INCEPTION REPORT

STDF PG 326 – A Southeast Asian Partnership to Build Trade Capacity for Fresh and Processed Fruit and Vegetable Products

Co-Branded As:

Market Access through Competency Based Education and Training in Horticulture (MACBETH)

June 13, 2011

This Inception Report for STDF PG 326 – "A Southeast Asian Partnership to Build Trade Capacity for Fresh and Processed Fruit and Vegetable Products" summarizes the initial steps taken in the "project start-up" phase in January through March, 2011. These steps include initial administrative actions including contracting and financial arrangements as well as key steps on the technical side in working with project partners and horticulture subsector stakeholders in Thailand and Vietnam.

Contracting Actions:

The WTO/STDF contract for implementation of the project was established and finalized with Michigan State University (MSU) prior to the official start date of January 1, 2011. Subcontracts between MSU and its in-country implementation partners – Kasetsart University in Thailand and Can Tho University in Vietnam – are in process. Although subcontracts with KU and CTU have not yet been finalized and signed, the project has moved into full implementation mode.

Project Name:

MSU project staff have developed a more concise name and acronym for the project, which is "Market Access through Competency Based Education and Training in Horticulture" (MACBETH). The contract with WTO will continue to use the original project title, "A Southeast Asian Partnership to Build Trade Capacity for Fresh and Processed Fruit and Vegetable Products."

MSU Staffing:

As was outlined in the original proposal to STDF, MSU will provide technical, financial and administrative oversight to the project through the US-based Project Administrator (Dr. Dan Clay, 10% Level of Effort [LOE], MSU cost share) and a project Technical Director (Dr. Les Bourquin, 15% LOE, 1/2 MSU cost share). Day-to-day project management will be provided by the MSU-based Project Manager (Dr. Deepa Thiagarajan, 20% LOE). In addition, general

support for budgets, accounting, and sub-contractual matters is being provided by the project Home Office Administrator (Ms. Karen Hassankhani, 15% LOE). Finally, a Graduate Assistant from Vietnam (Ms. Loan Cao; 15% LOE, 85% Cost Share) will provide general project support.

January 2011 Visit:

Dr. Dan Clay (Project Administrator) and Dr. Les Bourquin (Project Technical Director) from MSU traveled to Vietnam and Thailand to initiate project start-up activities during January 2011. Drs. Clay and Bourquin met with project partners at Can Tho University in Can Tho, Vietnam during January 19-21, and with partners at Kasetsart University in Bangkok, Thailand during January 23-25. During these meetings, the following issues were discussed:

- Administrative issues: subcontracts, budgets and reimbursements, personnel/hiring and partners
- Project objectives, partners and recruit additional partners
- Work plan and time line of the project
- General discussion of the project approach, including collaborative expansion of the Food Safety Knowledge Network (FSKN) training platform [Note that the FSKN was described as the Competency-Based Education and Training Platform (CETP) in the proposal to STDF.]
- Rationale for selecting value chains for intervention in this project
- Planning for Inception Workshops to be held in both Vietnam and Thailand in March 2011.

March 2011 Visit and Inception Workshops:

Dr. Les Bourquin (Project Technical Director) and Dr. Deepa Thiagarajan (Project Manager) traveled to Vietnam and Thailand in March 2011 for further meetings with project partners and to conduct Inception Workshops in both countries. Drs. Bourquin and Thiagarajan visited Vietnam from March 20-23 and Thailand from March 24-29.

The Inception Workshop in Vietnam was held on March 22 and was attended by 46 participants in addition to core project staff from MSU and CTU. The agenda for the Inception Workshop is appended in Annex 1, and the profile of participants is included as Annex 2. In discussions with key stakeholders prior to and during the Inception Workshop, it was decided by the project team to focus on two value chains in Vietnam – sweet potato and onion. These commodities were selected based on inputs from producers, extension agencies and retailers in response to SWOC (strengths, weaknesses, opportunities and challenges) analyses that focused on a number of factors including their extent of production, potential for export and value addition, and need for technical assistance.

