





TSINGHUA UNIVERSITY
GLOBAL MANUFACTURING STRATEGY
SEVENTH FLOOR

ORGANIC BROWN RICE

SEVENTH FLOOR



WHAT IS ORGANIC?

Organic food are more than just avoiding chemicals usage in the production. In order to emphasize on both health and environment, organic farmers apply methods used from thousands years ago, such as crop rotations and the using of animal manures and green manure crops, to gain the sustainability in nature.



WHAT IS BROWN RICE?

Brown rice are rice that have been hulled but not milled. In other words they are still considered whole grain with their three main components all sidered whole grain with their three main components all present – namely, the bran, endosperm and germs. Although they contain more vitamins than white rice, they spoil faster due to the oil content in the bran. Which is why they are more expensive than white rice.

LOGIC MODEL



BENEFITS OF BROWN RICE. tional white rice contains roughly: 5% of the vitamin K; 17 % of vitamin B2 and magnesium; and 37 % of fibre that brown rice has offer. The list above still continues as white rice also have less potassium, folate and iron which are all essential to hu-

MEMBER



SEETALA UMMARALIKIT

Nationality: Thailand Description: Completed bachelor in Industrial Engineering at Thammasat University (Thailand). Cur-rently continuing studies in the same field at Tsinghua University.



MUANPHET CHARUNRATANAVISAN

Nationality: Thailand Description: Completed bachelor in Mechanical Engineering at Thammasat University (Thailand). Currently continuing studies in Industrial Engineering at Tsinghua University.



BOBBY KURNIWAN

Nationality: Indonesia Description: Completed bachelor in Electrical Engineering at University of Gadjah Mada (Indonesia). Currently continuing stud-ies in Industrial Engineering at Tsinghua University.

If you think organic food is expensive, haye you priced cancer lately Joel Salatin, Founder of Polyface Farms

You are what you eat, so don't be fast, cheap, easy, or fake.
- Unknow



More Information about our product



ORGANIC BROWNRICE

The amount of consumption will change over the time

Price from year to year always changes



The production each year usually increases caused by development of new technology in farming





People lifestyle in eating will change, will influence the consumption rate



Period of the policy still valid until being revised by government

Policy Revision

The invention of new technology in farming will trigger the production rate

INPUTS Resources

- Research time will be restrict until end of May
- Utilizing computer
- Agricultural journal, paper, magazine

Intended Effect

of Outputs

for health, particularly whole grain

organic food

Understand the advantages of organic food

. Increase evidence for the growth market and opportunity of organic whole grain

Increase awareness of the important of



PROCESS

Actions and Developmental Programs

- · Research from agriculture journal
- . Collect data from the internet
- Publishing industrial analysis using online tool



Products of Processes And Activities

- * Statistic comparison of each year consumption of organic whole grain
- Analytical data about technology involve in organic product.