

# WOMEN PARTICIPATION

## Introducing the Brandname Siamese Fighting Fish via Social Media in Thailand

By

**Amonrat Sermwatanakul (Dr.No)**



# 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

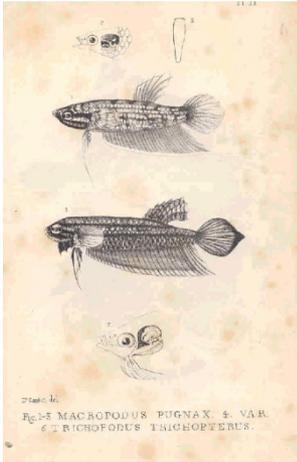


# History of the Siamese Fighting Fish

# An historic overview:

*Betta splendens* Regan, 1910  
**Siamese Fighting Fish, Plakad,  
Betta**

- 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

- 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.



- In 1909, the ichthyologist **Charles Tate Regan** formally described and gave it the name *Betta splendens*.



(splendid battle)

C. Tate Regan.

# Combating Siamese Fighting Fish is Integral to Thai Culture

This love to watch and bet on two combating males, with fights sometimes resulting in death.

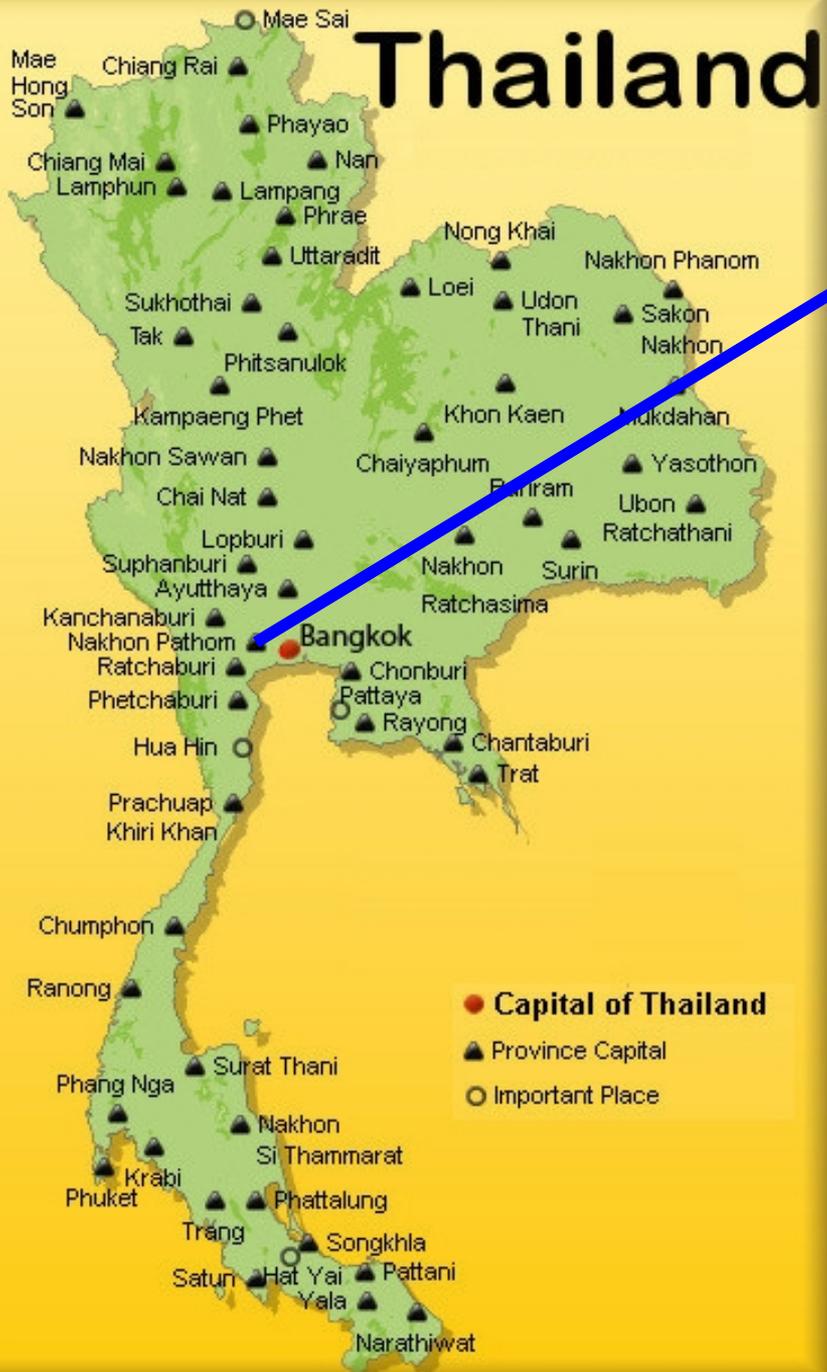


# Thais learn about collecting “SIAMESE FIGHTING FISH” from an early age.



# Farm Resources

(Background)



