Overview

• 30 years of experience in Extension

• **Key question**
  – How to improve farmer income especially of women?

• **Type of services**
  – Marketing
  – Challenge female farmer

• **Approach**
  – Training
  – Networking

• **Result & Conclusion**
  – Successful Woman Participation
History of the Siamese Fighting Fish
In 1909, the ichthyologist Charles Tate Regan formally described and gave it the name *Betta splendens*.

(Splendid battle)

Official reports of fights began in the 1800s and the King of Siam (Rama III) as the country was then known licensed Betta fights as well as owning a collection himself.

- By the 1840s he gifted Danish zoologist Theodore Cantor some of the fish, which Cantor named *Macropodus pugnax*.

- In 1892, this species was imported to France by the French aquarium fish importer Pierre Carbonnier in Paris.

- In 1896, the German aquarium fish importer Paul Matte in Berlin imported the first specimens to Germany from Moscow.

An historic overview: Betta splendens Regan, 1910
Siamese Fighting Fish, Plakad, Betta
Combating Siamese Fighting Fish is Integral to Thai Culture

Thais love to watch and bet on two combating males, with fights sometimes resulting in death.
Thais learn about collecting “SIAMESE FIGHTING FISH” from an early age.
Nakhon Pathom Province

195 Farm Registered
Male owner 99 farms
Female owner 96 farms
Close to Bangkok
Key question: Woman Participation in the Siamese Fighting Fish Farm

How to improve farmer income especially for women?

1st Generation => Mother and Father:
Started the Farm (30 years)
Sell the fish for 0.1 $

2nd Generation (Social Network)
Sell the fish for 20-100 US$
=> Facebook and Aquabid

3rd Generation => NEXT

Baby Boomers 52 up

Gen x 35-55

Gen y 21-41

Gen y 21-1
Siamese Fighting Fish Work Cycle for Woman
Purpose of Breeding

**Fighter Purpose**

Fish bred for fighting are selected for a large and strong body with hard scales but smaller fins as protection against bites of the opponent.

**Ornamental Purpose**

Breeding the males as ornamental fish for local sale and exporting is also becoming increasingly lucrative.
Variety of Betta

Means => Variety of Product
4 points for Certifying at Farm

- Breeding
- Rearing
- Packing
- Handling
- Exporting
Licencing and Certification

1. Farm Lic.
2. Hatchery Lic.
3. Supplier Cert.
4. Exporter Cert.
# Standard Operation Procedure

## GPS

**Name**

**Map**

**Lay out**

**Farm Manual**

## Farm Manual

**Inspection Sampling Record**

**DOF Notification**

**FARM Log Book**
Solution via Social Network
Online Marketing
Online Marketing

1. Website Marketing
2. Email Marketing
3. Social Marketing
Branding via Facebook
I joined this workshop with 15,000 baht for 1 day.

Professional Branding on Facebook
Facebook helps you connect and share with the people in your life.
Effective, Aggressive and Challenging Training course for Women Farmer Groups conducted 4 workshops related to

- Branding
- Product Photography
- Online market
- Creative Economy
Online market Model
Female HM--Rose Tail Perfect Color Mustard

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**Auction Details:**

**Auction:** Female HM--Rose Tail Perfect Color Mustard

- **Auction Status:** Closed
- **Auction Time:** Thu Jun 23 08:28:18 2016
- **Final Price:** $40.00
- **First Bid:** $30.00
- **Bid History:** 1 bid
- **Location:** Thailand
- **Seller:** Princeofbetta (3/3)

**Payment & Shipping:**
- Payment: PayPal
- Shipping: Will Ship Internationally

**Seller Note:** Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Currency is U.S. dollars (US$) unless otherwise noted.
Bid History:

<table>
<thead>
<tr>
<th>Bidders</th>
<th>Bid Time</th>
<th>Bid</th>
<th>Comments</th>
</tr>
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<tbody>
<tr>
<td>Reardonpm (1/1)</td>
<td>Thu Jun 23 2016 - 01:16:25 AM CDT</td>
<td>$50.00</td>
<td></td>
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</tbody>
</table>

Currency Converter

Place A Bid

User Name: nickof
Password: ********

Registration Required. It's FREE! Forgotten Yours?

Current Bid: $50.00
Bid increment: $1.00
Minimum Bid: $51.00
Your Maximum Bid: Your maximum bid is the highest price you're willing to pay for this auction. Please type only numerals and the decimal point. Do not include a dollar sign ($) or commas (,).

Preview Bid

It is the responsibility of the seller and buyer to comply with all governmental laws and regulations of the local country. AquaBid.com does not condone any illegal activities of its sellers and buyers.

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding.

Binding contract.

Proxy bidding for all bids

Please bid the maximum amount you are willing to pay for this item. Your maximum amount will be kept secret; AquaBid.com will bid on your behalf as necessary by increasing your bid by the current bid increment up until your maximum is reached. This saves you the trouble of having to keep track of the auction as it proceeds, and prevents you from being outbid at the last minute unless your spending limit is exceeded. Also, in case of a tie for high bidder, earlier bids take precedence. And, keep in mind that you cannot reduce your maximum bid at a later date.

Seller Modify or Delete An Auction

Password (forgotten?): ********

Change parts of the auction such as Relisting, Shipping Details, the image. The seller can also add to the item description. You can also use this to delete an auction.

Unsure
Social Network have brought customers to their farms.
Facebook Groups make woman networking strong
Icon Marketing

Kumamon

Chinese Panda bear

Kangaroo

คุณวิศรุต เจ้าของภาพปลากัด Wallpaper บน iPhone 6s

Emoicons

http://th.seaicons.com
DrNoi.com : Gateway to Farmer

19 April 2014

19 September 2015
My Goal with GAF 6 seminar today

“I will keep doing my best with woman by all means.”
Thank you kindly for your attention

DrNoi.com