

Project Update: February 2012

Training community groups in developing Mangrove processing products and purchasing the equipments such as grinder, mixer, and kneading machine.

We invited Mr. Boonyarit Jitnawa, a chairman of the Mangrove Processing Products Small Enterprise Bannakoong Community, Kloong District, Janthaburi Province. He also serves as our advisor, one of RF project referee. We held the training on Mangrove Processing Products to the community group at Kamphuan Community Learning Center. He demonstrated on how to process the old sheaths of Bruguiera gymnorhiza to be some variety of Thai Desserts and also the “Roti”, a kind of top favorite India food made of flour. The root/stem/leaf/flower of Acanthus sp., were processed to be the “Mangrove Tea”.



Mr. Boonyarit Jitnawa & Old sheaths of Bruguiera gymnorhiza



Thai Dessert & Roti



Root/stem/leaf/flower of Acanthus sp. & Mangrove Tea served with another kind of Thai dessert



Grinder & Kneading machine

We also had a meeting with two officers of the Department of Marine Coastal Resources and Kasetsart University Coastal Marine Resource Research Station to consider how to obtain exclusive use rights for harvesting groups or how harvesting groups provided these rights would be chosen from the training participants. We select the nine members from various kind of livelihoods groups as a representative to establish the Small Pilot Enterprise as Mr. Boonyarit Jitnawa's advice. We all agreed to have Mr. Phiraphong Phinit to serve as a chairman and have chosen the following members:

- Mr. Phiraphong Phinit serves as a chairman
- Mrs. Ruttima Manoch vice chairman/treasurer
- Mrs. Nipha Klinphong board
- Mrs. Nariya Prusmotasik board
- Mrs. Phojanee Tonklung board
- Mr. Krisadawut Prajongkaew board
- Mr. Darode Chuaychat board
- Mr. Muhammad Sali board

This Small Pilot Enterprise will be registered under the name of the “Mangrove Processing Products Small Enterprise Kamphuan Community, Kamphuan District, Ranong Province” applying to the Thai government authority office just the same process as the “Mangrove Processing Products Small Enterprise Bannakoong Community, Kloong District, Janthaburi Province” in order to gain the similar rights for our new pilot enterprise.



Meeting with the officers from Kasetsart University Coastal Marine Resource Research Station & Mr. Phiraphong Phinit served as a chairman

February 24, 2012

Morning session:

Feasibility study of market potential and profitability

Training community group of practice, our pilot enterprise, to understand the process of marketing:

- Explain the concepts of a marketing analysis
- Determine if there is a need for our idea or product/service
- Identify a new market
- Analyze our current market
- Gain a competitive advantage
- Begin to establish a marketing plan

We plan to launch and testing some of our Mangrove processing products in the “**Mangrove R Us**” day on March 12, 2012 here at KCLC. We will invite all the local community sectors to visit our exhibition.



Afternoon session:

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

We held two activities integrated with the Mangrove Forest Development and Conservation Station Unit of 42nd which is responsible for the Mangrove Forest in our Suksamran region. It's so good that the station supported us the black crabs "Scylla Olivacea" in order to set them free activity. The members from the "Mangrove Processing Products Small Enterprise Kamphuan Community" also attended.