# 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?



Baby Boomers  
52 up

Gen x  
35-55

Gen y  
21-41

Gen y  
21-1

1<sup>st</sup> Generation => Mother and Father :  
Started the Farm (30 years)

Sell the fish for 0.1 \$



2<sup>nd</sup> Generation (Social Network)

Sell the fish for 20-100 US\$  
=> Facebook and Aquabid



3<sup>rd</sup> Generation => NEXT

?????

# 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



## Betta Tail Type



Means => Variety of Product



# 4 points for Certifying at Farm



**Breeding**



**Rearing**



**Packing**



**Handling**



**Exporting**

# Licencing and Certification



1

Farm Lic.



Hatchery Lic.



2

GAP Cert.



3

Supplier Cert.

4

Exporter Cert.



# Standard Operation Procedure

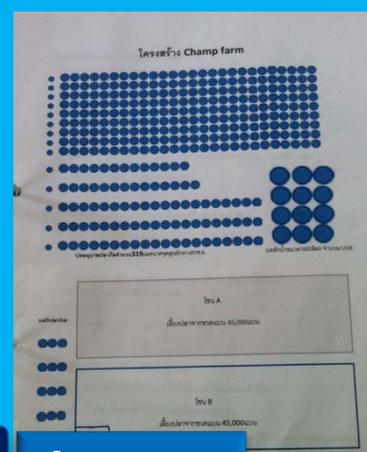


Name

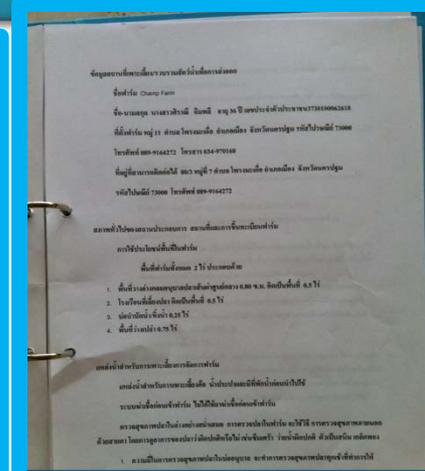


GPS

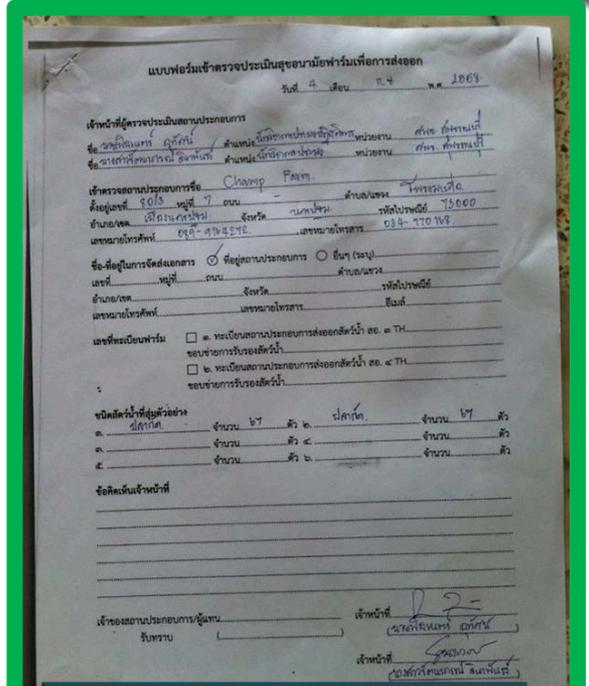
Map



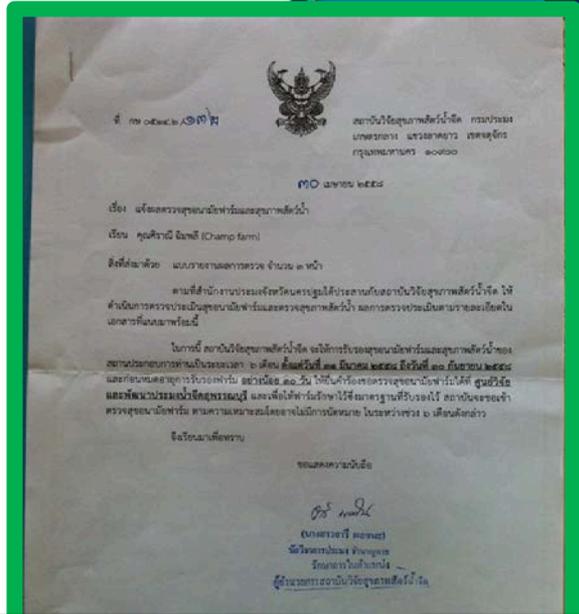
Lay out