On March 23, MSU and CTU staff conducted field visits to the primary sweet potato growing region near Can Tho. During this visit, the project team visited with farmers and local government extension agents. We also viewed current production and harvesting practices in the field to gain initial information on production and marketing practices in this value

chain. Additional information on these value chains is being gathered to help guide the development of training programs focused on improving these practices to meet the needs of target markets.

Drs. Bourquin and Thiagarajan traveled to Bangkok on March 24 to prepare for the Inception Workshop at Kasetsart University, which was held on March 25. The agenda for the KU workshop is appended in Annex 3, and the profile of participants (as well as information on their organizations) is included as Annex 4. The Inception Workshop was very well attended by producer groups, industry organizations, government representatives and KU faculty and staff, and had a total of 30 participants in addition to the project team. Similar to the CTU workshop, in-depth discussions were held to identify and select value chains based on the SWOC analysis of a few commodities that were proposed by the relevant project stakeholders.

On March 26, MSU and KU team members conducted field visits to packing and production facilities. This visit included a meeting with representatives from Makro, a major retailer in Thailand, as well as a tour of their primary distribution facility outside Bangkok. The team also visited a progressive vegetable farm and a small packing facility in close proximity to the farm. Both were engaged in supplying fresh produce for Makro. These field visits enabled the project team to gain additional input from project stakeholders and assess current production and packing practices for fresh vegetables.

Following the Inception Workshop and field visits, the MSU and KU team decided to focus the Thailand portion of the project on chili peppers and Chinese broccoli value chains. Chili peppers were selected because they are used both fresh and in processed forms, are routinely exported, and have been subject to food safety notifications in the past. Chinese broccoli was selected because of its extensive production and utilization as a leafy vegetable in Thailand and export markets, and also because it has a history of food safety notifications.

Can Tho University Staffing:

The CTU staff key to this project are Dr. Binh Ly Nguyen (faculty in Department of Food Technology and Vice Dean of the College of Agriculture & Applied Biology) and Dr. Ngo Thi Phuong Dung (Deputy Director of the Biotechnology Research and Development Institute). Drs. Binh and Dung are serving as the CTU Co-Project Administrators for this project. They are supported by additional administrative, financial management, and technical staff at CTU. Dr. Ha Thanh Toan, Vice Rector at CTU, met with the MSU team in January 2011 and provided overall sanction for the project.

Kasetsart University Staffing:

KU has committed several faculty and staff to support this project. The key KU contacts are Dr. Warapa Mahakarnchanakul (Technical Director), Dr. Chitsiri Rachtanapun (Project Coordinator) and Dr. Sasitorn Tongchitpakdee (In-country Project Administrator). Following

is a listing of KU team members and an organizational chart prepared by KU faculty outlining their staffing plan.

The project team for this project consists of 11 staffs as follows:

1. Dr. Chitsiri Rachtanapun, Coordinator

Department of Food Science and Technology, Faculty of Agro-Industry Contact: +66 2 562-5041, chitsiri.t@ku.ac.th

2. Dr. Warapa Mahakarnchanakul, KU technical director

Department of Food Science and Technology, Faculty of Agro-Industry

Contact: +66 2 562-5036, warapa.m@ku.ac.th

3. Dr. Sasitorn Tongchitpakdee, In country Project administrator

Department of Food Science and Technology, Faculty of Agro-Industry

Contact: +66 2 562-5027, sasitorn.ch@ku.ac.th

4. Dr. Sudsai Trevanich, Financial

Department of Food Science and Technology, Faculty of Agro-Industry Contact: +66 2 562-5030, sudsai.t@ku.ac.th

- 5. Dr. Kanithaporn Puangsombat, Coordinator assistant and IT specialist Department of Food Science and Technology, Faculty of Agro-Industry Contact: +66 2 562-5037, kanithaporn.p@ku.ac.th
- 6. Dr. Savaporn Supaphol, Technical specialist

 Department of Soil Science, Faculty of Agriculture

 Contact: +66 2 942-8106 ext 202, agrsps@ku.ac.th
- 7. Dr. Supot Kasem, Technical specialist

 Department of Plant Pathology, Faculty of Agriculture

 Contact: +66 2 579-1026, agrsupot@ku.ac.th
- 8. Dr. Rungnapa Korpraditsakul, Technical specialist

