



## ***Three events on Direct Marketing of Agricultural Produce!!***

### **1. Call for papers for the Regional Symposium on Market Access for Small Farmers through Direct Marketing 17-18 September 2015, Bangkok, Thailand**

In agriculture, “Direct Marketing” is defined as a process whereby the farmer sells to the ultimate consumer or retailer, without intervening middlemen. Direct marketing strategies are increasing in popularity. From a consumers’ perspective, direct marketing provides an opportunity to purchase fresh, high quality food that is perceived to be more healthy and nutritious at a more competitive price. More importantly, with increasing concerns about food safety, globalisation and the international trade in both fresh and processed food, direct marketing fulfils the consumers desire to reconnect with those who produce their food, to support local producers and in many instances, to procure regional foods which have been produced in more ethical and sustainable ways. From a farmers perspective, by transacting directly with end users and consumers, direct marketing offers an opportunity to secure a greater share of the retail price. Furthermore, a direct relationship with the consumer improves the flow of market information, thereby enabling producers to more accurately identify and respond to the consumers’ changing needs. Ultimately this leads to greater trust, loyalty and a higher likelihood of repeat purchasing. Direct marketing methods include roadside or farm gate sales; U-pick operations, whereby the consumers/buyers harvest themselves; farmers markets; community supported agriculture schemes; weekly organic “box” schemes; gift baskets and mail order; e-commerce; and direct sales to institutional users.

In conjunction with the inaugural SIMA ASEAN South East Asian Agribusiness Show, the Agricultural and Food Marketing Association for Asia and the Pacific (AFMA), the Food and Agriculture Organisation of the United Nations (FAO) and the Crawford Fund (Australia) will co-host a two day seminar at the IMPACT Convention Centre in Bangkok, from September 17-18, 2015. The seminar will be preceded by a two day direct marketing master class on 14-15 September 2015 (for those who wish to participate, see below) and a one day field tour (September 16) to visit a number of enterprises engaged in direct marketing in Bangkok.

***To enhance our knowledge of direct marketing concepts in the Asia Pacific region, we invite papers from producers, producer groups, NGOs and rural development agencies, government employees and academics that illustrate successful examples of direct marketing concepts in the region.***

Papers should be no more than ten pages, type written (in Microsoft Word), Times New Roman 12, single spaced and submitted to the AFMA Secretariat ***no later than 14 August 2015.***

With limited slots available for presentation, only the best sixteen papers will be selected for presentation, but all accepted papers will be reviewed, edited and published in an FAO publication.

***To encourage greater participation from industry and participants from the developing countries, financial assistance with travel and accommodation may be provided to those authors who have been selected to present their paper.***



## **2. Direct Marketing Master Class**

### **14-15 September 2015**

### **Bangkok, Thailand**

With funding from the Crawford Foundation (Australia), limited places are available in a two day direct marketing master class that will run from September 14-15 in Bangkok. Over two days, Professor Peter J Batt will provide course participants with a much greater understanding of the concepts of direct marketing and of the alternative pathways through which producers can distribute their products directly to potential consumers. Participants will gain the skills necessary to understand the total product quality concept, how to appropriately price the product, and to reduce risk, participants will learn how to prepare production plans, marketing plans and financial plans. Critical success factors and impediments associated with direct marketing will be identified and discussed. Considerable attention will be devoted to learning how to build enduring long-term relationships with customers. An integral part of this training program will be an evaluation of the impact of alternative promotional mechanisms to communicate with potential and existing customers.

Registration for the master class is free and inclusive of the costs of course materials, lunches, morning and afternoon tea, and the one day field tour. Participants however are expected to meet their own travel and accommodation costs.

Participants who wish to participate in the master class are requested to provide a one page statement to the AFMA Secretariat by 14 August 2015 outlining why they should be selected and how, as a result of their participation, they can share their learnings with industry in their home country.

## **3. Agricultural Direct Marketing Study Tour**

### **16 September 2015**

### **Thailand (around Bangkok)**

At the conclusion of the master class, and prior to the AFMA/FAO Symposium on *Market Access for Small Farmers through Direct Marketing*, a one day study tour will be conducted to visit a number of agriculture enterprises engaged in direct marketing in the countryside around Bangkok on 16 September 2015 for a limited number of participants of the above two events.

### **Contact details:**

For registration and further information for the three events above contact:

[info@afmaasia.org](mailto:info@afmaasia.org) or  
[ralph.houtman@fao.org](mailto:ralph.houtman@fao.org)