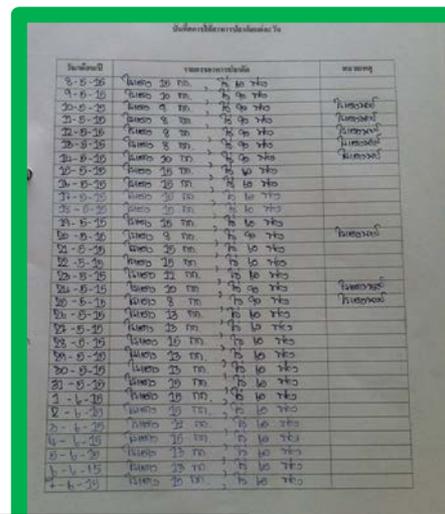
Farm Manual



Inspection  
Sampling Record



DOF  
Notification



FARM  
Log Book

# Solution via Social Network

## Online Marketing



# Online Marketing

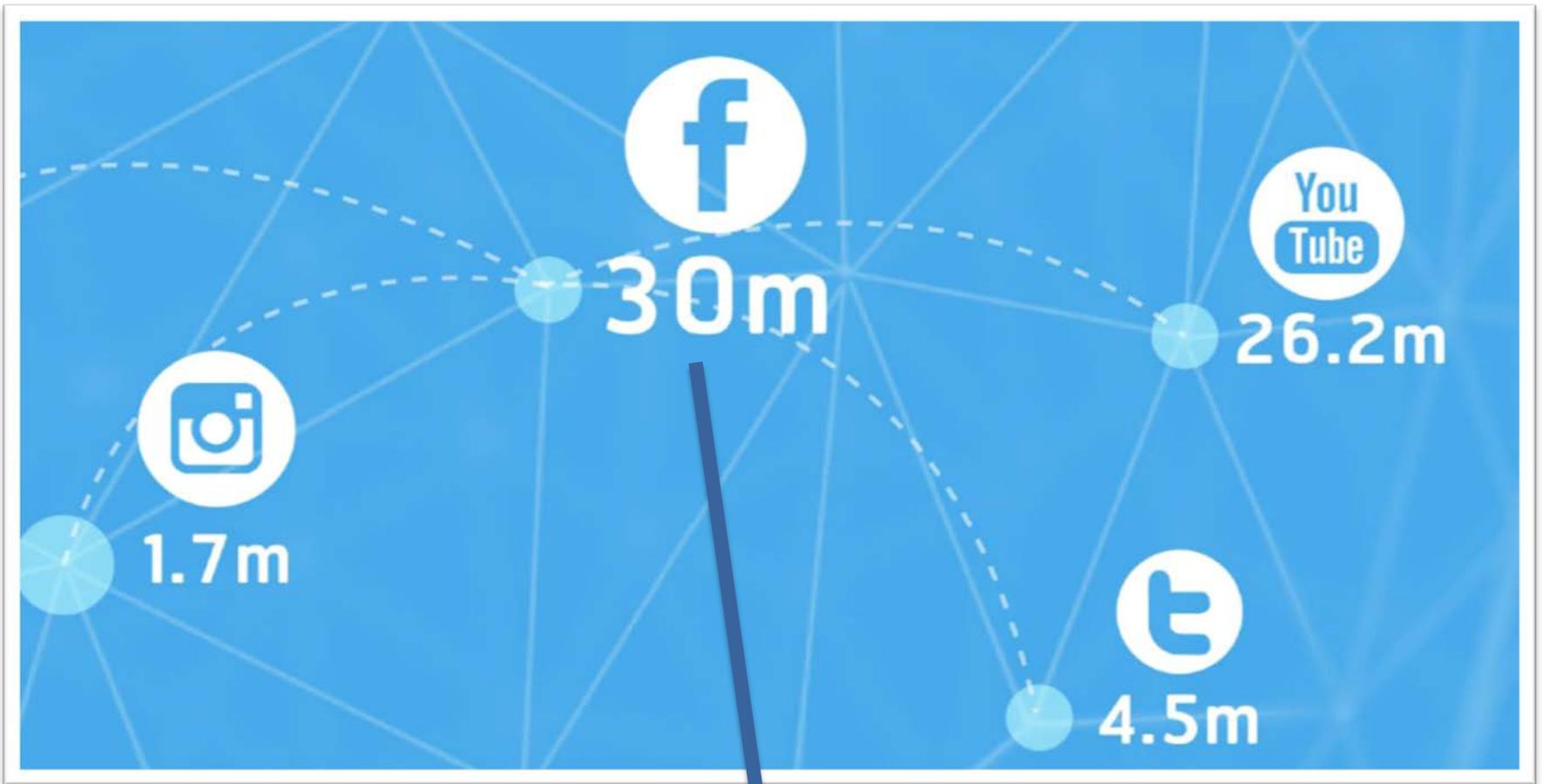
1.  
Website  
Marketing

2.  
E mail  
Marketing



3.  
Social  
Marketing





Branding via Facebook

I joined this workshop with 15,000 baht for 1 day.  
Professional Branding on Facebook



10%

# Facebook Page => DrNoi.com

19 April 2014



ส่งข้อความ

โพสต์ รูปภาพ กิจกรรม โปรโมท

อัตราการใช้ตอบ 76%, เวลาในการตอบกลับ 8 ชั่วโมง

โต้ตอบให้รวดเร็วขึ้นเพื่อให้ได้รับแถบป้ายนี้

ส่งข้อความ 0 คลิกในช่วง 7 วันที่ผ่านมา

โปรโมทเพจของคุณด้วยงบ ฿177 เข้าถึงผู้คนมากขึ้นใน ไทย

7,540



400,000 bottles



## 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**





1.

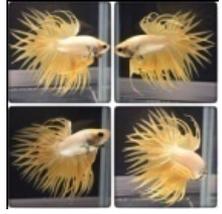
- Product
- Picture
- Product Code
- Post



2.



- ชื่อที่จะใช้ใน Aquabid
- ใส่ E-mail Address
- ใส่ ชื่อ-นามสกุล จริง
