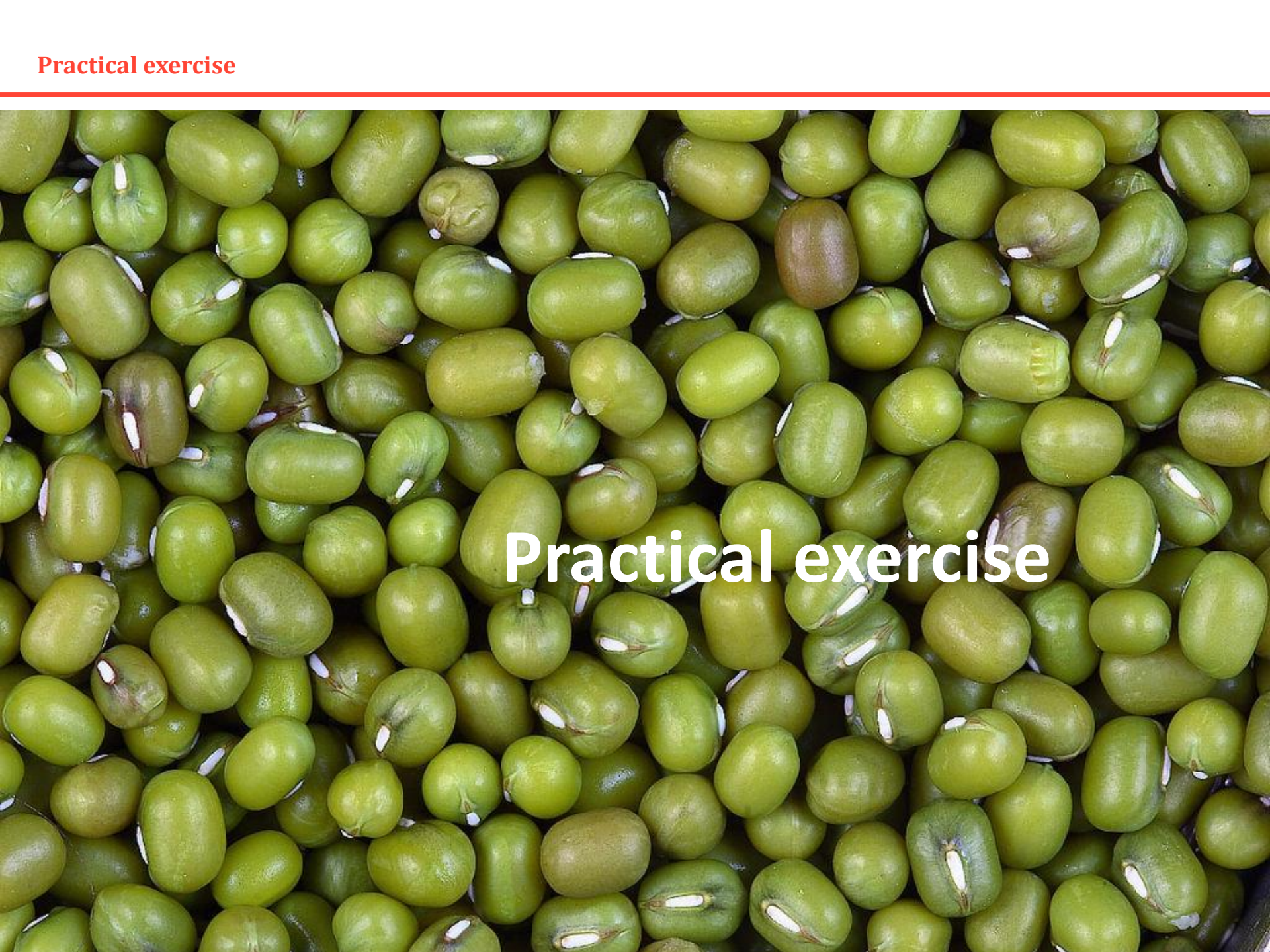


Training of Trainers Workshop on Trade Facilitation and Paperless Systems for Agrifood Products

