

# Pha Khao Lao



*Reconnecting Lao people back to the food they produce, process and consume*



ພາເຂົ້າລາວ  
Pha • Khao • Lao

## The Pha Khao Lao Team

### Michael Victor

Chief Technical Advisor - The  
Agrobiodiversity Initiative



### Manoluck Bounsihalath

National Agriculture and  
Forestry Research Institute  
Head of ICT Unit, Vientiane,  
Laos



### Dr Vichith Lamxay

National University of Laos,  
Faculty of Natural Science,  
Biology Department Assoc.  
Prof. Ph.D.



### Simone Vongkhamho

Senior Researcher



### Keooudone Souvannakhoumane

Researcher Botanist - The  
Agrobiodiversity Initiative



### Vilaylack Khounvisith

Media and IT - The Agro-  
Biodiversity Initiative



### Chintanaphone Keovichith

Deputy Manager and Online  
Platform moderator for  
LaoFAB, LaoLink, Lao44,  
Click Information for  
Development



### Chinda Milayvong

Communication Manager -  
The Agro-Biodiversity  
Initiative



### Noudsavanh Pheuangsavanh

Communication Officer  
Organization: Land  
Information Working Group  
(LIWG)



### Komkeo Sibounwang

IT Technical and Trainer  
Center for Agriculture and  
Forestry Information and  
Communication





# Agro-Biodiversity and Sustainable Food systems – two competing visions

Industrial food system



Leads to high input  
mono-cropping,  
excessive pesticide use



Healthy, resilient landscape



Imported, processed, mass produced,  
low nutritional value food



Balanced diet, high nutrition based on local  
biodiversity



ພາຂ້າລາວ  
Pha Khao Lao

# PhaKhao Lao gets to important Food system themes

- **Contribute to food security and nutrition sensitive agriculture:** Improve diets based on local Lao products that are readily available
- **Contribute to growing awareness about food:** Lao Farmers, Urban people and youth are more connected, linked and social
  - Promote high value nice market products
  - Interested in healthy diets, food sources
  - Lao Pride
- **Indigenous knowledge and products** Focus on linking generations – we have incredible knowledge base that is quickly getting lost
- **Changing the way we thinking about food:** To promote ABD need to change perceptions and attitudes and need to look beyond technical information.



# PhaKhao Lao represents a new way of thinking and working

---

- Inspirational new ideas (business, careers, etc.)
- Entertaining stories, recipes, how to video
- High quality info about ABD products and usage
- State of the art technology
- Appeals to Lao national pride
- Partnerships with restaurants, private sector and farmer groups





## Mission

---

*Highlight the importance of **agrobiodiversity for sustainable development** in LAO PDR as well as **provide practical resources** for students, academics, policy makers, development professionals and the private sector.*



# Key target groups

- **KhuanJai**
- **Easy to find for studies (Discovery)**
- **Business information – business basics (Share)**
- **How to get money?**
- **Feature a story (Inspire)**
- **Show a good future for agricultural students (Inspire)**
- **Provide a space to share ideas (Share)**



## Phet /Sack

- **Provide a space for her to share**
- **her research findings / publications (Share)**
- **Help her to find funding opportunities (Discover)**
- **Help her to find partners to collaborate with (Share)**
- **Help her to connect with the private sector? Company? (Discover)**



## Nali (Somjay)

Inspiring or motivational video/article about Lao people – success in business, ideas, information (Inspire)  
Articles about recipes (video), traditional Lao dishes (Inspire / Discover)  
Information about nutrition, medicinal plants. (Discover)  
Stories about ABD products (value, processing) (Inspire) Help connect to network of others with information related to ABD (Share)



## Nang (Sone)

Provide marketing information (Discover)  
Community network connections – farmer -> Community -> trader) (Share)  
Provide contacts for extension worker, technical skills, farmer – where to meet each other (Share)  
Improve community management – information exchange, partnerships, ownership (Share)



# Stats (August to October)

- Phakhao Lao website (August – Oct. 18)
  - 37,633 page views
  - 6,000 unique users
- You-tube –
  - 1500 views
  - 250 subscribers
- Facebook
  - 2,100 Followers
  - More than 300 shares and comments



## Laos launches website to promote and preserve traditional food and farming

Michael Taylor

3 MIN READ



KUALA LUMPUR (Thomson Reuters Foundation) - Restaurateurs and entrepreneurs can now tap into Laos' rich food and farming culture, with the launch of a website dedicated to preserving traditional recipes and agricultural practices before they die out.

The website highlights Laotian products like forest honey, and river weed that is pressed into sheets and dried to make a crispy snack, according to Michael Victor, who runs the Agro-Biodiversity Initiative, which helps fund the project.



ພາຂ້າລາວ  
Pha·Khao·Lao



# Current Partnerships



Food and Agriculture  
Organization of the  
United Nations



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation (SDC)



- **Coordinating partner** = support oversight, contribute to the portal, help review article, potentially contribute resources – financial or staff time
- **Knowledge partner** = provides specific information and materials and support, promote the portal in their work areas
- **Expert contributions** = individuals interested to support, review, provide information, senior experts



ພາຂ້າລາວ  
Pha Khao Lao

# Take a look inside

- <https://www.youtube.com/watch?v=3yask13xeto>



Thank you

Join us at: [www.phakhaolao.la](http://www.phakhaolao.la)

Facebook: <https://www.facebook.com/Phakhaolaoplatform/>



ພາຂ້າລາວ  
Pha • Khao • Lao