- ใส่ ที่อยู่ ควรเหมือน pay pal
- เช็ค / เพื่อแสดงว่ากรอกข้อมูลถูกต้อง

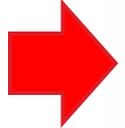


# Online market Model

6.

- Julie ,California USA, May28.
- Jessie,Florida USA, May28.
- Jacky, CHINA,Taiwan . May29.
- Siamgoldfish, SINGAPORE . June2.
- Kooyang ,Minisota USA, June 4.
- Linda Olson ,Colorado USA, June 5.
- Jan Sabbman , GERMANY +EU, July.9.
- Hang Pham , CANADA July ?.
- Lisa Bradshaw , England July ?.
- Hang Pham , Australia July ?.

Berry Group  
Shipping update  
MAY#2



7.

สวัสดี คุณ Gidabettafarm  
เราเพิ่งส่งใบแจ้งหนี้ (0001) ของคุณในชื่อ Kelli Abbott โปรดทราบว่าคุณจะได้รับอีเมลแจ้งเตือนการชำระเงินในไม่กี่วันของคุณ

ดูใบแจ้งหนี้ของคุณ  
ข้อความถึง Kelli Abbott  
Thank you for buying my betta .He's going to have a great home after a long trip.I'll take care the Dumbo Ironman until to you hands. Congratulations from Gida bettafarm. Betta is delivered by shipping:Julie Tran #CA E-Mail : flowerhornsfrombeyond@yahoo.com Thank you.

