



Company Perspective on Managing the Supply Chain

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From Farm to Table

Vertical Integration: Supply Chain Model



Up Stream

- Farmer registration for improved production system
- Change seed for planting
- Use good quality fertilizer
- Good farm traceability management
- Effective irrigation

Mid Stream

- Efficient drying and milling system
- Green marketing concept (Value for money and proper return for farmers)

Down Stream

- Value adding perspective
- Green products from rice flour, starch, and fresh rice bran

Economic

- Higher yield and production
- Lower cost = more farmer income
- Food Security

Environment

- Lower emission of CO₂ and methane
- Reducing green house effect
- Energy optimization
- Reduce chemical residual

Health & Nutrition

- High quality products
- Safe food
- Product liability and traceability

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