

# Organic Food Market Experience

By Sahani Cooperative

# Agenda

- Background
- Fair trade
- Organic market research
- Sahani's marketing experience
- Challenges to come
- Questions?

# Background

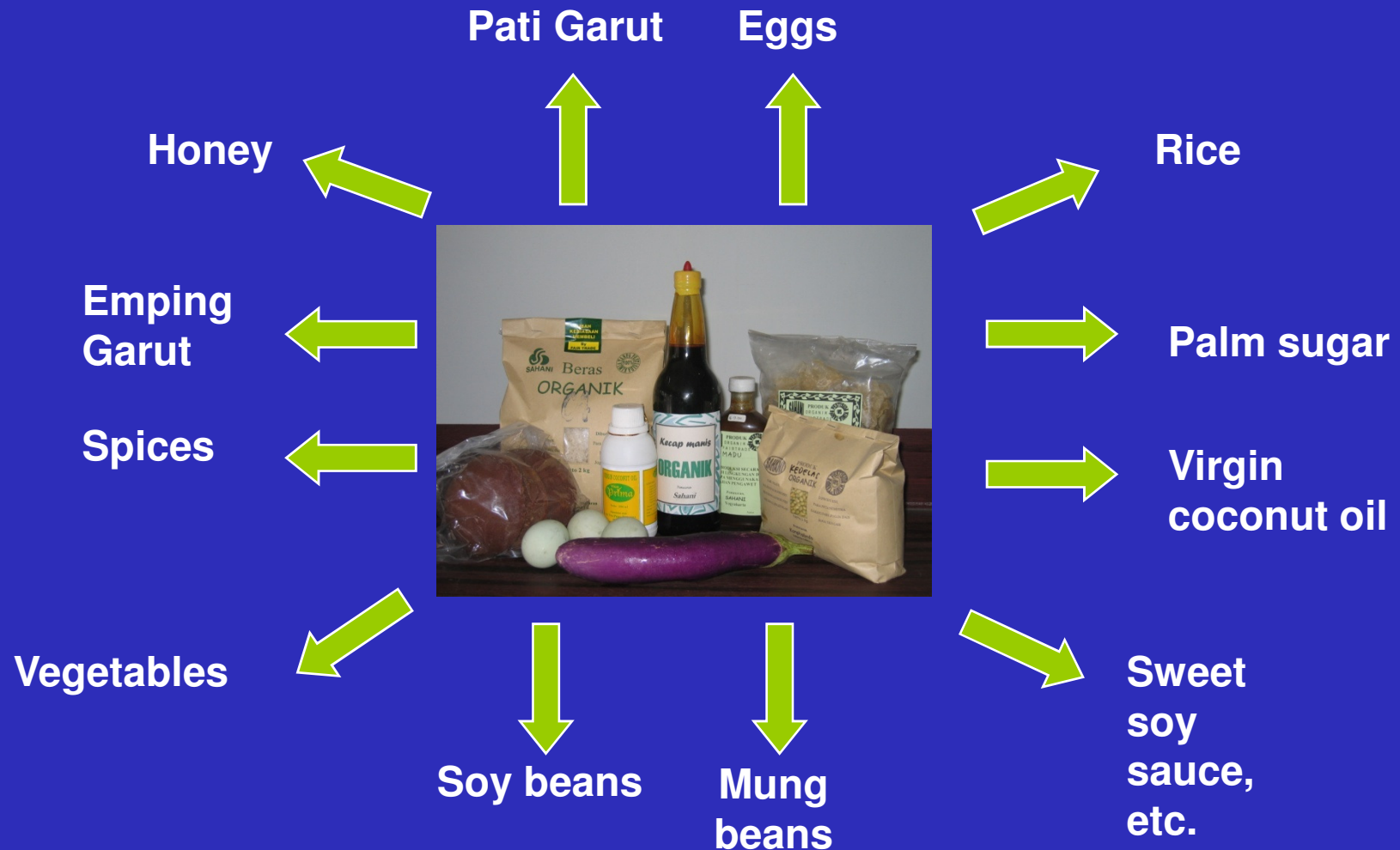
- Concern for the fate of small-scale farmers, small industries, and others.
- Destruction of the environment
- Business history
  - Began in 1997
  - Shared business 2001
  - Cooperative 2004



# Fair Trade

- Created a community
- Model of partnership using dialogue and transparency
- Long-term partnership/continuity
- Proper work conditions
- Pay farmers a fair price
- Gender equality
- No exploitation of women and child workers
- Environmentally friendly
- No difference towards ethnicity, religion, and race.