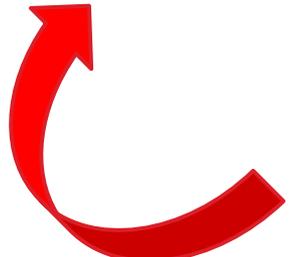
สรุปข้อมูลของใบแจ้งหนี้ของคุณ  
ส่งไปยัง Kelli Abbott  
kelli.abbott@yahoo.com  
ส่งมาจาก Gidabettafarm  
jsriwat@gmail.com  
หมายเลขใบแจ้งหนี้ 0001  
วันที่ครบกำหนดชำระเงิน 01 มิ.ย. 2016  
จำนวนเงิน \$45.00 USD  
ดูใบแจ้งหนี้ที่ผู้รับของคุณจะเห็น  
PayPal

5.



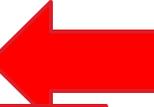
noidof@gmail.com  
รหัสผ่าน  
เข้าสู่ระบบ  
ถ้าคุณมีปัญหากับการชำระเงิน  
สมัครสมาชิก

- Linda , Kooyang,Jessie,Julie USA 100฿
  - Jan Sabbman , GERMANY +EU, 120 ฿
  - Jacky, CHINA,Taiwan - Free.
  - Siamgoldfish, SINGAPORE , 100 ฿
  - Hang Pham , CANADA 20฿
  - Lisa Bradshaw , England 20฿
  - Hang Pham , Australia 20฿
- Berry  
คำสั่งสั่ง  
ฝั่งไทย



4.

Bidding Winner



# Worldwide market

3.



# Aquabid = Online worldwide market



**Saturday Night Express Auctions**  
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All Categories for Search Advanced Search

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Ending Soon   
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One Hour Auctions 

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**FRESHWATER FISH**  
Anabantoids  
Non-Bettas  
Bettas  
Crowntails  
Deltas / Super Deltas  
Double Tails  
Halfmoons  
Halfmoon Plakats  
Veiltails  
Plakats  
Wild Types

Arowana  
Catfish  
Corydoradinae  
Plecostomus  
Others  
Characins  
Cichlids  
African  
Malawi  
Haplochromines  
Mbuna  
Peacocks  
Others  
Tanganyika  
Victoria  
Western  
Central America  
South America  
Angelfish  
Apistos  
Discus  
Other  
Cyprinids  
Flowerhorn  
Goldfish  
Guppies  
Invertebrates  
Killifish  
Killifish  
Killifish Eggs  
Koi  
Livebearers

**SALTWATER FISH**  
Marine Fish  
Corals/Invertebrates  
Live Rock/Live Sand

**AQUARIUM PLANTS**  
Assortments/Packages  
Bunch  
Floating  
Moss  
Rooted  
Pond

**OTHER**  
Books/Magazines  
Breeding Supplies  
Cleaning Chemicals/Tools  
Decorations  
Driftwood  
Filter Media  
Fish Themed  
Merchandise  
Medications  
Miscellaneous  
Plant Accessories  
Pond & Water Gardening  
Posters  
Saltwater Accessories  
Shipping Supplies  
Test Kits  
Water Conditioners

**AQUARIUM EQUIPMENT**  
Air Pumps  
Aquarium Furniture  
Aquarium Heaters  
Aquariums & Tanks  
1-5 Gallons  
6-10 Gallons  
11-30 Gallons  
31-55 Gallons  
56-100 Gallons  
100+ Gallons  
Multiple  
Filters

