

Upgrading of local food products with food technology : Case study of H.R.H Princess Maha Chaki Sirinthon (PHU FA DEVELOPMENT CENTRE, NAN PROVINCE)

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About NFI

Vision

The vision of the National Food Institute is to become the leading organization to promote “*Value Creation*” in the Thai food industrial sector and to obtain both national and international acceptance for its services

Mission

To *provide academic and technical knowledge* and *updated information* that can enhance food research and development with in the government and the private sectors so as to boost the competitiveness of the food sector.

Core Values

NFI is an organization that demonstrates *integrity and honesty* in all that it does. It is committed to *perform its services* in an open and *transparent manner* to the best of their abilities and *to treat its stakeholders’* needs with virtue and respect. It is also committed to provide its staff a working environment that would enhance continuous learning and self development.

Background on the Thailand Food Forward Project



Thailand Food Forward Project

Objectives:

- To develop products on the concept of Thai culture as market accepted
- To improve potential of SMEs entrepreneurs in research and development, and improve manufacturing processes to international quality and safety standards.
- To improve knowledge about product development and safety food manufacturing to staffs and general people who are interested.
- To make confidence in Thai food about safety, quality and manufacturing standard, and to make an acknowledgement to customers about Thai food identity and lifestyle of Thai people

An overview of H.R.H Princess Maha Chaki Sirinthon (PHU FA DEVELOPMENT CENTRE)

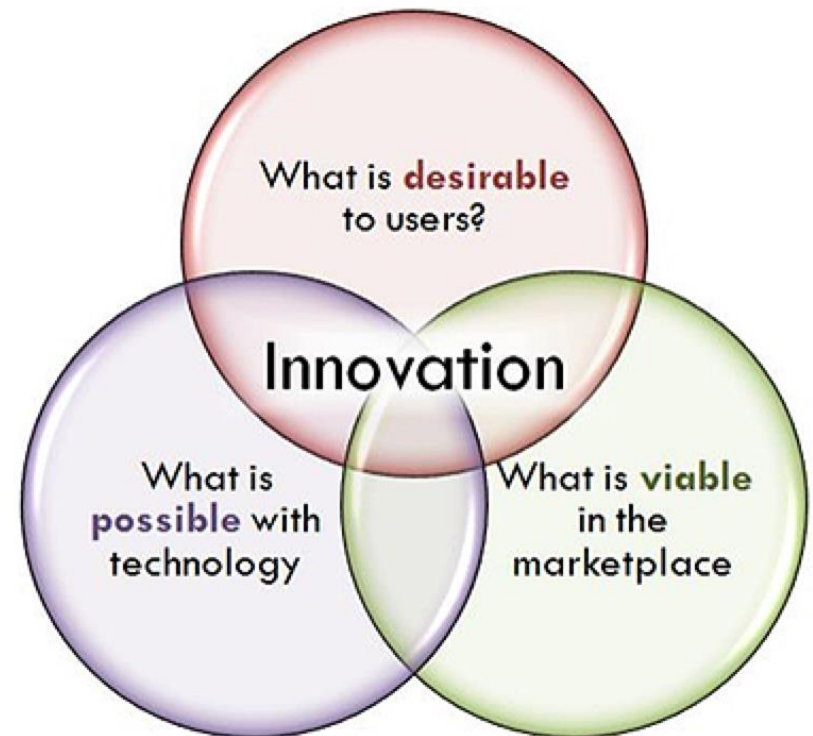
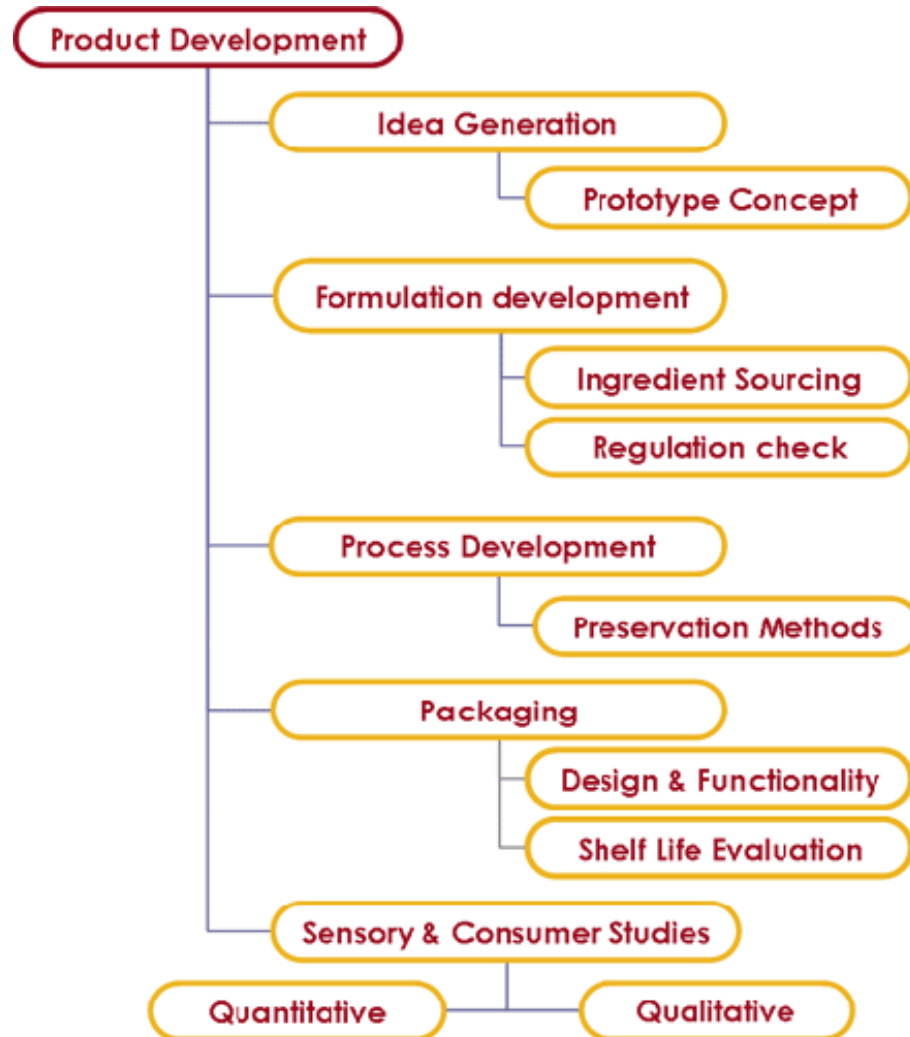