 Kasetsart University Research and Development Institute (KURDI), Kampangsan

 Campus

Contact: rdirnk@ku.ac.th

Dr. Chuanpis Aroonrungsikul, Technical specialist
 Kasetsart University Research and Development Institute (KURDI), Kampangsan
 Campus

Contact: rdicha@ku.ac.th

10. Miss. Korwadee Phonkleang

National Bureau of Agricultural Commodity and Food Standards (ACFS)

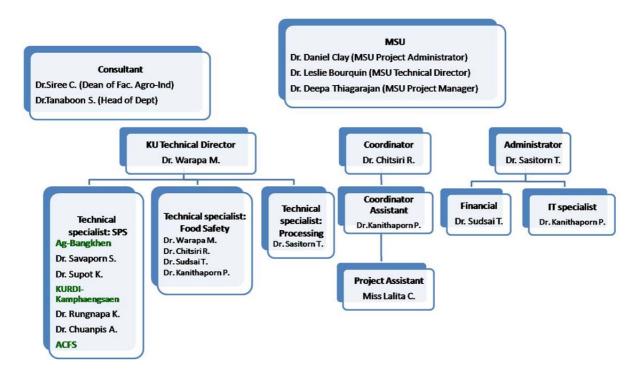
Contact: korwadeep@hotmail.com

11. Miss. Lalita Chookaew, Project assistant

Department of Food Science and Technology, Faculty of Agro-Industry

Contact: lalita chookaew@hotmail.com

KU Organizational Chart for MACBETH Project:



Next Steps:

In conjunction with its partners in Thailand and Vietnam, the MSU team is making progress on this project according to the projected schedule. During the next 2-3 months, the team will complete the following steps:

- Finalize sub-contracts with CTU and KU.
- Complete value chain assessments for the prioritized commodities (chili and Chinese broccoli in Thailand, sweet potato and onion in Vietnam)
- Coordinate project activities with the competent authorities in Thailand and Vietnam.
- Coordinate project activities with representatives from the UN Food and Agricultural Organization and the Fruits and Vegetables Research Institute (FAVRI), who currently are managing another STDF-supported project on horticulture sector development in Vietnam
- Begin development of educational and training materials for use in capacity development programs.
- Complete and submit the six-month project report to STDF before August 1, 2011.

ANNEX 1

INCEPTION WORKSHOP

Market Access through Competency Based Education and Training in Horticulture (MACBETH)

March 22, 2011

Can Tho University, Vietnam

Venue: College of Agriculture & Applied Biology, Can Tho University

WORKSHOP AGENDA

08:30-09:00	Registration
09:00-09:15	Opening speech (Ass. Prof Dr. Le Van Hoa, dean of College of Agriculture)
09:15-09:45	MSU Presentations – Overview of MSU and the MACBETH Project (Prof. Dr. Leslie Bourquin and Dr. Deepagowri Thiagarajan)
09:45-10:00	Overview of CTU and its role in MACBETH Project (Dr. Ly Nguyen Binh and Dr. Ngo Thi Phuong Dung)
10:00-10:45	Introduction of the Food Safety Knowledge Network Initiative (Prof. Dr. Leslie Bourquin and Dr. Deepagowri Thiagarajan)
10:45-11:15	Current Status of the Vietnam Horticulture Sector (Dr. Ly Nguyen Binh and Dr. Ngo Thi Phuong Dung)
11:15-11:30	Guiding for discussion (Dr. Ly Nguyen Binh and Dr. Ngo Thi Phuong Dung)
11:30-13:00	Lunch
13:00-16:00	Open discussion on commodities of focus (Invitors)
16:00-16:15	Closing remarks (Prof. Dr. Leslie Bourquin and Dr. Ly Nguyen Binh)
16:15	Adjourn

ANNEX 2

LIST OF INCEPTION WORKSHOP ATTENDEES

Market Access through Competency Based Education & Training in Horticulture (MACBETH)

