

# Running an Organic Shop in Vientiane ເປີດຮ້ານອິນຊີຢູ່ວຽງຈັນ

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# Overview ຂໍ້ສະຫຼຸບ

1. Why an organic shop?  
ເປັນຫຍັງຮ້ານອິນຊີ ?
2. What do we sell, where does it come from?  
ເຮົາຂາຍຫຍັງ, ມາຈາກຢູ່ໃສ ?
3. Who are our customers?  
ລູກຄ້າທ່ານໃດມາແຕ່ໃສ ?
4. What are the challenges and opportunities?  
ແມ່ນຫຍັງທີ່ເປັນໂອກາດທີ່ດີ ແລະ ທ້າທາຍ ?

# 1. Why an organic shop? ເປັນຫຍັງຮ້ານອິນຊີ ?

- 2009: Conducted a market survey in Vientiane  
ຢູ່ໃນປີ 2009: ການຊອກຫາຂໍ້ມູນຢູ່ວຽງຈັນ
  - Consumers were interested to buy organic foods
  - Existing organic production was not yet sufficient
- 2010: AgroAsie registered as organic business  
ຢູ່ໃນປີ 2010: ອາໂກເອເຊຍໄດ້ລົງທະບຽນເຮັດທຸລະກິດອິນຊີ
  - To produce and sell locally-grown organic foods
  - To develop organic farming systems suitable for farmers in Sangthong District
  - To promote and support the organic industry in Laos

# 1. Why an organic shop? ເປັນຫຍັງຮ້ານອິນຊີ ?

- 2010: AgroAsie opened a retail outlet in B. Vat Chan  
ຢູ່ໃນປີ 2010: ອາໂກເອເຊຍໄດ້ເປີດຮ້ານຢູ່ບ້ານວັດຈັນ
  - To provide organic and natural products to customers in Vientiane and abroad
  - To sell local Lao products where possible
- 2010: We began our organic farm in Sangthong District  
ຢູ່ໃນປີ 2010: ອາໂກເອເຊຍໄດ້ເລີ່ມເຮັດສວນກະສິກຳອິນຊີຢູ່ເມືອງສັງທອງ
  - Vegetables, fruits, and grains
  - Develop commercial organic production systems and training centre

# 1. Why an organic shop? ເປັນຫຍັງຮ້ານອິນຊີ ?

- Functions of the shop ໜ້າທີ່ຂອງຮ້ານ
  - Sell organic and natural Lao-made products
  - Promote organic, “Made in Laos”, natural products
  - Promote “Fair Trade” through our membership with the Fair Trade Laos Association
  - A discussion and meeting point for those who want to learn about organic production in Laos







ប្រការនេះអាចជួយឱ្យយើងដឹងថា ការអភិវឌ្ឍន៍  
កសិកម្មអាចជួយឱ្យយើងដឹងថា ការអភិវឌ្ឍន៍  
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## 2. What do we sell, where is it from?

ເຮົາຂາຍຫຍັງ, ມາຈາກຢູ່ໃສ ?

- We sell ~150 products including: ສິນຄ້າເຮົາຂາຍລວມມີ ປະມານ 150 ຊະນິດ
  - Fresh vegetables and fruit
  - Tea and coffee
  - Nutrition supplements
  - Healthcare products
  - Handicrafts
  - Lao lao...





BUY YOUR OWN RECYCLED BAG!

1.99 lb  
1.99

Organic  
Tomatoes













## 2. What do we sell, where is it from?

ເຮົາຂາຍຫຍັງ, ມາຈາກຢູ່ໃສ ?

- 80% products come from Laos  
80% ຜະລິດຕະພັນມາຈາກປະເທດລາວ
- 20% products come from outside of Laos  
20% ຜະລິດຕະພັນມາຈາກບ່ອນອື່ນ