# Sahani's Organic Products



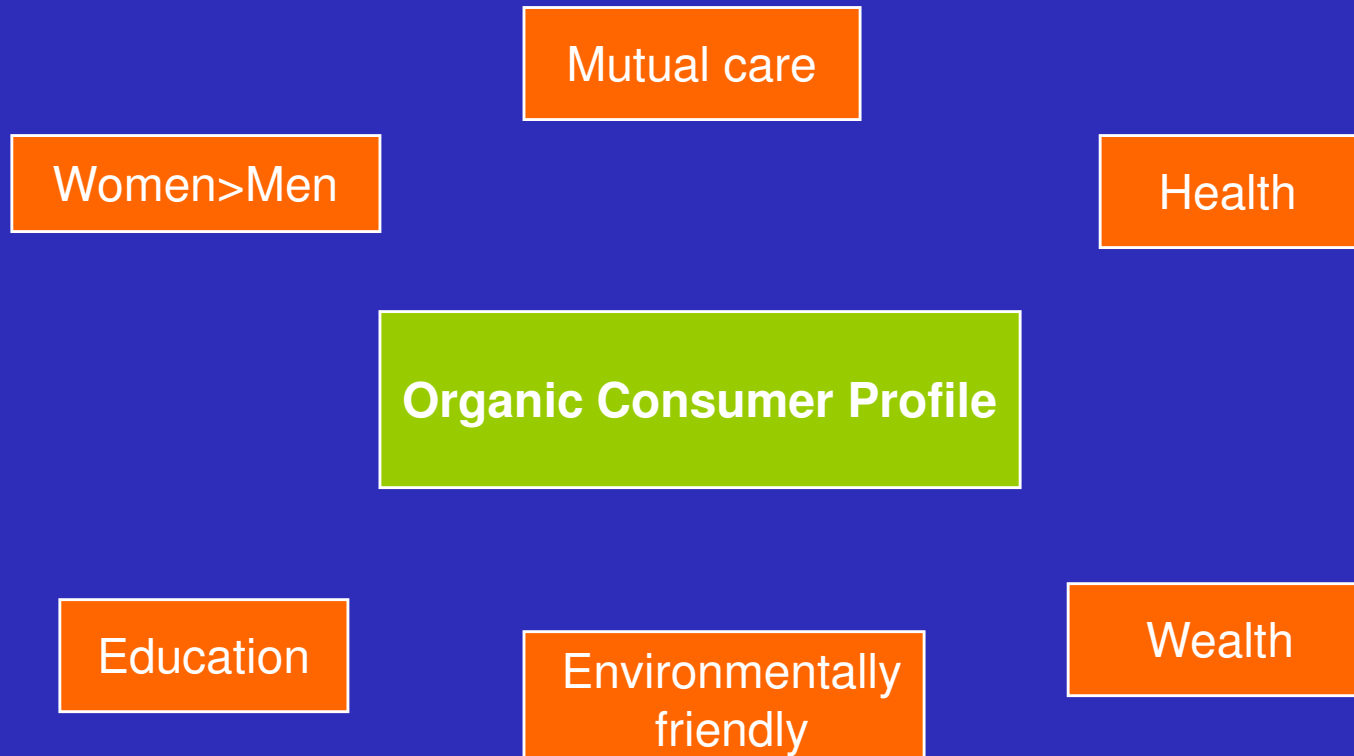
# Stages of Sahani's Rice



# Market Research

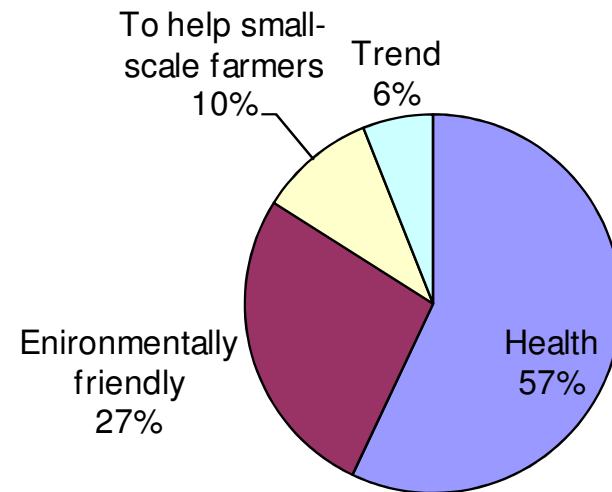
- Questionnaire from Sahani and other organizations
- 8 years of Sahani's experience
- Reading newspapers and magazines
- Input from consumers

# Market research



# Market Research

Why do people buy organic products?



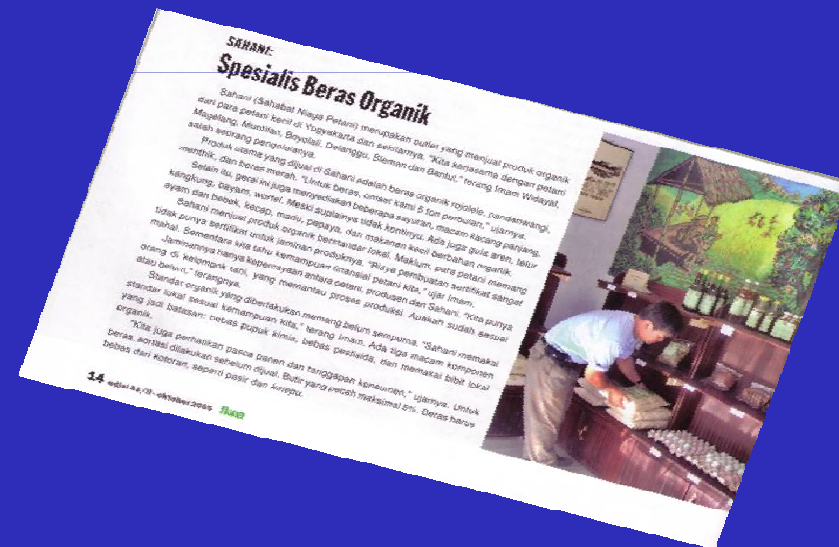
# Marketing Activities

- Consumer meetings
- Presentations to women's groups/consumers
- Brochure distribution
- Participate in exhibitions



# Marketing research

- Use newspaper and magazine media



# Sahani's challenges

- Competitors
- Quality
- Continuity
- Limited technology

# Future plans

- Sahani must become self-sufficient.
- Strengthen the producers
- Become more efficient
- Expand the market
- Make a business plan
- Engage a business strategy

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