Can Tho, March 22, 2011

N ⁰	Full name	Position - Organization		
From	From Vinh Long province (sweet potato value chain)			
1	Nguyen Van Tap	Vice-head of Department of Agriculture and Rural Development, Binh Tan district, Vinh Long province		
2	Nguyen Tuan Huy	Technical staff, Department of Agriculture and Rural Development, Binh Tan district, Vinh Long province		
3	Duong Huu Phuoc	Head of Agricultural Extension Station, Binh Tan district, Vinh Long province		
4	Nguyen Thi Hong Diem	Technical staff, Plant Protection Station, Binh Tan district, Vinh Long province		
5	Le Duy Minh	Vice-chair of Tan Thanh commune, Binh Tan district, Vinh Long province		
6	Phan Ngoc Sang	Agricultural technical staff, Tan Thanh commune, Binh Tan district, Vinh Long province		
7	Huynh Trung Hieu	Vice-chair of Thanh Trung commune, Binh Tan district, Vinh Long province		
8	Nguyen Thanh Hoang	Agricultural technical staff, Thanh Trung commune, Binh Tan district, Vinh Long province		
9	Le Thi My Ngan	Chief of administration office, Thanh Trung commune, Binh Tan district, Vinh Long province		
10	Nguyen Thanh An	Agricultural technical staff, Thanh Dong commune, Binh Tan district, Vinh Long province		
11	Le Van Trung	Chair of Thanh Loi Co-operative, Binh Tan district, Vinh Long province		
12	Ngo Van Tua	Vice-chair of Thanh Dong sweet potato production Co- operative		
13	Son Van Luan	Sweet potato buyer		
14	Ngo Van Hai	Sweet potato buyer		
15	Nguyen Van Bay	Excellent farmer in Thanh Trung commune, Binh Tan district, Vinh Long province		
16	Vo Van Sau	Excellent farmer in Thanh Dong commune, Binh Tan district, Vinh Long province		
17	Vo Van Phen	Excellent farmer in Thanh Dong commune, Binh Tan district, Vinh Long province		
From	From Soc Trang province (purple onion value chain)			
18	Ly Dai Luong	Vice director of Agricultre and Fisheries Extension Center of Soc Trang province		
19	Huynh Thanh Binh	Head of Plant Protection Department, Soc Trang province		
20	Le Minh Truong	Head of Department of Agriculture and Rural Development, Vinh Chau district, Soc Trang province		

