption of the Sampran model, business operations in the tourism industry would serve to bridge the gap between organic farmers and consumers. More





importantly, the Thailand Convention and Exhibition Bureau (TCEB) has implemented the Farm to Functions initiative, giving support to MICE (i.e. Meetings, Incentive, Conventions and exhibitions) operators, purchasing agricultural produce from organic farmers, and promoting food waste reduction and circular economy. At the same time, it has worked in concert with ThaiHealth to advance the Sampran model as well as coordinated its efforts with Thailand's National Innovation Agency (NIA) and Thailand Science Research and Innovation (TSRI) to start developing a supporting digital platform in order to advance the inclusive business model, expanding the organic agriculture market.





FIELD VISIT PROGRAMME

♦ Time	♦ Programmes	♦ Resource Persons
9.00 – 10.10 hrs.	Assembling at ThaiHealth and leaving to Sampran	
10:10 – 11:00 hrs.	Welcome remarks and introduction of Sampran model Exchange of advancement of the food system for holistic well-being: "Sampran model", Thai Organic Consumer Association (TOCA) and TOCA Platform	Mr. Arrut Navaraj Managing Director of Suan Sampran Co., Ltd.
11:00 – 11:30 hrs.	Visit Patom Organic Village	Mr. Arrut Navaraj Managing Director of Suan Sampran Co., Ltd. Mr. Charittiporn Mengkred Sampran Model Network

♦ Note

Suan Sampran
Sampran district, Nakhon Pathom province

Sampran model, the connectivity of Organic Agriculture Value Chain to create the Circular Economy.

The TOCA Platform, a platform has been established to coordinate a value chain in a Win-Win-Win manner, with upstream farmers gaining economic and health security, midstream entrepreneurs' business thriving, and downstream consumers attaining good health and a balanced lifestyle. This model for the development of a value chain of the sustainable food system could be implemented nationwide, focusing on building a community in which all relevant parties join their efforts in driving forward the organic food chain. In particular, these places emphasis on consumers with a tendency to become active consumers equipped with awareness, understanding, and aspiration to be involved in creating a sustainable food system.

The Patom Organic Village has promoted a learning hub for processing raw materials into organic products under the brand "PATOM". Tourists of all ages and genders are given opportunities to immerse themselves in exploring the organic raw material routes at Sampran District, Nakhon Pathom Province, learning about a balanced way of life with consideration of food origins, and processing of the materials into food and daily products. Specifically, there are three routes, namely, the herbal route, the rice route, and the banana route. Patom Organic Farm is recognized as a learning center for organic farming practices and farm ecosystems, with a focus on hands-on practices and the use of ingredients from the farm to cook. Consequently, all individuals would personally discover the special qualities of fresh and succulent organic vegetables, creating inspiration for change.



FIELD VISIT PROGRAMME

♦ Time	♦ Programmes	♦ Resource Persons
11:30 – 12:00 hrs.	Workshop: Healthy products from products in the community	Suan Sampran team
12:00 – 13:30 hrs.	Lunch	
13:30 – 14:40 hrs.	Departure to Bangkok	

♦ Note

The activity: Learning by doing in processing the organic products from organic agriculture products with staff giving advice

Healthy lunch from the Organic Agriculture Network, Sampran model

SOURCE OF REFERENCES

- <https://www.facebook.com/profile.php?id=100064660812978>
- <https://suansampran.com/sustainability/>
- Report on lessons learned on the development of farmers into “organic agriculture” entrepreneurs: Case Study of Sampran Model (<http://llln.me/ODX71Jm>)
- Thai Organic Consumer Association (TOCA) <https://toca.or.th/index.php/en/about-us/>





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