

# Excellence in eco-friendly business innovation with coconut nectar- a Thailand model

Chiwadi Products Co., Ltd. is a Thailand based company working with the mandate of transferring current traditional wisdom to next generation. Chiwadi is leading the gathering of existing coconut sugar makers in Samutsongkram as the starting point to form organic coconut community network covering Maeklong-Thajean region accounting for 4 provinces viz. Samutsongkram, Samutsakorn, Ratchaburi and Nakhonpathom. Chiwadi works with communities locating in natural resources, guiding them to nurture environment, for the environment to take care of us. The company believe in natural being and creating natural products that cater for health and sustainability.

Sarapee Yuadyong, Chiwadi 's managing director with a degree in Microbiology from Kasetsart University and a masters degree in



Chiwadi products at Bangkok Farmers Market

Food Technology is trying to restore the ancient wisdom of preparing coconut sugar through her innovation. She believes that in the next 10 years in Thailand there won't be coconut sugar anymore. The existing farmers are between the average age group of 50-60 and as the young generation is not interested in farming or keeping the ancient wisdom. Chiwadi and

Sarapee are fond of coconut sugar, a good nutrient for human beings used prevalently in Thailand and also available plenty in the market. She has restructured (molecular restructuring) the coconut cake. Instead of crystal, she has transformed it into syrup.

She is working with the coconut farmers and educating them with the modern food technologies. She teaches them how to preserve the raw material, using scientific tools. Later on the raw material is collected to the factory and the product is



Coconut products from Chiwadi

processed and packed in compliance with all quality parameters like GMP and HACCP.

Chiwadi aims to bring innovations from grass root level to the world and also to make natural products from natural beings thus working for the good health of people and their sustainability. The objective is to form coconut farmers group, getting organic certificates and create more values of organic coconut products from ancient wisdom that fit to everyday life and next generations.



## Tam.ma.naN

Tam.ma.naN is a local brand created by Chiwadi. Tam.ma.naN means "long been". Chiwadi has launched new business model that local villages become capable of doing innovation with national standards. Sarapee Yuadyong has envisioned the inter-dependence business by transferring her knowledge to communities for strengthening the communities. Her company will remain as the supporter in this endeavour. Tam.ma.naN has launched coconut flower syrup, coconut flower cider vinegar, and coconut sugar powder made by coconut community at Samutsongkram. There are a few communities producing the same brand under Chiwadi's supervision. Chiwadi recruits only authentic organic coconut farms to the project. This is one option to provide the community with employment opportunities and they can operate by themselves and sell their products in the market under the agreed price structure.



## Excellence in Eco-friendly Business Innovation of Thailand (2012)



"Chiwadi" Organic and Low Glycemic Index Coconut Flower Syrup of Chiwadi Products Co., Ltd. assists people of Samutsongkram to maintain community livelihoods in organic coconut farming. Chiwadi aims to bring innovations from grass root level to the world and also to make natural products from natural beings; thus working for the good health of people and their sustainability. This initiative has bagged Chiwadi the Excellence in Eco-friendly Business Innovation of Thailand 2012. The syrup is made from leavening agent of fermented coconut flower syrup to restrain the crystallization of coconut sugar. The skin of mangosteen and Payom wood are added into the same container as they acquire natural features in disrupting the growth of microorganism. The low Glycemic index syrup is suitable for diabetics.

## Alcohol free Spirit from Chiwadi

Chiwadi Products Co., Ltd. Thailand is launching a new healthy beverage for social gathering replacing alcohol drinks. The company has led several innovations from organic coconut sugar starting from Chiwadi coconut flower syrup, a low GI syrup; Chiwadi cider vinegar; Fruii fruit juice sweetened

with coconut flower syrup and lately Cider vinegar with syrup from organic coconut flower nectar. The process is through several stages of fermentations, aging over year and super fine filtration deriving in crystal clear golden vinegar mixture suitable for everyone.

The product is an oriental noble



blends from coconut products complement its great contemporary elegance character. It is recognised as chef's pride from the blends of coconut flower products and its fermentation through a certain aging conditions. It derives in a medium bodied, a subtle vinegarish pleasantly sweet aroma with fascinating hint of luxury coconut note crafted as a treasure from the East. This special product is created with utmost care throughout the process from farm to home for everyone in family.

Chiwadi has seen the market for aging generation as well as healthy organic product lovers who like to spend quality timing with friends yet take care of health for social gathering. The health products are expending and the healthy awareness is also greater while



## Health Benefits of Chiwadi's Coconut Flower Syrup

The Glycemic Index of coconut sugar is 35-45 and is classified as a low glycemic index food. (According to a specific clinical

study by Nutrition Institution-Mahidol University to Chiwadi's coconut flower syrup <http://www.inmu.mahidol.ac.th/th/research/on-going/group-II/>) It is considered to be healthier than traditional white sugar and brown sugar. It can be used as a 1:1 sugar substitute for coffee, tea, baking and cooking.

**Coconut Flower Syrup**  
*Healthily Sweet from Ancient Wisdom*

100% Pure Natural

- ✓ Low GI, Good for diabetic
- ✓ Good source of potassium

- No Preservative
- No Colour added
- No Flavour added

Coconut Flower Syrup has high mineral content, a rich source of potassium, magnesium, zinc and iron. In addition to this it contains Vitamin B1, B2, B3 and B6. When compared to brown sugar, Coconut Flower Syrup has twice the iron, four times the magnesium and over 10 times the amount of zinc.

Coconut sap from which coconut nectar syrup is derived contains 16 amino acids. The amino acid which has the highest content in coconut sap is Glutamine. Glutamine has been studied extensively over the past 10-15 years and has shown to be useful in the treatment of serious illnesses, injury, trauma, burns, and treatment-related-side-effects of cancer as well as in wound healing for post-operative patients. It is known to reduce healing time after operations.

people don't have choice for social celebration. Chiwadi therefore offers an innovation again from coconut nectar.

This is another new product that needs consumer education. Initially the company is targetting to produce three tons a month. As the product is a premium item, Chiwadi plan to market as whiskey or wine

replacement in mature consumer who seek for health entertainment without alcohol. The price point is at par to a mass market for imported wine. The margin offered for the farmer is around 30% higher than coconut sugar. The company sees this is a virgin market to grow while the total wine market is 13,000 million baht.