Dao Cong Chuong Development, Vinh Chau district, Soc Trang province Head of Plant Protection Sub-Department, Vinh Chau district, Soc Trang province Technical Staff, Agriculture extension sub-department, Vinh Chau district, Soc Trang province Technical Staff, Agriculture extension sub-department, Vinh Chau district, Soc Trang province Vice-chair of Lac Hoa commune, Vinh Chau district, Soc Trang province Vice-chair of Lac Hoa commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Lac Hoa commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Lac Hoa commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Phuo commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Phuo commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Phuo commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural Chau commune, Vinh Chau district, Soc Trang province Agricultural Chau commune, Vinh Chau district, Soc Trang province Agricultural Chau commune, Vinh Chau chau chau chau chau chau chau chau	21	D. C. Cl	Head of Department of Agriculture and Rural			
Thach Thu Hien	21	Dao Cong Chuong	Development, Vinh Chau district, Soc Trang province			
Thach Hu Frien Vinh Chau district, Soc Trang province	22	Nguyen Huu Thanh	district, Soc Trang province			
Development, Vinh Chau district, Soc Trang province Vice-chair of Lac Hoa commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Lac Hoa commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Phoc commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Phoc commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Phoc commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Phoc commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Lai Hoa commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Tran Van Khenh Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Excellent farmer, Vinh Chau, Soc Trang Trinh Duc Vinh Director of private enterprise Trang Thi Excellent farmer, Vinh Chau, Soc Trang From Can Tho University (academic) Prof. Le Van Hoa Dean of College of Agriculture & Applied Biology (CAAB) Prof. Tran Thi Ba Crop Science Department, CAAB Prof. Tran Thi Ba Crop Science Department, CAAB Dr. Ly Nguyen Binh Vice dean of CAAB Dr. Ly Nguyen Binh Vice dean of CAAB Dr. Le Thanh Phong Director of Center for Agricultural Science Services Dong Thanh Hai Staff of CAAB Tran Minh Tung Staff of CAAB Tran Minh Tung Staff of CAAB Tran Thi Thuy Linh Director of department of Research activity & International affairs From Companies A Giang Company of Agricultural Technical	23	Thach Thu Hien				
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Agricultural technical staff, Lac Hoa commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Phuoc commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Vinh Phuoc commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Lai Hoa commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Lai Hoa commune, Vinh Chau district, Soc Trang province Agricultural technical staff, Lai Hoa commune, Vinh Chau district, Soc Trang province Tran Van Khenh Agricultural technical staff, Lai Hoa commune, Vinh Chau district, Soc Trang province Excellent farmer, Vinh Chau, Soc Trang Trinh Duc Vinh Director of private enterprise Chair of Vinh Chau Rice-Vegetable Co-operative Excellent farmer, Vinh Chau, Soc Trang From Can Tho University (academic) From Can Tho University (academic) Dean of College of Agriculture & Applied Biology (CAAB) Prof. Le Van Hoa Dean of College of Agriculture & Applied Biology (CAAB) Prof. Tran Thi Ba Crop Science Department, CAAB Dr. Ly Nguyen Binh Vice dean of CAAB Dr. Ly Nguyen Binh Vice dean of CAAB Dr. Le Thanh Phong Director of BioTechnlogy Institute Dr. Le Thanh Phong Director of Center for Agricultural Science Services Dong Thanh Hai Staff of CAAB Tran Minh Tung Staff of CAAB From Vinh Long Community College (academic) Director of department of Research activity & International affairs From companies An Giang Company of Agricultural Technical	25	Truong Van Vu	Vice-chair of Lac Hoa commune, Vinh Chau district, Soc			
27 Son Minh Thanh Agricultural technical staff, Vinh Chau commune, Vinh Chau district, Soc Trang province 28 Hang Khuong Agricultural technical staff. Vinh Phuoc commune, Vinh Chau district, Soc Trang province 29 Lam Van Nghia Agricultural technical staff. Lai Hoa commune, Vinh Chau district, Soc Trang province 30 Tran Van Khenh Agricultural technical staff, Lai Hoa commune, Vinh Chau district, Soc Trang province 31 Tran Van Khenh Excellent farmer, Vinh Chau, Soc Trang 32 Tang Thi Excellent farmer, Vinh Chau, Soc Trang 33 Trinh Duc Vinh Director of private enterprise 34 Thach Phil Chair of Vinh Chau Rice-Vegetable Co-operative 35 Son Thai Nil Excellent farmer, Vinh Chau, Soc Trang From Can Tho University (academic) 36 Prof. Le Van Hoa Dean of College of Agriculture & Applied Biology (CAAB) 37 Prof. Tran Thi Ba Crop Science Department, CAAB 38 Dr. Ly Nguyen Binh Vice dean of CAAB 39 Dr. Ngo Thi Phuong Dung Vice director of BioTechnlogy Institute 40 Dr. Le Thanh Phong Director of Center for Agricultural Science Services 41 Dr. Le Nguyen Doan Duy Vice director of Center for Agricultural Science Services 42 Dong Thanh Hai Staff of CAAB 43 Duong Thi Phuong Lien Staff of CAAB From Vinh Long Community College (academic) From Companies 46 Huveh Ovene Vinh An Giang Company of Agricultural Technical	26	Ngo Thien Chien	Agricultural technical staff, Lac Hoa commune, Vinh			
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Trinh Duc Vinh Director of private enterprise Thach Phil Chair of Vinh Chau Rice-Vegetable Co-operative Excellent farmer, Vinh Chau, Soc Trang From Can Tho University (academic) Prof. Le Van Hoa Dean of College of Agriculture & Applied Biology (CAAB) Prof. Tran Thi Ba Crop Science Department, CAAB Dr. Ly Nguyen Binh Vice dean of CAAB Dr. Ngo Thi Phuong Dung Vice director of BioTechnlogy Institute Dr. Le Thanh Phong Director of Center for Agricultural Science Services Dong Thanh Hai Staff of CAAB Dong Thi Phuong Lien Staff of CAAB From Vinh Long Community College (academic) Tran Thi Thuy Linh Director of department of Research activity & International affairs From companies An Giang Company of Agricultural Technical	31	Thach Ngoc Dum				
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Dean of College of Agriculture & Applied Biology (CAAB) Prof. Tran Thi Ba Crop Science Department, CAAB Dr. Ly Nguyen Binh Vice dean of CAAB Dr. Ngo Thi Phuong Dung Vice director of BioTechnlogy Institute Dr. Le Thanh Phong Director of Center for Agricultural Science Services Dr. Le Nguyen Doan Duy Vice director of Center for Agricultural Science Services Dong Thanh Hai Staff of CAAB Duong Thi Phuong Lien Staff of CAAB Tran Minh Tung Staff of CAAB From Vinh Long Community College (academic) Tran Thi Thuy Linh Director of department of Research activity & International affairs From companies An Giang Company of Agricultural Technical	35	Son Thai Nil	Excellent farmer, Vinh Chau, Soc Trang			
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40 Dr. Le Thanh Phong Director of Center for Agricultural Science Services 41 Dr. Le Nguyen Doan Duy Vice director of Center for Agricultural Science Services 42 Dong Thanh Hai Staff of CAAB 43 Duong Thi Phuong Lien Staff of CAAB 44 Tran Minh Tung Staff of CAAB From Vinh Long Community College (academic) 45 Tran Thi Thuy Linh Director of department of Research activity & International affairs From companies 46 Huvenh Quang Vinh An Giang Company of Agricultural Technical	38	Dr. Ly Nguyen Binh	Vice dean of CAAB			
41 Dr. Le Nguyen Doan Duy Vice director of Center for Agricultural Science Services 42 Dong Thanh Hai Staff of CAAB 43 Duong Thi Phuong Lien Staff of CAAB 44 Tran Minh Tung Staff of CAAB From Vinh Long Community College (academic) 45 Tran Thi Thuy Linh Director of department of Research activity & International affairs From companies 46 Huynh Quang Vinh An Giang Company of Agricultural Technical	39	Dr. Ngo Thi Phuong Dung	Vice director of BioTechnlogy Institute			
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45 Tran Thi Thuy Linh Director of department of Research activity & International affairs From companies An Giang Company of Agricultural Technical	44	Tran Minh Tung	Staff of CAAB			
From companies An Giang Company of Agricultural Technical	From	From Vinh Long Community College (academic)				
46 Huynh Quang Vinh An Giang Company of Agricultural Technical	45	Tran Thi Thuy Linh				
	From companies					
	46	Huynh Quang Vinh				

