Organic Market and Green Consumer Movement Program

- 2-year program supported by Thai health Promotion Fund in partnership with CSA [Communities supported agriculture]
  Members both producers and consumers

The Key Concept of the movement

“We Care” not “I Buy”

Benefits for all

- Consumers know where their food come from
- Fresh food from farm, good for health and environment
- Fair trade to producers
Our Strategy is to link organic people and build network

consumers  producers
distributors (Organic Station, Nodes)

Link

(Chiang Mai, Khon Khan, Songkha, Nan And others)

Organic Station

- Distribution and customers services
- Products knowledge

Workshops

- **Cost Analysis Comparision between Conventional and Organic Products:**
  - CSA, green shops, organic rice
  - June 14, 2007 at Sasin Business school

- **Marketing for Organic Products**
  - encourage entrepreneurial skill among organic producers
  - in September 2007
Workshops

- **Organic Menu:**
  - CSA members and general public
  - to prove that organic ingredients are more tasteful and delicious
  - in December 2007
- **Organic Green Fair 2007**
  - 1st organic fair in Thailand
  - during the 3rd International Conference on Gross National Happiness (GNH) in November 26-28