G+1 575

**FishBookStore.com**  
Aquarium Fish, Books, Plants and Supplies



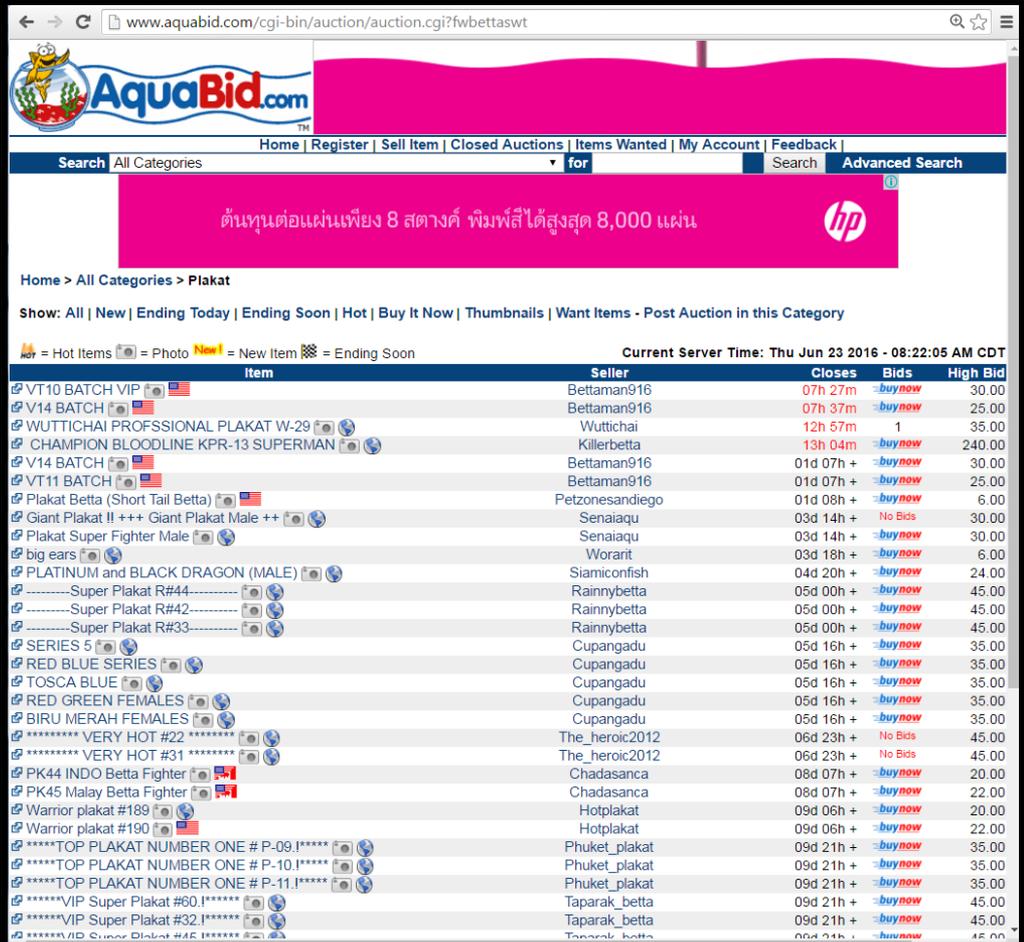
ต้นทุนต่อแผ่น  
เพียง 8 สตางค์  
พิมพ์สี  
ได้สูงสุด  
8,000 แผ่น

AquaBid.com Store  
Shirts, Mugs, Mouse Pads,  
Hats, and a few other things.

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AquaNetwork Websites

www.aquabid.com/cgi-bin/auction/auction.cgi?fwbetaswt

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ต้นทุนต่อแผ่นเพียง 8 สตางค์ พิมพ์สีได้สูงสุด 8,000 แผ่น 

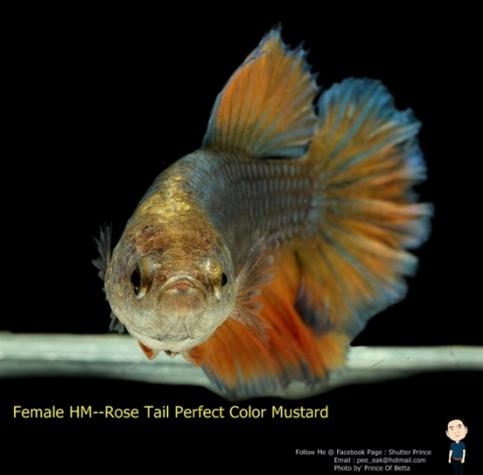
Home > All Categories > Plakat

Show: All | New | Ending Today | Ending Soon | Hot | Buy It Now | Thumbnails | Want Items - Post Auction in this Category

