Coconut Oil Production & Marketing

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Coconut Oil Artisan
Coconut oil has been described as the “World's Healthiest Dietary Oil”. There is a mountain of historical evidence and medical research to verify this fact.

— Bruce Fife
The Return to Glory of Coconut Oil

1930
Coconut oil very popular and highly demand in US

1980
Saturated fat have been blame bad for health

2001
The Healing Miracles of Coconut Oil, Bruce Fife

2020
Pandemic boost demand of natural anti viral product
Virgin Coconut Oil Processing (dry)

Fresh Coconut
VCO using fresh coconut meat, not copra

Press
Removing oil by pressing the materials

Coconut flake / powder
Despite being red, Mars is actually a cold place

Packaging
Product Quality Standard and delivery to customer
**VCO Cold Press (Dry Process)**

Pro: Simple, can be done at home/by farmers, no need of electricity power

Cont: Manual process, difficult to control, extra monitoring temp and contamination
Coconut oil industry (Dry Process)

Mostly do by industry which making coconut powder.

Some factory also use this method for making coconut cooking oil from copra with RBD process.
Virgin Coconut Oil Processing (wet)

- **Fresh Coconut**: VCO using fresh coconut meat, not copra
- **Coconut Milk**: Despite being red, Mars is actually a cold place
- **(1) Centrifuge**: Separate water and oil by mechanical
- **(2) Fermentation**: Separating by activity of microorganism
- **Packaging**: Product Quality Standard and delivery to customer
VCO Fermentation (Wet Process)

Pro: Simple, can be done at home/by farmers, no need of electricity power

Cont: Can't control bacteria, unstable product, not efficient in large scale
VCO Centrifuge
(Wet Process)

Pro: Stable quality, very low heat and minimal contamination.

Con: Need electricity, suitable for medium business (batch centrifuge) or factory (continuous).
PRODUCTION CONCERN

1. Taste And Aroma
   Food product especially for edible must be delicious

2. Quality Of VCO
   ICC regulated standard for content analysis of VCO product

3. Certification
   Follow local FDA to maintain hygiene, GMP and HACCP. Halal and organic will be plus

4. Cost Benefit Analysis
   How to create more value chain from farm to product.
Case Study: Vico Bagoes

From Tomohon To Life Purpose
Dr. Zainal Gani (founder)
PILLARS

INTEGRATED FARM
Creating sustainable farm: organic fertilizer, cross cropping (coffee, avocado, vegetable), cows, goat, catfish and chicken

GREEN PRODUCTION
Create high quality product, selecting good materials, develop other product (charcoal, nata de coco, yogurt).

POSITIVE COMMUNITY
Continues learning and improvement. Win-win collaboration and give benefit to all stakeholders.
Integrated Coconut Farm
COCONUT OIL REBORN!
Remember Back After Forgot
Saturated Fat Black Campaign

This was media in 1961 and 1984.
But now...

This was media in 1999 and 2014.
**4 Factors Boost VCO Market**

1. **Natural Trend**
   Back to nature in diet and cosmetic drive demand of coconut oil

2. **COVID**
   During pandemic, people looking for good food to increase immunity

3. **New Research**
   Many books and research published that coconut oil is very good for health

4. **Social Media**
   Many influencer and internet informed the benefits of using coconut oil
NOW WE CAN FOUND 100+ NEW BRAND OF VIRGIN COCONUT OIL IN MARKET

From Food -> Supplement -> Therapy
MARKETING INSIGHT

1. JUST BEGINNING
   We have to aware of hype and short term trend

2. NEW OPPORTUNITY
   Coconut oil and other coconut product still need more room for innovation

3. EDUCATE
   The benefit of coconut oil have to promote by all sector, goveernment, private, and other stake holder

4. COMMUNITY & DIGITAL
   Digital business play important role to increase market awareness of VCO
THANKS!

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