

SAVOR THE FLAVORS OF PALAU! CROP & ENTERPRISE DIVERSIFICATION PROJECT

- BUILDS UPON ACTIVITIES /FINDINGS OF SUBREGIONAL WESTERN SARE FUNDED PROJECT: ISLAND TO ISLAND, FARMER TO CHEF: AN AGRICULTURAL MARKETING PROPOSAL.



- ADDRESSES NEEDS IDENTIFIED IN THE SUBREGIONAL WESTERN SUSTANABLE AGRICULTURE RESEARCH & EDUCATION CONFERENCE IN GUAM NAMELY: BUY FRESH, BUY LOCAL!

- POTENTIAL CUSTOMERS, AG. PROS, PRODUCERS, FARMER ASSOCIATIONS AND CATERERS HAVE EXPRESSED A DESIRE FOR “PALAUAN SIGNATURE PRODUCTS”, “SUITCASE EXPORTS” AND VALUE ADDED PRODUCTS WHICH IMPART THE ‘FLAVORS OF PALAU”.



MARKET DRIVEN

THE PROJECT:

- SEEKS TO SATISFY THESE EXPRESSED DESIRES BY DEVELOPING A LINE OF VALUE ADDED MARKETING ENHANCED PRODUCTS ON THE THEME OF “SAVOR THE FLAVORS OF PALAU” FROM EXISTING CROPS.
- DEMONSTRATES AN AVENUE TO INCREASE THE VIABILITY AND SUSTAINABILITY OF FAMILY-OWNED FARMS.
- CUSTOMER DRIVEN PROCESSING/PACKAGING WILL BE TRIALED AND REFINED BASED ON CURRENT PURCHASING HABITS OF POTENTIAL CUSTOMERS: PALAUANS LIVING OVERSEAS, TOURISTS AND RESTAURANTS.

POTENTIAL TECHNIQUES

- DRYING, PULVERIZING, FERMENTATION, INFUSION; VACUUM PACKING, BOTTLING, FRUIT-SHAPE PACKAGES, ETC
- EXTENDING THE SHELF LIFE OF THE PRODUCTS

POTENTIAL RAW AGRICULTURAL PRODUCE AS INPUT FOR THE PROJECT

- **CRITERIA** A] AVAILABLE IN PALAU; B] ECOLOGISTICALLY ATTUNED; C] SUSTAINABLE AND SUSTAINING AND D] SUITABLE TO PALAU.
- **SPICES:** TURMERIC, GINGER, CINNAMON, NUTMEG, MACE, LEMON GRASS, ANNATTO, CLOVES, PEPPER, TAMARIND, PAPAYA SEED, PALAUAN CHILI, VANILLA, BITTER MELON.
- **FLAVORINGS:** SPONDIAS SP., LOCAL GARCINIA SP., PANDAN, BILIMBI, STARFRUIT, CURRY LEAVE, CITRUS LEAVES, SANTOL, TEA, WAX APPLE, JACKFRUIT, FOOTBALL FRUIT, GUAVA, NONI, MULBERRY, ROSELLE.



Roselle Flower Candy

Hibiscus

Material Weight (g) Lactic
Roselle Flower with seed 2.5 100%
Sugar 1.25 50%

Procedure:

1. Take out the seeds of roselle flower.
2. Wash the seedless flower well and drain.
3. Air dry the flower for 2-3 hr. take it's weight.
4. Cut it into the container.
5. For the first mixture, add 1.4kg of sugar to the flower.
6. Mix the sugar in every layer of the flower.
6. Cover the container and put inside the refrigerator.
7. The following day, mix the mixture well. Mix it for 2days.
8. On the third day, strain the mixture, separate the syrup and the flower, and keep the syrup in another container.
9. Add sugar (1.5 kg) again to the flower. Mix it well and cover the container.
9. Keep in the refrigerator. Mix it for 2days again.
10. On fifth day, strain the mixture again, separate and keep the second syrup. Cut the flower into dry container.
11. Try the flower in for for 1 hrs.

- CEREMONIAL & CULTURAL: YLANG-YLANG, BETELNUT, CITRONELLA, PALAUAN TEA, KAPOK, PANDANUS, PALAUAN MINT, PIPER LEAVE, TARO, COCONUT, TI LEAVE.