 = Hot Items  = Photo  = New Item  = Ending Soon

Current Server Time: Thu Jun 23 2016 - 08:22:05 AM CDT

Item	Seller	Closes	Bids	High Bid
VT10 BATCH VIP	Bettaman916	07h 27m	-buy now	30.00
V14 BATCH	Bettaman916	07h 37m	-buy now	25.00
WUTTICHAH PROFESSIONAL PLAKAT W-29	Wuttichai	12h 57m	1	35.00
CHAMPION BLOODLINE KPR-13 SUPERMAN	Killerbetta	13h 04m	-buy now	240.00
V14 BATCH	Bettaman916	01d 07h +	-buy now	30.00
VT11 BATCH	Bettaman916	01d 07h +	-buy now	25.00
Plakat Betta (Short Tail Betta)	Petzonesandiego	01d 08h +	-buy now	6.00
Giant Plakat II +++ Giant Plakat Male ++	Senaiqu	03d 14h +	No Bids	30.00
Plakat Super Fighter Male	Senaiqu	03d 14h +	-buy now	30.00
big ears	Worant	03d 18h +	-buy now	6.00
PLATINUM and BLACK DRAGON (MALE)	Siamiconfish	04d 20h +	-buy now	24.00
-----Super Plakat R#44-----	Rainnybetta	05d 00h +	-buy now	45.00
-----Super Plakat R#42-----	Rainnybetta	05d 00h +	-buy now	45.00
-----Super Plakat R#33-----	Rainnybetta	05d 00h +	-buy now	45.00
SERIES 5	Cupangadu	05d 16h +	-buy now	35.00
RED BLUE SERIES	Cupangadu	05d 16h +	-buy now	35.00
TOSCA BLUE	Cupangadu	05d 16h +	-buy now	35.00
RED GREEN FEMALES	Cupangadu	05d 16h +	-buy now	35.00
BIRU MERAH FEMALES	Cupangadu	05d 16h +	-buy now	35.00
***** VERY HOT #22 *****	The_heroic2012	06d 23h +	No Bids	45.00
***** VERY HOT #31 *****	The_heroic2012	06d 23h +	No Bids	45.00
PK44 INDO Betta Fighter	Chadasanca	08d 07h +	-buy now	20.00
PK45 Malay Betta Fighter	Chadasanca	08d 07h +	-buy now	22.00
Warrior plakat #189	Hotplakat	09d 06h +	-buy now	20.00
Warrior plakat #190	Hotplakat	09d 06h +	-buy now	22.00
*****TOP PLAKAT NUMBER ONE # P-09.I*****	Phuket_plakat	09d 21h +	-buy now	35.00
*****TOP PLAKAT NUMBER ONE # P-10.I*****	Phuket_plakat	09d 21h +	-buy now	35.00
*****TOP PLAKAT NUMBER ONE # P-11.I*****	Phuket_plakat	09d 21h +	-buy now	35.00
*****VIP Super Plakat #80.I*****	Taparak_beta	09d 21h +	-buy now	45.00
*****VIP Super Plakat #32.I*****	Taparak_beta	09d 21h +	-buy now	45.00
*****VIP Super Plakat #45.I*****	Taparak_beta	09d 21h +	-buy now	45.00



Female HM--Rose Tail Perfect Color Mustard

Female HM--Rose Tail Perfect Color Mustard

Female HM--Rose Tail Perfect Color Mustard

Follow Me @ Facebook Page : Shutter Prince  
Email : prince@shutterprince.com  
Photo by : Prince Of Betta



AB AquaBid.com - Item # fw: X    f (98) Facebook    AB AquaBid.com - Closed Auction X

www.aquabid.com/cgi-bin/auction/closed.cgi?view\_closed\_item&fwbettashm1466730018




กรุงเทพ ไป เชียงใหม่  
เชียงใหม่

**B455.89**

เที่ยวเดียว



ภูเก็ต ไป กรุงเทพ  
กรุงเทพ

**B395.08**

เที่ยวเดียว

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**+++++++Female-HM-Rose-tail-color-Mustard+++++++**