From newspapers			
47	Quoc Anh	TUOI TRE (The Youth)	
48	Representative	NGUOI LAO DONG (The Labour)	
From Michigan State University			
49	Prof. Dr. Leslie Bourquin	Professor and Food Safety Specialist Department of Food Science and Human Nutrition, Michigan State University	
50	Dr. Deepagowri Thiagarajan	Director, Global Agro-Food Standards and Value Chains, Michigan State University Institute of International Agriculture	

ANNEX 3

INCEPTION WORKSHOP

Market Access through Competency Based Education and Training in Horticulture (MACBETH)

March 25, 2011 **Kasetsart University** Bangkok, Thailand

Venue: Room 303, Vajiranu-sorn Building, Kasetsart University

WORKSHOP AGENDA

08:30-09:00	Registration
9.00-9.30	Greeting
	Introduce speaker and participants
9.30-10.30	Introduction to the MACBETH program (Dr. Les Bourquin)
	Background on MSU strengths, experience, benefit, key success factors and lessons learned (Dr. Les Bourquin)
10.30-10.45	Summary (in Thai)
10.45-11.00	Coffee/Tea break
11.00-12.00	Current status of food safety on fruit and vegetable supply chain & Standard and regulation of fruit and vegetable products of Thailand (Dr. Warapa Mahakarnchanakul)
12.00-13.00	Lunch
13.00-14.30	Discuss on problems of fresh produce supply chain (Group)
14.30-14.45	Summary
15:00	Adjourn

ANNEX 4 List and details of participants – Kasetsart University MACBETH Project Inception Workshop – March 25, 2011