CHERSACHEL

VALUE-ADDED PRODUCTS:

- JAMS/JELLIES/VINEGAR: VARIOUS FRUITS,
- DRIED AND VACUUM PACKED SPICES AND FLAVORINGS;
- BOTTLED OILS;
- INSTANT TARO SOUP & TARO SAUCE, TEAS, FERMENTED MOUNTAIN APPLE WITH COCONUT, COCONUT CURD, COCONUT AND NIPA SUGAR AND VINEGAR;
- INFUSION ALCOHOL – BITTER GOURD;
- INFUSION VINEGAR– HOT PEPPER, GARLIC CHIVES;
- CHO'COCO'LATE - CHOCOLATE MADE WITH COCOA AND COCONUT MILK
- CITRUS ZEST/LEAVES/POWDER.



NARROWING DOWN AND ZEROING IN

- MARKETING RESEARCH
- COMPATIBILITY OF THE PRODUCE TO OUR EQUIPMENT, TECHNIQUES AND SUPPLIES.







DELIVERABLES

- MARKETING PLAN
- A LINE OF “SAVOR THE FLAVORS OF PALAU
“PRODUCTS: DEVELOPED, PRETESTED AND REFINED.
- ONGOING PHOTO JOURNAL
- ON-SITE TOURS
- ONE ARTICLE ON NICHE MARKETING
- PAMPHLET ON THE MARKETING OF ‘NICHE’ PRODUCTS
- PROJECT FINDINGS WILL BE POSTED MY ‘FACEBOOK’

- “TASTE TESTS” AND LOCAL PRODUCT “SHOWCASES”
AT SPECIAL EVENTS, FAIRS AND CONFERENCES



- RADIO CALL IN
- PROJECT REPORTS

Marketing Plan Summary

The Business

Business name: Kesy's Farm

Business structure: Sole Proprietorship

Business location: Ngatpang, Palau

Date established: 1995

Relevant owner experience: Over 40 years experience in farming and farm management and over 30 years experience in marketing and value adding.

Products/services: Produce currently marketed is root crops, vegetables and fruits. The demand to these produce is anticipated to increase 10-15% per year. Demand for root crops is currently very strong due to setbacks caused by typhoons in major producing areas plus sea water intrusion.

The Future

Vision statement:

We envision full and proper utilization of our resource for furthering a sustaining and enjoyable livelihood based on customer sovereignty coupled with cultural and social responsibility.

Goals/objectives:

This project's goal is to satisfy the expressed desires of potential patrons by developing a line of value added marketing enhanced products on the theme of "Savor the Flavors of Palau" from existing crops from our farm and neighboring farms.

The Market

Selected market:

The patrons we have selected to serve are Palauans living overseas, Palauan frequent travelers, tourists and other visitors, caterers, hotels and restaurants and other segments of the hospitality industry. The products we plan to develop and market are not currently produce commercially within Palau. We conjecture that our patrons will buy our products over similar imported products due the products' "Palauness", freshness and wholesome goodness.

Marketing strategy:

Develop products based on patron identified unmet needs and/or wants.

NICHE MARKETING FOR PRODUCERS



This article is for farmers who:

- want to earn a little more to help their family move ahead;
- have grown more in the hope of earning more only to find they were unable to sell the additional produce;
- have switch to higher yielding varieties only to find they cost more to grow and customers do not buy because they do not like the taste, color, shape, etc.
- broke their back to grow and harvest cassava only to find the market flooded with cassava;
- have grown a 'new' crop or have developed a new product, for example, santol or guava

The priority of the customer. Marketing begins not with the product, but rather with what the customer needs and wants. In other words marketing begins with marketing research. There is no point in producing something that people do not want to buy.

Producers need to find out what customers need and want. There is no point in producing something that people do not want to buy. Producers need to find out what customers need and want.

A process of selection. We select whom we are to serve. We are providing a product geared to our customer, providing a needed and requested service. We are providing a valuable service. We have to link service with profit. By providing a service you can make a profit--if we don't provide a service we will not make a profit.

style: positive, neutral or negative. You can market images, behaviors, attitudes, lifestyles, etc. You can 'create' demand through well thought out promotion.

