



The project is funded by the European Union

Integrated Supply Chain Management of Exotic Fruits from the ASEAN Region

CHIANG MAI UNIVERSITY Science and Technology Research Institute (STRI)



# Energize your life with exotic fruits!



Mango



Pomelo



Longan



Mangosteen



Lychee



## Value Chain Development of Exotic Fresh Fruits in Southeast Asia



### Farming

- Integrated pest management
- Group management
- Certification and standard compliance



### Harvest

- Harvesting techniques



### Packing House

- Post harvest treatment
- Packaging material
- Packing techniques



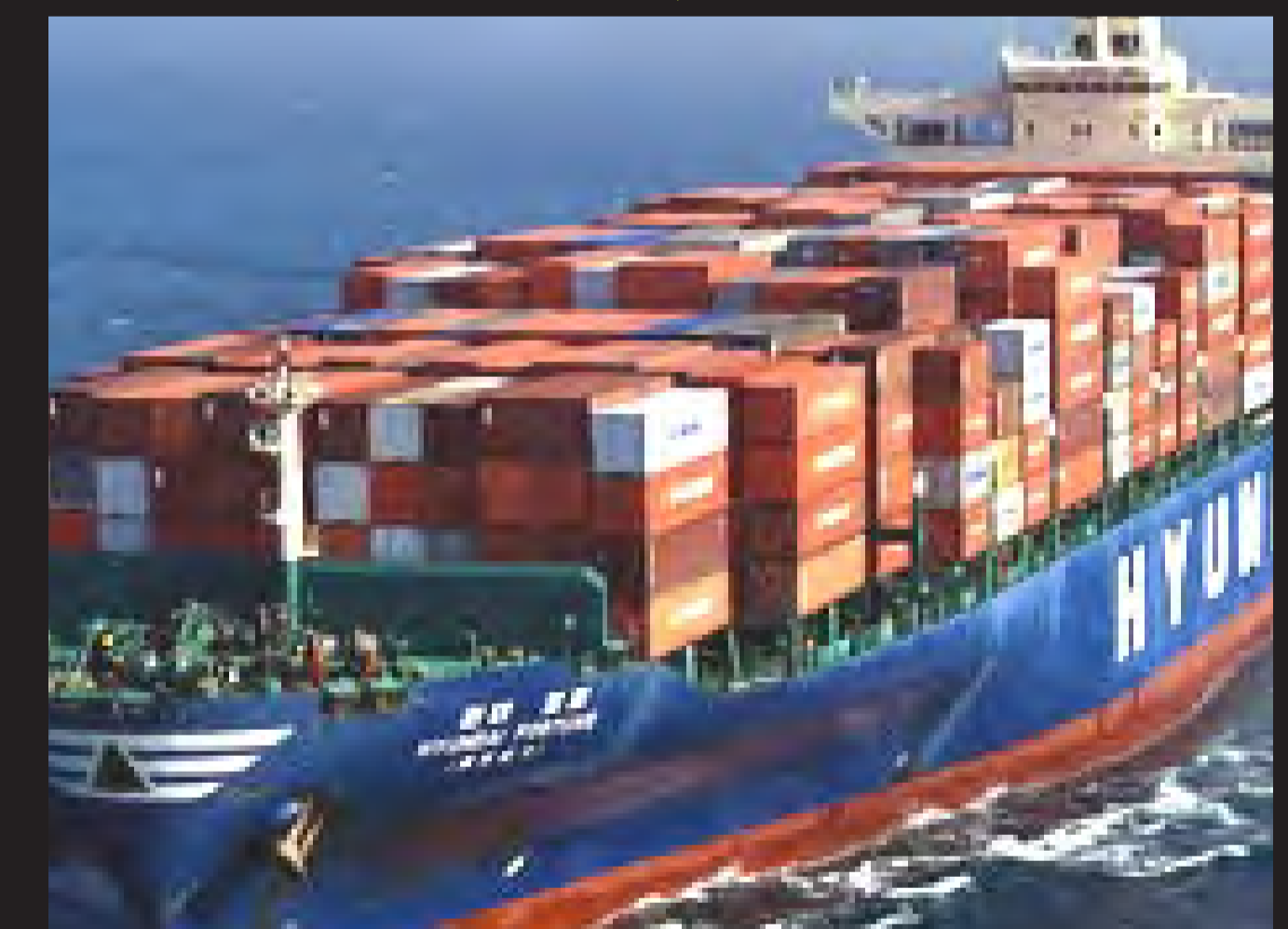
### Consumer

- Awareness raising of retailers
- Preference tests of consumers
- Monitoring of orders and client satisfaction



### Distribution

- From ethnic markets to specialized food chains
- Efficient ways of transportation
- Interaction of producers and consumer platforms



### Logistics & Export

- Cool chain integrity
- Specialised logistic services
- Combinations of air and sea freight

### Success in Value Chain Development

