

Project Update: March 2012

Training community groups in developing Mangrove Processing Products

Mr. Phiraphong Phinit, a chairman of a Small Pilot Enterprise held the training on developing Mangrove Processing Products for their members to practice and repeat all the procedures over and over again. We aim to gain more expertise and experience in developing Mangrove ended products i.e. Mangrove Tea and Thai Desserts.

Mr. Phanuwachr Phatthadhol, KCLC's Director, provided the space under our Thai Guest House near the KCLC centre to be an office or showroom of this Mangrove Enterprise.



"Best Practice" comes from Practice and Practice over and over again

March 8, 2012

Organizing the official board meeting of the "Mangrove Processing Products Small Enterprise Kamphuan Community, Kamphuan District, Ranong Province"

We were glad to announce that the Thai government authorities' officer has approved our small pilot enterprise to be the "Mangrove Processing Products Small Enterprise Kamphuan Community, Kamphuan District, Ranong Province" as registered code no. 5-85-05-02/1-0038 issued dated March 1, 2012. This legal license will help the group to gain the right in harvesting the Mangrove products and also helps ensure to prevent the cause of over exploitation.

The board meeting issue for consideration is on what and how to prepare for the "**Mangrove R Us**" day on March 12, 2012 here at KCLC. This is the grand opening day of our small enterprise. We prepared to introduce "Mangrove Tea" in the modern packages with SME's logo and Rufford's logo, "Pirate Lamp of the Andaman", "Sea Roti" and some other project products.



Prepare for "Pirate Lamp" and "Mangrove Tea" Filling Packing with Rufford and SME logo.



SME's legal document



SME Board meeting

March 12, 2012

Organizing the Grand Opening Day of the “Mangrove Processing Products Small Enterprise Kamphuan Community, Kamphuan District, Ranong Province” for community leaders’ groups, as well as local people from target community.

Dr. Amrit Bart, Director, Asian Institute of Technology in Vietnam, one of our project referees, served as a chairman to open the signage for the grand opening day of the “Mangrove Processing Products Small Enterprise Kamphuan Community, Kamphuan District, Ranong Province”. We invited the community leaders’ groups, as well as local people from target community to participate in this special event.

This learning process helps and reinforces local community to value the unseen of their own resources. This project could be distributed to certain concrete actions by processing the products from Mangrove plants into edible and consumable products under the philosophy of “Sustainable Economy”.

This project is a development in educational system outside classroom under the initiated principle to improve the learning process that community people is at the centre of the learning and participation, in which the benefit of Mangrove Rehabilitation and Regeneration for Biodiversity is needed.

There were two sessions; the first session was the meeting and discussion to understand the whole concept of our Rufford project. The second session was the exhibition; there were the following Mangrove processing products demonstrated at the Thai Guest House showroom such as “Sea Roti”, “Bruguiera Curry”, “Pirate Lamps of Andaman”, “Mangrove Tea” and some Thai Desserts.



Signage of the SME at our Thai Guest House, Meeting session served with Mangrove Tea & Dr. Amrit Bart and Mr. Phiraphong Phinit and Thai Desserts



Exhibition session

Another booth of the Mangrove Processing Product such as "Sea Roti", Soft Shell Crap Curry with old sheath of *Bruguiera gymnorrhiza*



One Thai Dessert processed by another designed of Thai Desserts shaped as the old sheath of *Bruguiera gymnorrhiza* atechu nut, sea shell and mangos teen



Pirate Lamp processed by old fruit another kind of Pirate Lamp processed by of *Cerbera odollam* old fruits of *Xylocarpus granatum*

We can sell this Pirate Lamp to the village head 4 for 1, 000.THB

Another advantage of Mangrove product processing is to support the role of women, elderly who can spend their leisure time to generate extra income. In this grand opening day, we were able to sell the Pirate Lamp to the village chief (4) for THB. 1,000. - The project relies on the fact that developing, and marketing mangrove products is economically viable. The SME group involved in the harvesting now not only has exclusive right to these harvests that then provides an economic incentive for their protection; the SME also begin to get the first THB. 1,000. - funding for opening their saving bank account.

We also promoted our products to the participants. If they arrange their meeting, they can order our Tea-break set included with Mangrove Tea and Thai Desserts and our Lunch set Sea Roti and Bruguiera Curry.



After the community leaders were amazing of the exhibition, we let them try our lunch menu which was Bruguiera Roti dined with Bruguiera Curry plus some Bruguiera Desserts.

Organizing PR campaign for the collaboration of people to drink healthy tea, “Mangrove Tea”

The SME group held the campaign “**Drink Mangrove Tea to Conserve The Mangrove Forest**” program for raising awareness and strengthening the productive collaboration of Kamphuan Community people to drink healthy tea, “Mangrove Tea” at KCLC learning center.



Campaign Poster



Mr. Phiraphong Phinit, a chairman of a Small Pilot Enterprise was giving the samples of the Mangrove Tea which were processed from *Acanthus sp.* to the 50 attendants participated in this drinking test.



We also planted the *Acanthus sp.* in our demonstration plot near the SME's office to show the participants what this salt bush (sea holly) looks like.

Uniquely preserved and presented, the following local traditional knowledge is the property of *Acanthus sp.* that we provided this information with the references.



Common or English name: Holly Mangrove

Local name: Salt bush, Sea holly

Scientific name: *Acanthus ilicifolius* L.

Family: *Acanthaceae*

Local or Traditional properties:

Root: Treatment as expectorant, in China for the treatment of cancer (in decoction), cough, asthma, nerve palsy or as to be the elixir.