Relationship building. The concept of marketing states we need to cultivate our customers. We are not to cheat customers. We are to provide value for value. We are to build strong relationships. We are to build friendly, mutually beneficial relationships with the customer. It implies that agreements will be honored and that commitments to supply products will be kept. It implies delivering consistent qualities.

What is the difference between selling and marketing ?
For the purpose of this pamphlet we distinguish between selling and marketing. Selling is when we have an item and look the for customers.

The appearance, including labels; The brand name.

PRICE
Competitors' wholesale and retail prices;
Competitors' price response to a new product;
Price variations according to location and type of consumer.

PLACE
Where and how to sell the product;
Advantages of different types of distributor;
How distributors can be supplied;
Distributors' requirements in terms of quantity, delivery and price;
The costs involved in the various distribution options.

PROMOTION
The advertising required;
Other promotional tools that are used, such as free samples;
Costs involved with various types of promotion;
Methods of setting prices.

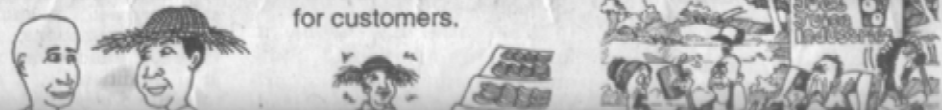
high quality and local production, and Japanese tourist seeking 'omiyage' gifts.

Opportunities for niche marketing:
Palau's pure Pacific image is an advantage for any producer who wants to direct marketing to visitors, export a quality product or enter local or specialty markets.



An attractive brand name can help you market your products

- WHERE TO LOOK FOR YOUR NICHE MARKET?**
- Geographic areas e.g. docks, tourist spots ...
 - Demographics: age, nationality, sex, class...
 - Personality & lifestyles
 - Culture & status
 - Benefit & occasions: Health conscious & custom



The value for you and your family:

Through niche marketing you may better serve your patrons, improve your farm's performance, increase the value of your production and 'smoothen' your profits.

Learning objectives

To understand 'niche marketing' and how to apply 'niche marketing' to better your farm.

Session format

Lecture and Question and Answer.

Materials required

This document.

Learning outcomes

You will know and practice 'how to's' of 'niche marketing'.

'Share and Care' Take the Dare

Share this manual with your family and three friends.

The well of tomorrow is replenished by those who put into each day more than they

Niche [Selective] marketing for producers in Palau

This session is for farmers who:

- want to earn a little more money to help their family move ahead;
- have grown more food in the hopes of earning more only to find they were unable to sell the additional produce;
- have switched to higher yielding varieties only to find they cost more to grow and customers do not buy them because they do not like the taste, color, shape, texture, smell, etc.;
- broke their backs to grow and harvest cassava only to find the market flooded with cassava;
- have grown a "new" crop or have developed a new product, for example, santol or guava jam, only to find customers unwilling to try it;
- joined together with other farmers to open a new market only to find insufficient customers to earn a profit. (1 & 2, see References)



What is marketing?

In the Palauan context marketing is defined as the process whereby the supplier of a product or service finds out what the consumer wants and supplies it at a profit in a socially, culturally and community responsible and acceptable manner. (1 & 2)

What are the elements of marketing?

Four important elements of marketing are:





Saturday, December 13, 2014

9:00 am - 12:00 pm

University of Guam, Agriculture and
Life Science Building, Rm. 125

WORKSHOP SERIES

In collaboration with the UOG Pacific Center for Economic Initiatives and UOG Cooperative Extension Service, College of Natural and Applied Sciences.



JUICING

Learn about value-added processing of citrus juice and the potential to create a local business enterprise!

E-mail guamovop@gmail.com or call 671-735-2525 to register for this free workshop. Seats are limited.



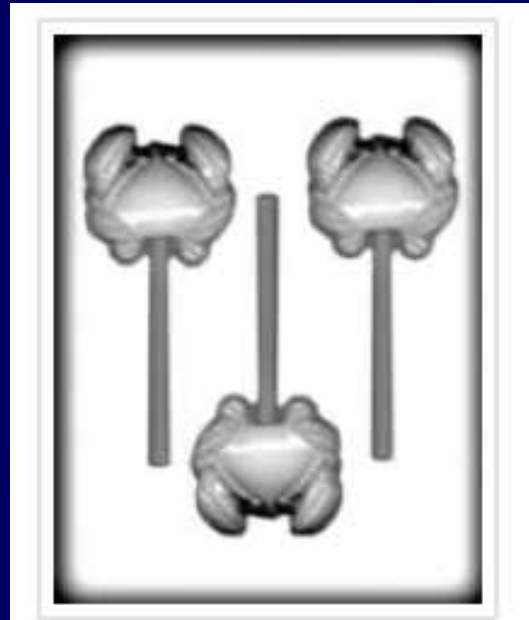
This is an initiative funded by the U.S. Department of Commerce Economic Development Administration.