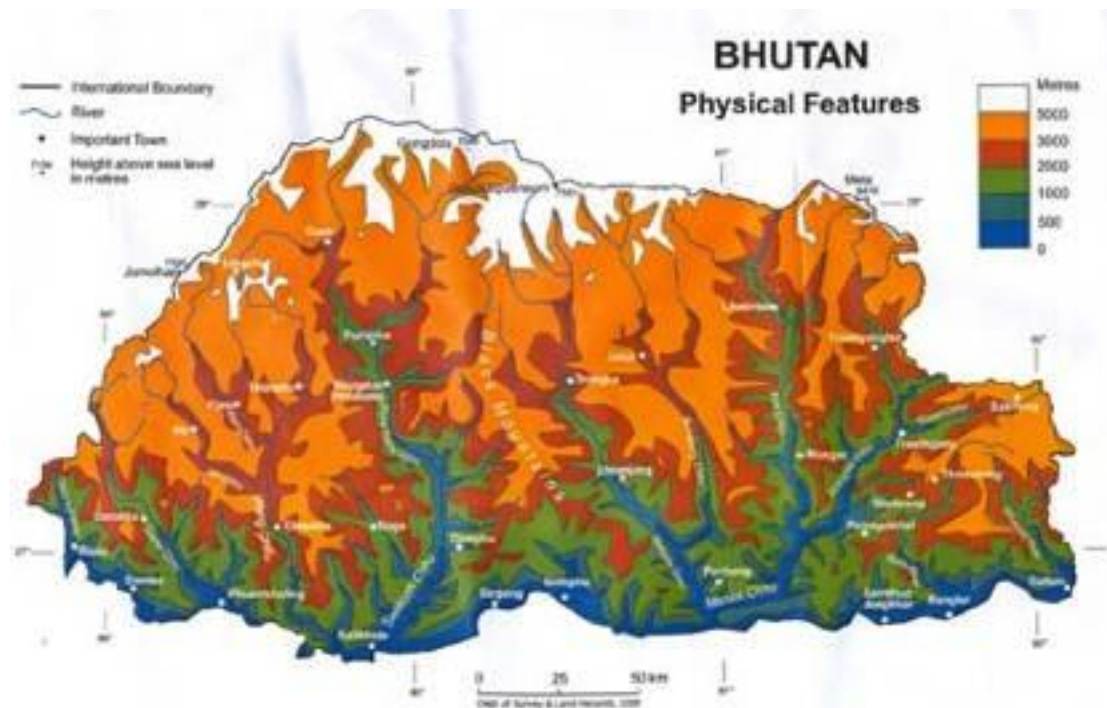
Bangkok, Thailand, 15-17 December 2014



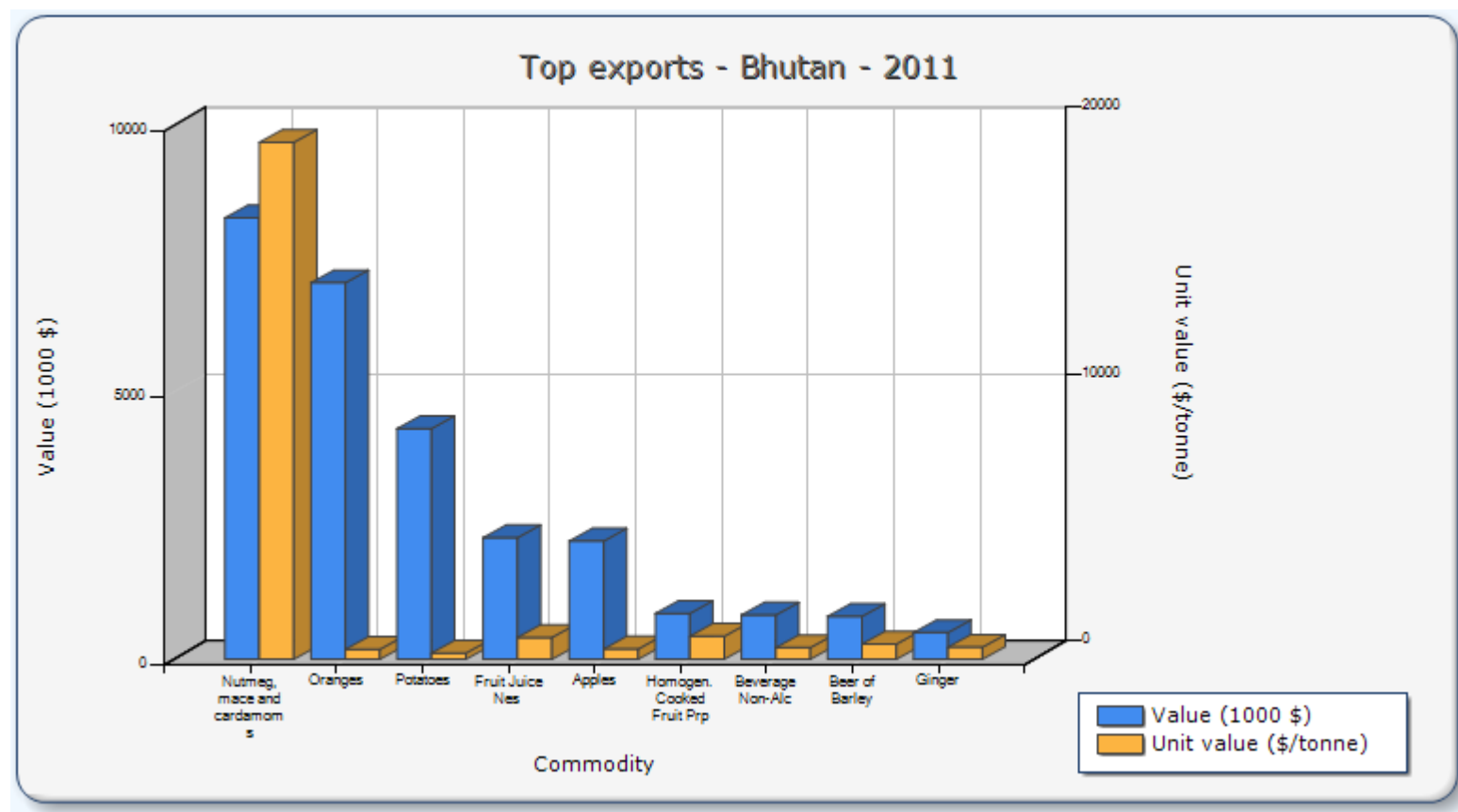


Practical exercise

Example exercises



Top export products



World production

	Country	Orange Production 2011 (metric tonnes)	% of World Production	% Change from 2010
①	Brazil	19,811,064 m/t	28.52%	+ 7.06%
②	United States	8,078,480 m/t	11.63%	– 8.03%
③	China	6,013,829 m/t	8.65%	+ 7.32%
④	India	4,571,000 m/t	6.58%	– 23.3%
⑤	Mexico	4,079,678 m/t	5.87%	+ 0.69%

			2009	2010	2011	2012
Production (tonnes)						
	Bhutan	Oranges	42,112.00	52,621.00	60,993.00	62,000.00
	Greece	Oranges	845,000.00	901,300.00	894,600.00	791,600.00
	Italy	Oranges	2,421,284.00	2,393,663.00	2,469,939.00	1,770,503.00
	Spain	Oranges	2,669,355.00	3,114,800.00	2,818,888.00	2,933,800.00

Src: FAOSTAT

Red rice

- Bhutanese Red Rice is one of only three red rice varieties in the world
 - Red hill rice from Phillipines
 - (Coloured) red rice from the Camargue



- A premium product, mostly created by smallholders



- Main sales arguments
 - One of the most select rice varieties in the world
 - Traditionally farmed on small terraces in the highlands (2,000-3,600m)
 - Watered with clear glacier water
 - A fine rice grain, rich in healthy fibres, protein and unsaturated fatty acids
 - More potassium than Gatorade, and a significant amount of magnesium
 - Quick-cooking whole grain
 - Nutritional and culinary superstar.



Bhutan Red Rice

For Increased Health & Longevity, Imported from Bhutan



Perhaps the most unique rice we have ever encountered, Bhutanese Red Rice has been grown for thousands of years at 8,000 feet in the fertile soil of the [Paro Valley](#), irrigated with 1,000-year-old glacier water rich in trace minerals. With more potassium than Gatorade, and a significant amount of magnesium, this quick-cooking whole grain is a nutritional and culinary superstar. It will entice you with its complex, nutty, earthy flavor, soft texture and beautiful russet color.

On offer now for 11USD/kg = 660 Nu.



- 15 oz. bag \$4.69
- 6-Pack \$4.29 per bag \$25.74
SAVE \$2.40!



Was offered at 29€/kg = 2320 Nu.

- Traceability can be used to
 - supporting a luxury product by creating a “story” around it. The target would be selected exporters with an offering compatible with a luxury product.
- Traceability would here be the tool to create a story around the product that would differentiate it from other offerings.
- At the simplest level, it would provide basic production information,), but the aim would be to use that information to create a differentiation from similar products from other locations. This can be achieved by using
 - Name, up to date photo and location of farmer(s) and their families
 - Media material from production villages, such as photos and movies
 - A description of harvesting practices and timing of the involved producers
 - A description of milling techniques

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_4742