Phu Fa is a royal development project in Nan established on 11 February 1995, by her Royal Highness Princess Maha Chakri Sirindhorn. Nan is located in the Northern part of Thailand and is about 680 kilometers from Bangkok.

The Occupation Promotion Projects Under the initiative of H.R.H. Princess Maha Chakri Sirindhorn



The concept of value creation on the basis of local community need



Phu Fa Products development under the operation of NFI



Phu Fa Products development under the operation of NFI

Nan Province



Young wheatgrass beverage processing community enterprise

Location: Moo 2 Bor Klier Tai Sub-District, Bor Klier District, Nan Province 52000

Product: Beverage from young wheatgrass



Ban Bor Luang Agriculture Housewives Group

Location: Moo 1, Bor Klier Tai Sub-District, Bor Klier District, Nan Province

Product: Instant Makampom Powder (*Phyllanthus emblica* L)

Phu Fa Products development under the operation of NFI

Sri Na Pan – Ta Wan Tea Products and Eco Tourism Local Enterprise

Location: Rueang Sub-District, Mueang Nan District, Nan Province

Product: Green Tea and Black Tea

“Meang is the way of life... Tea is the business.. Forest is what links both to live together sustainably.”



Phu Fa Products development under the operation of NFI

Khonkaen Province

Ban Suppachai Agriproduct Processing Group

Location: 35 Moo 5, Keumchad Sub-District, Nongsonghong District, Khonkaen Province 40190

Product: Peanut Snack, Baked Salted Peanut, Baked Peanut with Herbs, Baked Peanut with honey, Cashew Nut Snack, Baked Salted Cashew Nut, Baked Cashew Nut with Butter, Baked Cashew Nut with Herbs, Sesame Snack, and Sesame Snack coated with Honey.



Phu Fa Products development under the operation of NFI

Rajaburi Province

Occupation development group of the Natural park Project under the royal initiative

Location: Moo 7, Suan Pueng Sub-District, Suan Pueng District, Rajaburi Province

Product: Suan Pueng Baked Banana



Phu Fa Products development under the operation of NFI

Ban Wai Noi Natural park occupation development local enterprise under the royal initiative

Location: 41 Moo 3, Suan Pheung Sub-District, Suang Pheung District, Rajaburi Province

Product: Suan Pueng Crispy Banana



The concept of value creation on the basis of local community need

the wellbeing of communities

Specific raw materials



Limited of fund



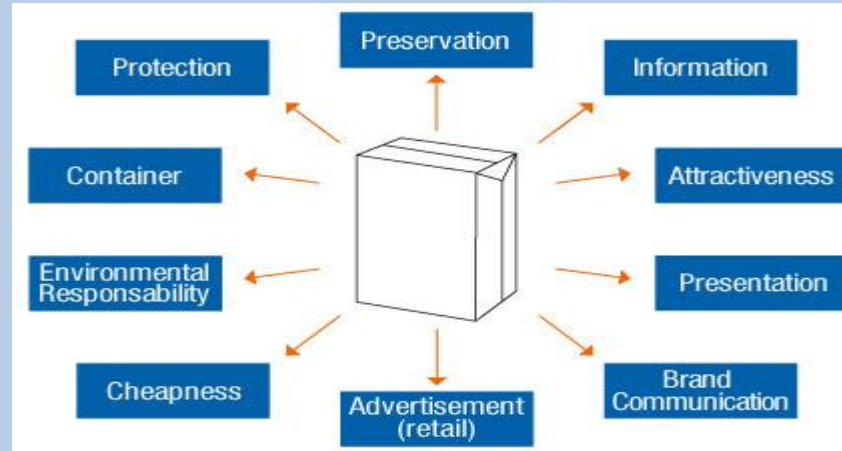
Lack of technology



Labor skill



Packaging improved



Process development

Thank you



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