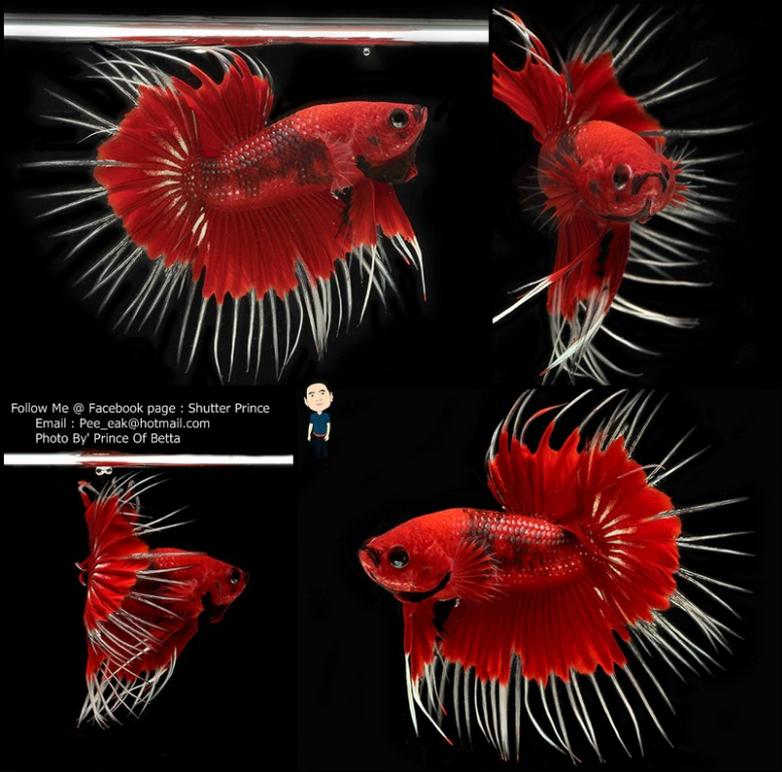
**Item #1466730018**

**Current Auction Time:** Thu Jun 23 08:28:18 2016



Final:	\$40.00	First Bid	\$30.00
Time left	00:00	# of Bids	1 (bid history)
Started	Jun 22 2016 - 08:00:18 PM	Location	muang Nakhonpathom 73000 Thailand
Ends	Jun 23 2016 - 08:00:18 PM		
	<b>Auction Closed</b>		
Seller	Princeofbetta (3/3) (View seller's feedback) (view seller's current auctions) (ask seller a question)		
High Bidder	Reardonpm (1/1)		
Payment	See Item Description, PayPal		
Shipping	Will Ship Internationally See Item Description		

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.



Follow Me @ Facebook page : Shutter Prince  
 Email : Pee\_eak@hotmail.com  
 Photo By Prince Of Betta



AB AquaBid.com - Item # fwi: x Facebook (97) Facebook AB AquaBid.com - Item # fwi: x

www.aquabid.com/cgi-bin/auction/auction.cgi?fwbettsact&1466780409

**Bid History:**

Bidders	Bid Time	Bid	Comments
Reardonpm (1/1)	Thu Jun 23 2016 - 01:16:25 AM CDT	\$50.00	

Currency Converter

**Place A Bid**

User Name:  Registration Required. It's FREE!  
 Password:  Forgotten Yours?  
 Current Bid: \$50.00  
 Bid increment: \$1.00  
 Minimum Bid: \$51.00  
 Your Maximum Bid:

Please type only numerals and the decimal point.  
 Do not include a dollar sign ('\$') or commas (',').

Enter the highest price you'd pay for this auction.  
 AquaBid.com will bid on your behalf up to your maximum 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.**  
 Placing a bid is a binding contract in many states. Do not bid unless you intend to buy this item at the amount of your bid.

**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**

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

can also use this to delete an auction.

Password (forgotten it?)

# Social Network have brought customers to their farms.



# Facebook Groups make woman networking strong

facebook | join our group +





# DrNoi.com : Gateway to Farmer

19 April 2014



A screenshot of a Facebook post from the page 'DrNoi.com'. The profile picture shows a man in a military-style uniform. The cover photo is a large group of people at an event. The post text includes: 'สร้างชื่อผู้ใช้ของเพจ', 'ส่งข้อความ', 'อัปเดตการโต้ตอบ 76%, เวลาในการตอบกลับ 8 ชั่วโมง', 'โต้ตอบให้รวดเร็วขึ้นเพื่อให้ได้รับแถบป้ายนี้', 'ส่งข้อความ 0 คลิกในช่วง 7 วันที่ผ่านมา', and 'โปรโมทเพจของคุณด้วยงบ ฿177 เข้าถึงผู้คนมากขึ้นใน ไทย'. The number of likes is 7,540.



19 September 2015



มูลค่าการส่งออกปลากัด  
น่าจะอยู่ที่ประมาณ  
1 พันล้านบาทต่อปี



เรื่องจริง ยิงต้องเล่า  
FACT FICTION

ดร.อมรรัตน์ เสริมวัฒนากุล  
ผู้เชี่ยวชาญด้านสัตว์น้ำและพรรณไม้น้ำสวยงาม

ปลากัดแห่งสยาม SIAMESE FIGHTING FISH  
ทุกวันจันทร์ เวลา 21:10 - 22:00 น.

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](http://DrNoi.com)

