

Site Briefing: Naree Organic Farm

Introduction

Naree Organic Farm is a participating farm under the *Baan Saen Rak* – Organic Farm Project, which aims to promote sustainable organic farming practices through the “Integrated Cropping Management (ICM)” system. The project facilitates the market access for farm produce and supports the procession of farm produce into the higher-value products. The ICM system focuses on developing the farmers’ agricultural skills; marketing of products, use of biological matters, farm management, organic farm certification, and production techniques. Through the project, Naree Organic Farm was connected with local governments, NGOs, Kasetsart University (a leading Thai agricultural university) and the Ministry of Agriculture and Cooperatives (MOAC) which provided technical and financial support to them in an effort to develop the area around the farm as the organic farm zone. Furthermore, the project also supports building a brand image for the products, and sells them through targeted shops, department stores, and local markets. Finally, the project helps launch a campaign through media outlets to raise awareness of both entrepreneurs and consumers about the organic products and its nutrition benefits.

Naree Organic Farm, Nonthaburi

Naree Organic Farm is located in the northwestern side of Bangkok (about one hour drive from downtown Bangkok). Started with support from the provincial administration office and the MOAC, it is the only organic farm in the area that exists today. Other farmers who joined the program with Naree Farm have turned back to their chemical-based practices because of the intensive resources need by

the organic practices against limited yields in the early days.



Water Source and Irrigation

The Bang Yai Canal (also an irrigation canal), which runs close to the Naree Organic Farm, is the main source of water for the farm. The canal is about 30 meters wide and 300 kilometres long.

Marketing

With support from the *Baan Saen Rak* Project, farm produce from Naree Organic Farm is largely supplied to a well-known organic store chain (Lemon Farm), whereas the rest is sold to two local universities and intermediaries.

Climate Change Adaptation

Naree Farm has been greatly affected by the temperature changes, sporadic precipitation, and salinity intrusion in recent years. These effects have resulted in the severe drought and lower yields for the farm. To mitigate these effects, perforated gardening sheets are put above the vegetable rows to minimize direct exposure of sunlight, while more frequent watering schedule helps keep the moisture in the soil.