Organization	Participant	Description	Products
Faculty of Agriculture, Kasetsart University	Dr.Chainarong Rattanakreethakul (Department of Plant Pathology, Kamphaeng Saen Campus)		
	Dr. Tummasuk Tongked (Department of Horticulture, Kamphaeng Saen Campus)		
Department of Agriculture, Ministry of Agriculture and Cooperatives	Dr.Sermsuk Salakpetch Orasa Ditsathaporn	Department of Agriculture is the leading organization for research and development of plants. Agricultural machinery. And service inspection certification of agricultural products internationally is based on the conservation of natural resources and environment. http://www.doa.go.th/index.php?option=com_content&view=article&id=51&Itemid=74	
Thai Newwave Farmer Association	Nongnapas Rungarunkajorndej Buncha Noolek	Farmers' group and others thus strengthen the Thai Agricultural , improving the Thai farmer's productivity. http://www.newwavefarmer.com/	
Thai Food Processors Association	Tanutataya Juntarasri	Group all business owners together in order to promote and develop our food processing industry. At the same time, TFPA acts as the central liaison between the private and government sectors. As such, TFPA has become a significant organization in raising the awareness of Thai processed food to the world trade arena by providing knowledge and adhering to international quality standards, which is an important mechanism in trading. http://www.thaifood.org/index.php/home/industry-outlook	Fruits and vegetables Fruits and Vegetable Products Canned Other Fruits Canned Vegetables Juice
Thai Fruit & Vegetable Producer Association	Pathom Tankham	To enhance good and cooperative relationship between exporters, producers, government agencies, service providers and other stake holders by working together To provide knowledge on food safety and quality assurance system for members and general public through training and seminar .To develop a center for members to share market information, knowledge and other important issues .To provide linkage to other stakeholders such as farmers' group, cooperatives and others thus strengthen the Thai produce industry. http://thaifruitvegassoc.com/eng/introduce.aspx	Fruits and vegetables

Organization	Participant	Description	Products
PDI Trading Co., Ltd.	Pattada Samakkee Samreng Kaewprasit	The company exports all 100% of its output to many countries in the global market, with the majority of shipments destined for Western Europe. http://dbms.thailand.com/storefront/storefront.php?view=overview&sid=TH570	Fresh fruits, fresh vegetables, fresh flowers, canned food, curry paste, seasoning sauces and foodstuff.
V.S. Freshco Co., Ltd.	Weerachai Pratukwiriya	Quality Fresh vegetables & fruits in several decades by established from grower, packer then have became exporter. We formed by 100% Thai shareholders based in Bangkok with Our Packing House in Nakornpathom. Export markets are in U.K., Netherlands, France, Belgium, Iceland, UAE, Korea, Turkey and Australia with fast growing to other market worldwide. http://vsfreshco.com/	All Thai fresh vegetables & fruits, Frozen vegetables & fruits. Moreover we are also ready to supply you with Thai dried products including famous Thai sauces & pastes, spices and other Thai foodstuff for full or mixed container consolidation both by air & sea.
Thai World Import &Export Co., Ltd.	Praved	Thai World provides a large range of nice quality products, including Thai and Asian foods, and miscellaneous products from Thailand. Every year, Thai World exports hundred million units of products (thousand kinds) to the world market place. In conformity with 25 years of business establishment and efficient teamwork, Thai World has received the great acceptance from satisfied customers in almost 70 countries of the world. http://dbms.thailand.com/storefront/storefront.php?view=overview&conco=TH&sid=TH756 http://www.hellotrade.com/thai-world-import-export/profile.html	Canned fruits and vegetables, Oriental seasonings, rice products as well as preserved foods.
Fresh Partners Fruit & Vegetables Co., Ltd.	Nareerat Meecharoen Jinnipa Sukkhin Nittaya Lairusa Satayuth Rodtep Surintra Na-metha	Fresh Partners consists of a group of companies, registered in Thailand. Fresh Partners Thailand deals with all aspects of the supply chain in order to deliver high quality, fresh and safe fruits and vegetables under the brand name 'Thai Fresh' worldwide. Fresh Partners employs about 150 people and is one of the largest exporters of fresh fruits and vegetables in Thailand. Fresh Partners (FP) sources its products from several production centres in Thailand http://www.freshpartners.com/company.html	Partners' companies are involved in production, post harvest, logistics and export of fresh fruits and vegetables.
Chatchawan Import Export and Packaging Co., Ltd.	Suppakit Rattanasirimontri	Chatchawan became Thailand is leading manufacturer and exporter. Manufacturing capacity is over 6 tons and we have more than 100 personnel who produce high quality products. http://www.chatchawan.com/en/Default.aspx	Fresh fruits and vegetables ,Thai sweet, flower and garland, newspaper and magazine
Long Term Trading Co., Ltd.	Nupol Auatumrongsawat	A leading trader of fresh fruit and vegetable products in Thailand. The company exports all 100 percent of its output to international markets, particularly the European Community. http://dbms.thailand.com/storefront/storefront.php?view=overview&conco=TH&sid=TH670	Mango, pineapple, papaya, banana, watermelon, kale, baby corn and long bean.
Excel Fruits Co., Ltd	Autcharaporn Waraporn	A leading Thailand Fresh Fruit & Vegetables export company. As specialists in Thai's agriculture and fresh produce logistic, we create and integrate a linking-network call "SMART small farmer group" for global market place	Fresh fruits and vegetables

