

## GETTING TO KNOW THE COMMUNITY

Situated in the mountainous areas, most of the villagers rely on income from agricultural products such as durian, rubber, long gong, and other fruits with small number of shop keepers and trading service. Due to its richness of natural resources, the local economy in Baanrae subdistrict benefits largely from agricultural business and trading, but most income are concentrated to owners of large-scale plantation and only generated during a few months of each year. Thus, some women groups, youth, and low-income households opted for processing agricultural crops that exist in the area, such as seasoning fried banana, fried durian, durian paste, coffee, etc. to make additional income. The COVID-19 crisis in 2020 decreased the number of visitors to the district and surrounding areas; subsequently, it resulted in less opportunities for them to sell their products to regular visitors. Thus, increasing local income and well-being through the development of value-added products and strengthening entrepreneurial capacities are essential to local economic empowerment for the district.

## LOCATION

Baan Tha Dan  
Thalohkapo Subdistrict  
Yaring District  
Pattani Province



## COMMUNITY ENTERPRISE

# BAAN RAE TRADITIONAL COFFEE

Baan Rae Traditional Coffee Roaster Community Enterprise from Yala

## INCUBATION PROCESS

The community was supported through local incubators who are the trusted community members equipped with business and social incubation tools to develop inclusive business in December 2020. The total of THB 150,000 was granted for livelihood survey, skill enhancement, necessary equipment, and impact measurement as agreed with members of the enterprise. This financial support is combined with monthly advisory support from UNDP as well as technological know-how and prototypes of food product development provided by PSU Science Park.



### BASELINE SURVEY & GROUP COMMITMENT

Livelihood survey was conducted among 20 female members. Average monthly income of each member is THB 5,000.

Governance structure of the enterprise was co-designed to ensure business viability, social inclusivity, and transparent management. Impact model is to reserve 30 percent of profit for community purposes.



### INCOME-GENERATING BUSINESS

Baan Rae traditional coffee roasters gathered in groups for over a decade. Mostly, women members produce it in their own homes and sell in local communities and neighboring districts. In order to enhance its potential impacts, this community business can be strengthened and become a community solution to reduction of poverty and economic resilience.

In doing so, training activities were held by local incubators and demo videos on food processing techniques and new formulas were developed by food specialists. New products and packaging are developed and provided for community groups to test the new markets. Necessary new machines are used to scale up the production and packaging.



### STAKEHOLDERS CONTRIBUTION

Local incubators sought and obtained technical advice on product development and market needs from Yunus Foundation, support on new online marketing techniques from local youth. The enterprise successfully mobilized support of additional processing machines from SBPAC while working closely with Baan Rae administrative organization. (25 individual contributors)



“Participating in the program, we have a chance to try using new tools, brainstorming with community leaders, youth, and food producers. As a local government official, it opened new experiences and perspectives. We can adopt some of them to incubate livelihood groups in our respective areas. Baan Rae Coffee has a long history and traditions, but it cannot be scaled up, does not meet standards, so producers should be open for new technology and markets so that they can catch up with fast-changing trends. Value can be added, but ways of thinking and doing should be improved like what we were encouraged to do in this program.”

- Fatimah Puteh -

Head of Permanent Secretary Office, Baan Rae Subdistrict Administrative Organization, Than To District, Yala Province

## RESULTS

### ● SKILLS

6 local incubators are equipped with social incubation tools such as impact business model, financial model, and risk management skills to ensure viable and inclusive business operation. Food and product development specialists worked with local incubators to equip 15 members of enterprise with good manufacturing skills, food safety, hygiene, food processing techniques and standards. Youth members of the enterprise learned about online marketing techniques to upscale the business and impacts.

### ● INCOME

The planned implementation was significantly delayed due to lockdown in the sub-district and several members contracted with COVID-19. Moreover, food and product development specialists were unable to access the community until the last quarter of 2022; thus, new products have recently been out in the market. The changes in income will be subsequently monitored to assess the impacts.



### ● VALUE ADDITION

The traditional roasted coffee is unique in its processing techniques and been popular for everyday consumption among local communities for decades; however, traditional way to drink this hand-grounded and sugar-coated coffee may be less convenient for today's general consumers. The new packaging and improved processing quality added value to the products and increase the outreach to new target markets.

### ● SOCIAL COHESION

Social cohesion is a by-product of inclusive economic activities where women occupational group and youth group in the community can mutually benefit from the job creation and income generation. The enterprise becomes a common space for intergenerational dialogues around marketing techniques, local heritage, livelihoods, and well-being.



“As the Yala coffee plantation is coming back and the current coffee market is opening up, the youths of Ban Rae are taking part in this economic activity because they see the limitations of traditional entrepreneurs in the community and the aspects they can improve.

