

## THE SAMPRAN MODEL

### Nakhon Pathom, Thailand

High reliance on agrichemicals poses several threats to farmers and food systems: health problems, caused by prolonged exposure to the chemicals and residuals in food; financial uncertainties, due to rising prices and due to the fact that farmers mostly depend on middlemen who decide on the price; and environmental degradation, from accumulation of chemicals in the soil and run offs into rivers.

The Sampran Model started in 2011 as an inclusive business model based on organic social movement and fair trade. The project is managed by the Bliss Foundation, with funding from the Thai Health Promotion Foundation and the Thailand Research Fund. It facilitates collaboration among stakeholders through a learning platforms, using mechanisms such as Participatory Guarantee System (PGS) and Social Movement Marketing. PGS ensures that members of the organic farming group agree on the conditions on how their farming activities are conducted. By fostering collective leadership, farmers are empowered to become entrepreneurs, middlemen are encouraged to embrace principles of inclusive business, and consumers are engaged to be more active. All stakeholders are invited to take part in the PGS by participating in the farmers' group meetings organized regularly at their farms.

Organic farming has promoted a more sustainable food system, while reducing health hazards for farmers and consumers. Shifting to organic farming has improved soil conditions and restored farming ecosystems, and enhanced community resilience. Fair trade practices ensure higher income for farmers and relevant stakeholders.



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