MATERIALS AND SUPPLIES:

- AUTOBAGGING MACHINE TO IMPROVE THE SPEED AND SANITATION OF THE PACKAGING OF VALUE ADDED PRODUCTS.
- DEHYDRATORS FOR THE DRYING OF THE 'FLAVOR' PRODUCE TO A SHELF-STABLE SAFE PRODUCT.
- VACUUM PACKING FOR PROCESSING THE 'FLAVOR' PRODUCE TO A SHELF-STABLE PRODUCT.
- DISTILLER FOR DISTILLING OILS FROM THE 'FLAVOR' PRODUCE FOR FLAVORINGS.
- MOLDS FOR TESTING THE MARKETABILITY OF 'FLAVOR' CANDIES.
- WHEAT GRASS EXTRACTOR TO TEST COMPATIBLE HEALTH PROMOTING JUICES.



3" SHELL CHOCOLATE CANDY MOLD



2-1/2" CRAB SUCKER HARD CANDY MOLD





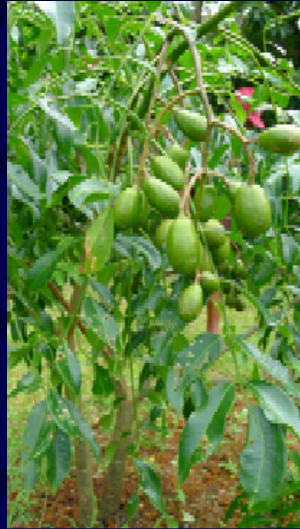


Grants and Education to Advance Sustainable Innovations to American Agriculture

Savor the Flavors of Palau!
Crop & Enterprise Diversification

Project Number: OW13-138
Type: On Farm Research/Partnership Project
Region: West
SARE Grant: \$8,047

Coordinator:
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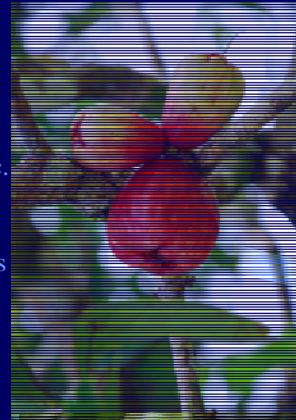
This project is distinctive and creative in that it will be the first attempt by any producer to systematically address these expressed desires. This project is important as it will demonstrate an avenue to increase the viability and sustainability of family-owned farms.

Customer driven processing/packaging will be trialed and refined based on current purchasing habits of potential customers: Palauans living overseas, tourists and restaurants. This may entail drying, pulverizing, fermenting, infusing, vacuum packing, bottling, fruit-shape packaging, etc.

These changes will enhance the products' value by fulfilling the expressed needs/wants of the customers and by extending the shelf life of the products.

The project fits well into the existing operation. Lessons learned through the project will be used to increase the sustainability of areas already under cultivation. The wider array of produce that we will be able to offer will improve the farms' vitality. Below is the list of potential raw agricultural produce that may be used as the input for the project. The list will be narrowed down through marketing research and testing the compatibility of the produce to our equipment, techniques and supplies.

- Spices: turmeric, ginger, cinnamon, etc.
- Flavorings: Spondias sp., etc.
- Jams/jellies/vinegar: various fruits
- Cho'coco'late- chocolate made with cocoa and coconut milk
- Citrus zest/leaves/powder



SuperMarket



Free samples usually bring in more customers than leaflets.



Ethnic flavors and other authentic flavors build fine niches. It is good to be sure you have a sufficient supply of the “special” ingredients.

Funded by Western Sustainable
Agriculture Research and Education.

With additional kind support provided by
the below organizations:



The Palau Organic
Growers Association



Palau Bureau
of Agriculture