Young people come to help with media, marketing, and marketing communications. The Covid-19 situation has made it possible for young people to devote more effort to this business as the economic depression in the capital and pandemic has forced them to return to their homeland. Many of these young people have a strong interest in coffee and can immediately participate in the work of the group and strengthen the group with their diverse backgrounds and work experience in Thailand and abroad. These young people are united under a common goal to preserve and inherit this unique local heritage that otherwise will disappear, and to upgrade this OTOP product with more attractive packaging to increase income for the community.”

*Food Dialogue for Social Cohesion in Baan Rae*

NEW GENERATION OF COFFEE ENTREPRENEURS: BAN RAE-  
BANNANG SATA YOUTH GROUP

# WAY FORWARD

DEC' 2021 REVIEW AND REFLECTION WORKSHOP



## SUGGESTION ON BUSINESS

After the workshop, the community has divided Baan Rae coffee customers into two segments, a current middle-age customers, and a new group of young generation customers.

In order to acquire new young generation customers, apart from design a new packaging, the community should do customer research, using tools that they learned from the workshop and playbook such as interview and test, and adjusted coffee taste to suit new customer needs.

Additionally, they might create new product lines that build on the current coffee product. For example, they might create coffee toffee that use Baan Rae traditional coffee as ingredients. Moreover, start building brand awareness by add story telling about community in their products and other medias.



## SUMMARY OF IMPACT THE COMMUNITY COMMITTED TO CREATE

Prior to the workshop, Baan Rae community enterprise has planned that they would, if their business can make profit, donate funds to those less privileged. However, after the workshop, ideas that has been added by team are to create royalty's programs, to give customers discount coupons. These coupons can be used at other local shops so they can help other shops to generate income.

Additionally, the team has generated ideas about organizing events such as sport events for youth and women to create harmonize for the community.



## POTENTIAL MODELS OF HOW TO CREATE IMPACTS IN DIFFERENT WAYS

Apart from generating income for women and youth groups, Baan Rae traditional coffee product itself has helped preserved community's local tradition and culture. Therefore, the first priority is to find enough customers to scale production and sell, also to make sure that the community enterprise has bring along several stakeholders to work together so that impact will be expanded.



IMPACT BUSINESS MODEL CANVAS (แบบจำลองธุรกิจและผลลัพธ์ทางสังคม)		Design
<b>Your venture</b> กิจการ	กลุ่มกาแฟโบราณที่มีวัฒนธรรม	
<b>Your legal structure hypothesis</b> โครงสร้างนิติบุคคล	ไม่ชัดเจน	
<b>1. Problem statement</b> ปัญหาที่เรากำลังเจอ	สมาชิกชาวใต้คือ ไม่เพียงแต่แค่ค้าใช้ๆๆ เขายัง ดึงดูดลูกค้า	
<b>2. Mission statement</b> พันธกิจ	สร้างงาน, การมีปฏิสัมพันธ์ของชุมชนและการพัฒนาพื้นที่ที่ตกทอดให้เพราะพื้นที่	
<b>3. Segments</b> กลุ่มเป้าหมาย	1. ชาวบ้าน 2. นักศึกษา 3. นักท่องเที่ยว 4. นักธุรกิจ	
<b>4. Type of intervention</b> รูปแบบการช่วยเหลือ	1. การทำ งานกับ ชาวบ้าน 2. การทำ งานกับ นักศึกษา 3. การทำ งานกับ นักท่องเที่ยว 4. การทำ งานกับ นักธุรกิจ	
<b>5. Beneficiary value proposition</b> คุณค่าที่มอบให้	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	
<b>6. Channels</b> ช่องทาง	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	
<b>7. Customer</b> ลูกค้า	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	
<b>8. Impact measures</b> ตัวชี้วัดผลกระทบ	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	
<b>9. Channel users</b> ผู้ใช้ช่องทาง	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	
<b>10. Revenue</b> รายได้	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	
<b>11. Key resources</b> ทรัพยากรหลัก	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	
<b>12. Key activities</b> กิจกรรมหลัก	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	
<b>13. Partners + Key stakeholders</b> พันธมิตร + ผู้มีส่วนได้ส่วนเสีย	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	
<b>14. Cost structure</b> โครงสร้างต้นทุน	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	
<b>15. Suppliers</b> ซัพพลายเออร์	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	
<b>16. Intended impact</b> ผลกระทบที่คาดหวัง	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.	

Once their business can run and generate income regularly, the idea to donate fund to those less privileged is possible. However, they might improve this impact by adding purpose of the fund, such as for education or job creation, to create sustainable impact in long term

**CHALLENGES OF MODELS**

**!** The key is to make business model success, especially to find new group of customers and create products to suit customers' need, in order to create sustainable impacts.



**SUGGESTIONS ON SHORT-TERM AND LONG-TERM IMPACT**

In short term, the enterprise should focus on collaborating between youth group and women group, and make sure jobs has been distributed to larger group of community members.

If the business itself can run profitably, next step is to make sure the funding that they use to support those less privileged will have been used efficiently. In order to create sustainable result instead of just one-off grant, they might consider partnering with other organization that has experiences in supporting less privileged groups by providing education or job opportunity.