Stem and Root: Treatment for skin disease, rash fever, ulcer, gangrene and smallpox.

Stem, fresh/dried: Treatment for wound, atopic dermatitis.

Bark: dermatitis.

Seed: Cough and anti-helminthics.

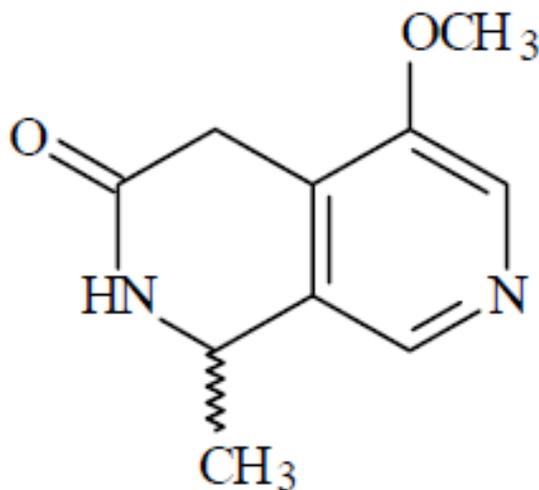
Fruit: Menstrual stimulants.

Leave: Treat for skin disease, herbal medicine use for arthritis message with hot press.

In India for dermatitis, ringworm, pneumonia, inflammation

Cosmetic Benefit: for hair and skin cleaning **Caution:** No Report yet.

Chemical Components: Acanthicifoline, α -, β - amyryn, apigenin, benzoxazolin derivative, campesterol, cholesterol, daucosterol, fucosterol, lupeol, octacosan-1-ol, oleanolic acid, pentacosan-5-one, quercetin, iso-quercitrin, β -sitosterol, stigmasterol, trigonelline and ursolic acid.



Acanthicifoline & Poster: The properties of *Acanthus* sp. (in Thai language)

References:

- Natawan Boonyaprapasorn, Oranuch Chokchaicharoernporn, Local Herbs (5) Bangkok, Prachachon Co; ltd. 2542: 263-5.
- Leena Poopatanapong, Thai Herbs part 5, Payathai: Chutima Printing 2530: 46.
- Wongsatit Chuakul and colleagues, Thai Herbs Thai Heritage, Bangkok, Siam Book and Publication 2540: 214
- Wrigley J, Fagg M. Australian Native Plants. 4thed. National Library of Australia Cataloguing in - Publication Data. 1996

Preservation and development of local traditional knowledge beneficial to health and life is a key point to encourage people's awareness by this campaign. The result of this campaign was that Kamphuan Community people understand more about Mangrove tea of its root and its healthy use; this campaign raised their concern of health and well persuaded people to drink Mangrove tea.

March 22, 2012

Feasibility study of market potential and profitability

Training community groups in developing mangrove products and marketing them

We held the SME's board meeting on the following issues:

1. To evaluate the outcomes of our previous special event "Mangrove R Us" day on March 12th, 2012. In this meeting we had given the gifts to all the members of SME board for their incentives. This motivation will keep up their good work and encourage them to improve previous mistakes.



Gifts of Passion come from our hard working

2. Feasibility study of market potential and profitability.

We discussed amongst all the available Mangrove processing products regarding related issues to market analysis which includes target customers, prices and SWOT (Strengths, Weaknesses, Opportunities, and Threats), to understand deeply about our market potential and profitability, and prepare how to implement and assess these issues.



Market Analysis Prepare for IUCN+Srilanka

3. Discussion of how and what to prepare for our next upcoming event, "The study group from the government representative of Srilanka lead by IUCN", who will visit us on April 1st, 2012.

After the meeting, we held the training on developing *Xylocarpus* sp's old fruit which can be extracted as a dye for multipurpose use for "Tie-dye Fabric" such as T-shirts, handkerchiefs and tablecloths. We pre-painted the SME's logo by the Batik technique before processing into the Tie Dye method.



Mangrove "R" Us was painting on the T-shirts by the Batik technique.



Old fruits of *Xylocarpus* sp. Tie Dye



Fabric

Preservation and development of local traditional knowledge beneficial to people's skills and life was a focal point in this training.

March 26, 2012

Organizing the activities to replant the 20 Mangrove species that are appropriate to the ecosystem for biodiversity, focusing on rehabilitation and regeneration of the existing species on the degraded area

18 students from Ranong Community College participated in our planting Mangrove activity. We guided them to understand the benefits of Mangrove forest and learn about the rehabilitation for the local Mangrove species for the best of the biodiversity by cultivating and selecting the appropriate species to grow and help the ecosystem of the area. This activity aimed to enhance an existing knowledge to be available to young generation in the community.



All reported activities above are 'all-in-one' activities which have been planned and implemented to encourage our community in all dimensions, all sectors, and all stakeholders, to achieve our goal.

The goal is to build a living laboratory for local researcher and community members to learn the benefits of Mangrove Rehabilitation and Regeneration for Biodiversity. The main purpose is to develop and promote the sustainable harvesting of mangrove forest products

in a way that leads local communities to take more stewardship for the conservation of the mangroves on which some of their livelihood and income generation depends.

Please enjoy watching the study tour group from Sri Lanka lead by IUCN visited our RSG project at KCLC learning center on April 1, 2012.

http://www.youtube.com/watch?v=E9RyKp1faXc&list=FLN-LzLrn93aKqSYMI-RNNvQ&index=1&feature=plpp_video