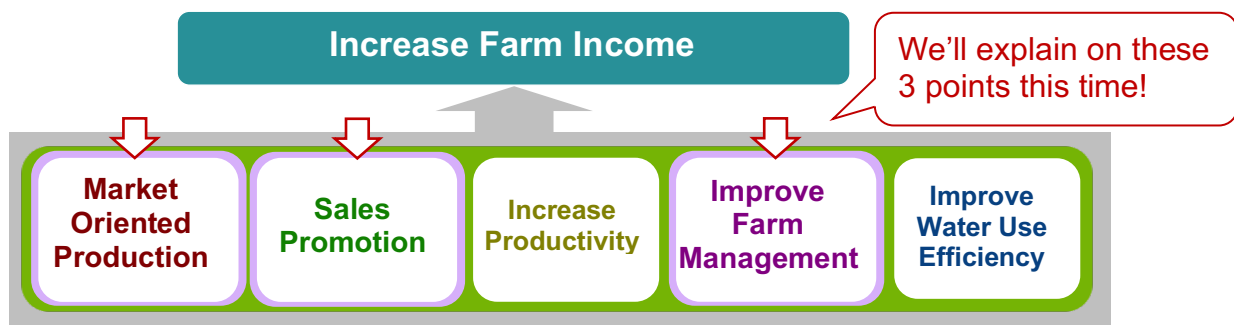


## Marketing Activities : Practicing Agri-Business

### - From cultivation to expansion of sales channels -

Have you had experiences such as “No farmer cultivated although we provided seed”, “Farmers don’t implement even though we conducted cultivation technique training”? Whenever Savan PAD Project conducts marketing activities on vegetable cultivation and sales promotion for increasing farmers’ income, we are always paying attention to farmers’ motivation. Even if the quality of trainings and provided seeds are good, those may not be utilized well without farmers’ motivation.

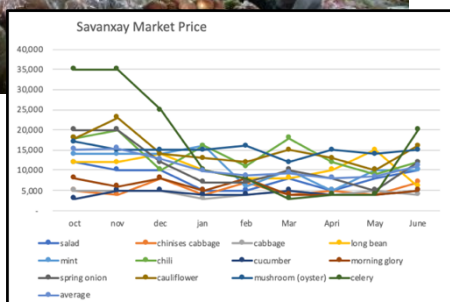
In the Guidebook which the Project compiled this time, there have several explanations written based on the experiences such as; how to see whether farmers have motivations for increasing their farm income, or how to find out highly-motivated farmers before starting cultivation practice, and how government staff support for farmers from setting the basis of farmers’ own business up until promoting their sales.



### 1. Points of Marketing Activities

- ① Farmers consider by themselves which crops and when to sell for making good profit
- ② Government staff research situation of contract farming and crops with high market potentials for sharing with farmers
- ③ Farmers require cultivation techniques of crops for corresponding to market needs
- ④ Local network and business activities are strengthened for promoting sales
- ⑤ Farmers pay attention on profit by recording profit & loss, and making cultivation plan

The Project is supporting these activities through the integrated collaboration of agricultural and commerce & industrial staffs at provincial and district levels.



In addition to farmers, government staff also research market price and its fluctuation regularly



Item	Amount (Kyats)
2011.11.12 - 2012.3.31	74,000.00
...	30,800.00
...	40,000.00
...	29,000.00
...	2,000.00
...	6,000.00
...	28,000.00
...	93,000.00
...	5,950.00
...	4,510.00

Farmers grasp their own profit & loss at the seminar. Then they consider what crops and when to cultivate.

## 2. What is written in the Guidebook?

Marketing activities cover 3 subjects, “Market Oriented Production”, “Sales Promotion” and “Improve Farm Management”. The most important point is how to increase the farmers who are interested in and really practicing agri-business. To do this, the key points are accumulation of several small success experiences made by highly-motivated farmers.

In the Guidebook, the contents start from farmers’ self-knowing on their farm income, what to do to increase farm income with introducing advanced farmers’ efforts and market research, and steps to technical trainings for cultivation. In the part of sales promotion, several practical experiences are introduced, such as; what crops and how to sale, how to arise market demands, and so on. As for farm management, it is mainly explained about group management on quality control and stable supply based on the current practices.

In the Guidebook part II, IV and V, several practical techniques and tips are introduced that staffs of PAFO (Provincial Agriculture & Forestry Office) and DOIC (Department of Industry & Commerce) can utilize in the field.

For those who are interested in following topics, please contact to Savan PAD Project.

### II Market oriented production

#### 1 Building ownership and stimulating motivations

- (1) Entry point: Knowing yourself
- (2) Image what you want to become

#### 2 Technical training

- (1) Importance of soil improvement and compost making
- (2) Market survey and crop selection
- (3) Make cultivation plan
- (4) Learn basic cultivation techniques

#### 3 Experience sharing and building network

- (1) Conduct review meetings within the village
- (2) [Farmer to Farmer] Conduct exchange session at provincial level

### IV Sales promotion

#### 1 Introduce market potential crops to farmers

- (1) Conduct market survey and introduce farmers for selection
- (2) Provide cultivation training and trial seeds

#### 2 Advertisement / Sales promotion

- (1) Support farmers when they harvest for sales

### V Improve farm management

#### 1 Building capacity to make continuous profit

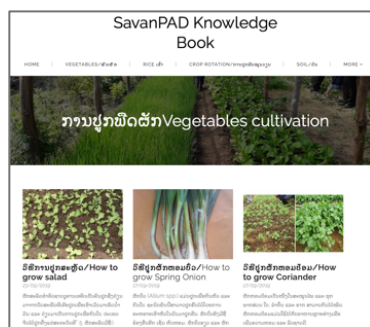
- (1) Book keeping
- (2) Cultivation plan for continuous supply
- (3) Group management for Quality control

### Attention !

## SavanPAD Knowledge Book

Detailed information on cultivation techniques of vegetables & rice.  
Access to URL below.

[Savanpad.webnode.com](http://Savanpad.webnode.com)



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**Next Volume:** Monitoring & evaluation activities conducted by government staff will be reported.

Savan PAD The Newsletter

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