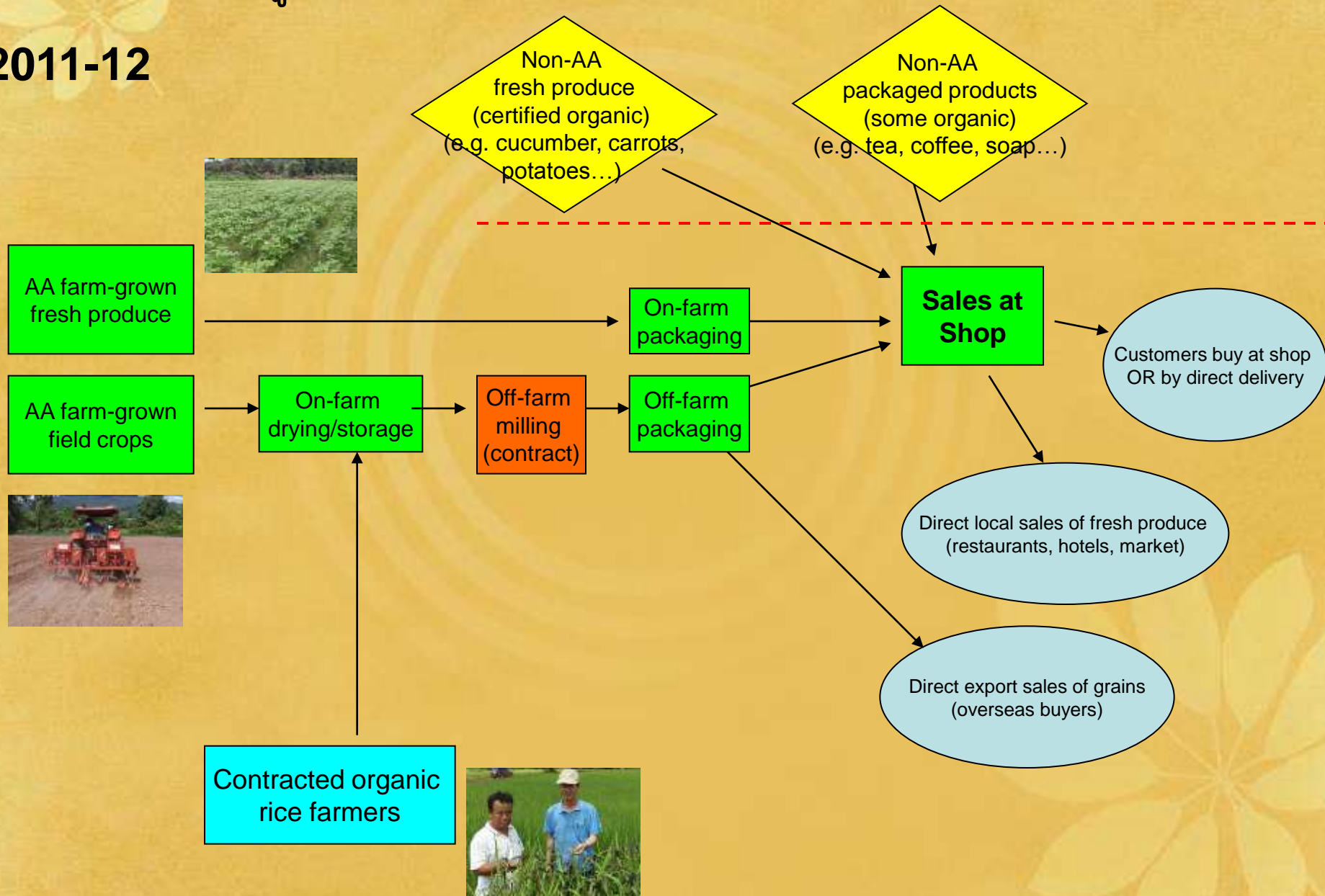


# AgroAsia Value Chain

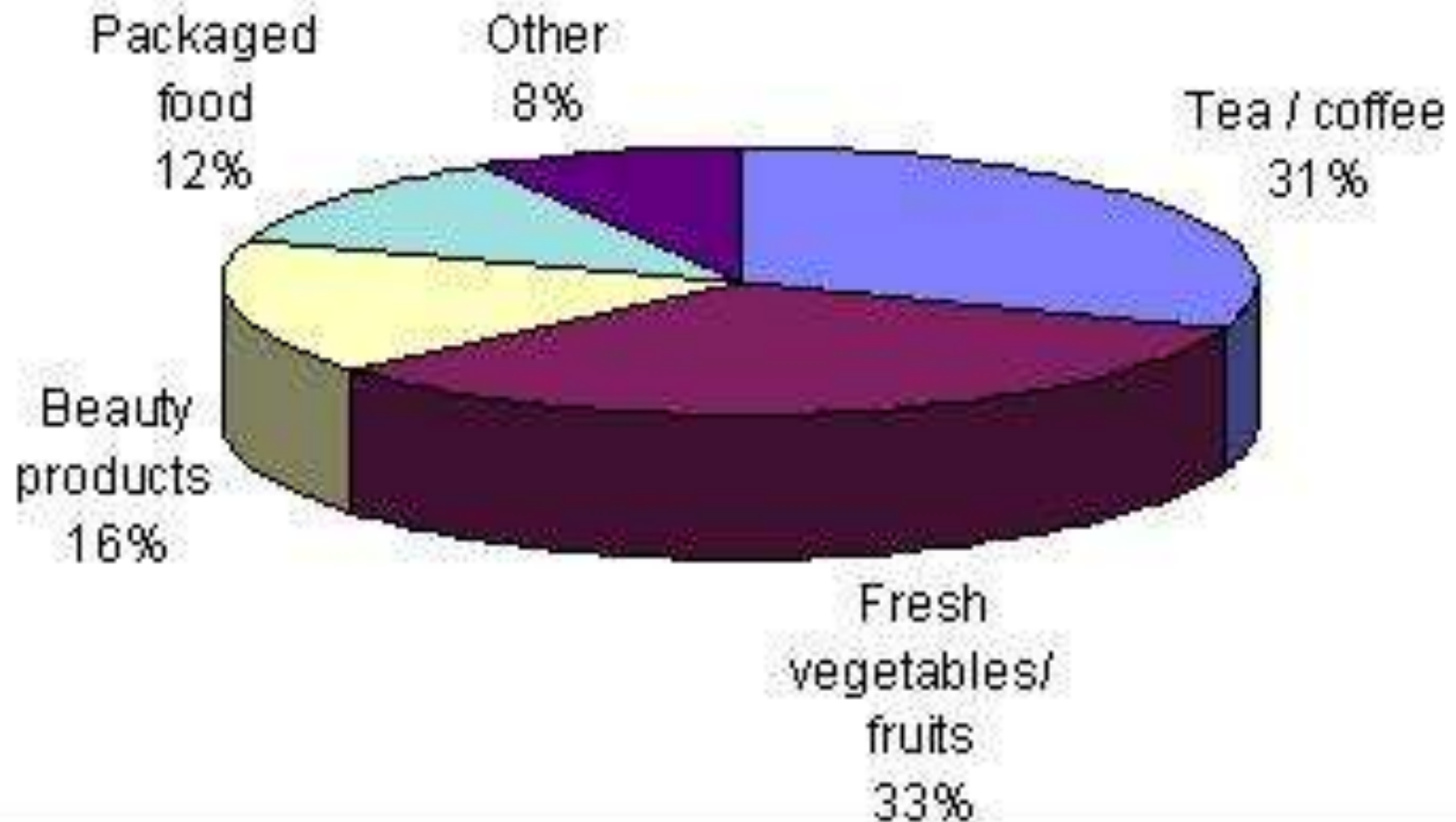
ລະບົບຕ່ອງໂສ້ ມູນຄ່າ



2011-12



## Types of Products Sold 2012



### 3. Who are our customers?

ລູກຄ້າທ່ານໃດມາແຕ່ໃສ ?

- Customers who come to the shop ລູກຄ້າທີ່ມາໃນຮ້ານ
  - 95% expatriates
    - » 85% Europeans / Americans
    - » 10% Japanese / Koreans
  - 5% Lao
- Most are temporary residents, not tourists

### 3. Who are our customers?

## ລູກຄ້າທ່ານໃດມາແຕ່ໃສ ?

- Basket customers: ລູກຄ້າປະຈຳອາທິດ
  - Began home delivery in 2012
  - 100% expatriate
- Mini-marts: ຮ້ານມິນິມາກ
  - 2011 = 4 shops, 2012 = 10 shops
  - Prefer dry products: beans, rice
- Restaurants: ຮ້ານອາຫານ
  - 2011 =
  - 2012 = 10 restaurants + hotels
  - Several have very consistent but small demand (Nov/12 = 2 mill Kip)
- Monthly sales have expanded by 30-50% from 2011 to 2012

## Types of Customers: 2012



## 4. What are the challenges & opportunities?

ແມ່ນຫຍັງທີ່ເປັນໂອກາດທີ່ດີ ແລະ ທ້າທາຍ ?