Organization	Participant	Description	Products
		http://www.excelfruits.com/	
Siam Makro Public Company Limited	Jutarat Pattanatorn Narumol Chutipanyaporn	The principle business of Siam Makro Public Company Limited ("the Company") is the operation of membership based Cash and Carry Trade Centres, registered under the name of "Makro", throughout Thailand. http://www.siammakro.co.th/main/en/about_concept.php	Fruits and Vegetables Uncontaminated imported and seasonal local fresh fruits and vegetables for hotel, catering and restaurant operators.
CP ALL Public Co., Ltd	Intira Pluekrattananapa Cholatai Puttivanich	A Thailand-based company engaged in the operation of convenience stores under the 7-Eleven trademark. It has the sole right to operate these stores in Thailand. http://www.cpall.co.th/	Pao Pao / Dim Sum Bite/burger/hot sandwich EZYGO, Coffica
Theppadung-porn Coconut Co., Ltd.	Luddawan Sainoi Aungsana Waiyamitra	Theppadungporn Coconut (Mae Ploy) Factory or so called "Mae Ploy factory" Mae Ploy" is therefore used as a brand name for our Thai and oriental style chili paste, sauces, curries and condiments, which are produced at this factory. The brand "Mae Ploy" is also used for canned coconut milk that contains 20% fat that is suitable for preparing Thaistyle curries, which is produced at the Chaokoh factory. http://www.tcc-chaokoh.com/about_en.php	-Sauces i.e. sweet chili sauce, plum sauce -Curry pastes and related products -Blended condiments -Canned curries -Distilled vinegar and coconut gel
Ultra Farm Co., Ltd.	Porntip Jongtamkun Tittaya Ittilittikul	Retail sales of agricultural crops. http://www.companyinthailand.com/company id=13472	Wholesale fruit and vegetables.
Club Class Co., Ltd.	Satiya	Import, export of agricultural crops of all kinds. http://www.companyinthailand.com/company detail.php?company id=319656	Wholesale of agricultural raw materials.
Swift Co., Ltd.	Aunchalee Luasub	Swift is one of Southeast Asia's leading fresh produce exporters within the niche market of quality Asian and Southeast Asian organic, chemical free, and GLOBALGAP - compliant, conventionally farmed vegetables and fruits. Export destinations include the United Kingdom, countries in the Middle East, as well as Japan and Australia. http://www.thaifreshproduce.com/aboutus_new.htm	Product line includes asparagus, baby corn, mangoes, mangosteen, ginger, galangal and lemon grass that are processed or heat- treated and packed for sale to retail and foodservice markets.
S&B Food Supply Co., Ltd.	Orasa Juntarasiri	Processing and preserving of fruits and vegetables with other methods. http://www.companyinthailand.com/company id=9451	Fresh fruits and vegetables, dry food and ready to cook food packaging.