Topics for Discussion

1. Bank for Agriculture and Agriculture Cooperatives Value Chain Finance Policy
2. Rice Farmer Situation in Thailand
3. Rice Value Chain
4. Q&A
Bank for Agriculture and Agricultural Cooperatives (BAAC)

Vision

“To be a secured rural development bank with modern managerial technology focusing on the uplift of farmers’ quality of life”
BAAC CREDIT TECHNOLOGY & LOAN SECURITY REQUIREMENT

- JOINT LIABILITY GROUP GUARANTEE IN GROUP -
  - CO MAKERS / 2 GUARANTORS
  - LAND MORTGAGE
  - DEPOSIT PLEDGING
  - GOVERNMENT BOND
  - OTHER SECURITIES : ASSET CAPITALIZATION

BANK FOR AGRICULTURE AND AGRICULTURAL CO-OPERATIVES (BAAC) 2005
BAAC’s Innovation for farmers

Establishing period: Joint liability group

2nd Decade: Credit in Kind

3rd Decade: Agricultural Marketing Cooperatives and Thai Agribusiness Company Limited

4th Decade: Sufficiency Economy Philosophy

5th Decade: Value Chain Financing
The relationship between AMCs and the apex organization

- **National level**
  - BAAC Head Office
  - TABCO

- **Provincial level**
  - BAAC Provincial Office

- **District level**
  - BAAC District Branch

- **Village level**
  - BAAC Field Office
  - AMC Branch
  - AMC District Depot Center
  - Farmer group
  - Village shop

**Farmers (3.9mil.Family)**
BAAC’s measures to support Thai Rice farmers

1. Reduce cost of production
   1) Agricultural Restructuring’s knowledge transferring
   2) Supporting big farmland
   3) Fertilizer mixing
   4) Opening cooperative Q shop

2. Capacity Building
   1) Organic Farming Project
   2) New generation farmers

3. Risk Management
   Rice field insurance project

Upstream

1. Credit for collecting paddy
2. Cooperative’s capacity building for collecting paddy
3. Rice and paddy linkage project

Middle Stream

Downstream

1. A-Rice project
2. Public Private People Partnership Marketing Project
3. Platform development for E-Commerce
Hommali rice

Land preparation

Seedling

Collecting

Planting

Harvesting

Caring

Watering Technique

Water irrigation
Previous situation

Farmer

Middle man
Value Chain
Baac support
AMC/Private/govt
AMC/Private/govt
AMC/Private/govt
AMC/TABCO
AMC/tabco

production
Farm practice
Pre harvest
Post harvest
logistics
marketing

AMC/in puts
GAP
GAP
grading
Packaging
processing

Sell/export/pledging to govt

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รายชื่อและที่อยู่ของ สกต. และ สกภ. ที่เข้าร่วมโครงการ

Source: Mr. Morakot Phitarat
BAAC Executive Vice President
ช่องทางการจำหน่ายช้าวสาร ตรา A-Rice

A-Rice Product

Target 36,000 Tons

Public relation

Marketing Channel

- Roadshow
- FACEBOOK
- Brochure
- Vinyl
- Radio
- TV

Channel | Target
---------|--------
BAAC branches | 11,500 t.
SFI, Private sectors | 5,000 t.
Agency | 9,500 t.
OEM | 2,000 t.
Export | 2,000 t.
Modern Trade | 2,000 t.
Hospital | 2,000 t.
Ecommerce | 36,000 t.

Farmers

Community collecting center

Rice Mill

Collecting Milling Packing

Logistics

Product development

Marketing and Management development

รวม
From farm to consumer
Paddy value chain

Atthisit Surakul
BAAC
AMC network discussion
AMC network: village collecting unit
AMC network : village collecting unit
Transport to AMC marketing center
Sampling for inspection
Quality inspection tool
Moisture content measurement
Quality & price
weighing
Weighing record
Unloading bulk
AMC network : village collecting unit
Paddy : bulk separation
Paddy : bulk management
Loading to rice mill/buyer
AMC : organic jasmine rice on shelf
AMC : organic jasmine rice vacuum bag
A Rice Brand and A Rice certificate contain Hom Mali at least 92% in volume.
Roi-et AMC
Surin AMC
Srisaket AMC

Thai Hom Mali Rice

Weight: 5 Kg

Product of Thailand
Burirum AMC
อักษรังความภคภูมิใจในการข่ายเหลือเกียวกิจ
โดยการกัดกลุ่มภาพหลักที่ดีที่สุด "สู่ผู้บริโภคโดยตรง"

"ตรา ลูกโกลกเกลียวเชือก"
ของเกษตรกร เพื่อเกษตรกร

สินค้าดี มีคุณภาพ ราคาเป็นธรรม
Farmers:
- Productivity development
- Group empowerment

- Knowledge
- Enough fund
- Credit

VCF Learned

- Farmer Income

BAAC:
- Develop financial product and Value Chain Finance working process
- Lower risk and operation cost

Village/Sub-district enterprise and Marketing Cooperative:
- Network / Strength / Bargain
- Business Management

Sustainability Knowledge/Development /Fund

Helping each other
- Income
- Quality of life
- High Quality Product
- Volume
Q & A