1. Lack of reliability of suppliers ຂາດຄວາມເຊື່ອໝັ້ນສໍາລັບຜູ້ສະໜອງ
2. Seasonality of expatriate customers ລູກຄ້າຕາມລະດູການ
3. Only a small % of Lao customers choose to buy organic products, market is still maturing ຄົນລາວທີ່ເຂົ້າມາຊື້ສິນຄ້າອິນຊີແມ່ນກຸ່ມນ້ອຍ

## 4. What are the challenges & opportunities?

ແມ່ນຫຍັງທີ່ເປັນໂອກາດທີ່ດີ ແລະ ທ້າທາຍ ?

4. Difficult to develop export vegetable market without cold chain and export facilitation

ຍາກຫຼາຍໃນການພັດທະນາຕະຫຼາດຜັດສົ່ງອອກ

5. Mini-mart market share can expand – but we can only sell high quality of products AND need high quality packaging

ຢູ່ມີນິມາກຕ້ອງການໃຫ້ຂາຍຜະລິຕະພັນທີ່ມີຄຸນນະພາບ ແລະ ດີສໍາລັບກັບທີ່ເຄື່ອງຂອງ

6. Export products that match the market

ການສົ່ງສິນຄ້າອອກຜະລິຕະພັນຕ້ອງເທົ່າທຽມກັນຕະຫຼາດ

4. What are the challenges & opportunities?

ແມ່ນຫຍັງທີ່ເປັນໂອກາດທີ່ດີ ແລະ ທ້າທາຍ ?

Overall: we have seen an increasing sales trend over  
the last 2 years

ສອງປີທີ່ຜ່ານມາຕະຫຼາດອິນຊີໄດ້ຂະຫຍາຍຂຶ້ນ