


Coconut Oil Production & Marketing

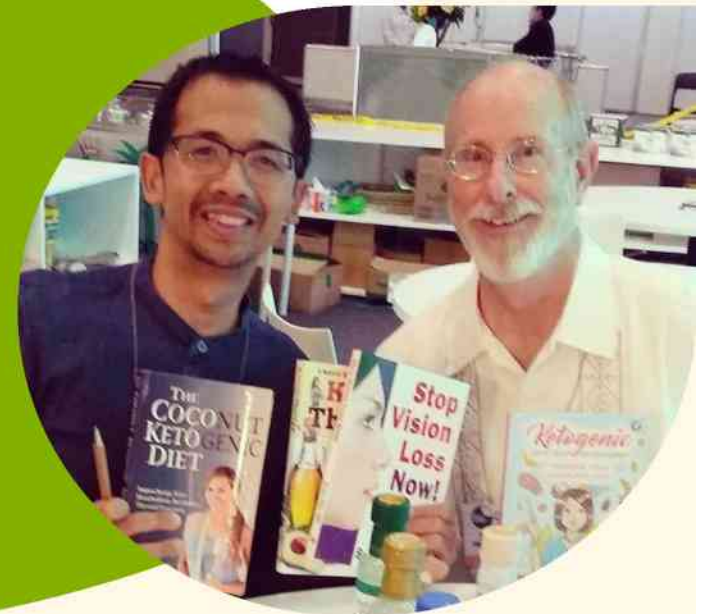
@annasahmad

 Coconut Oil Artisan

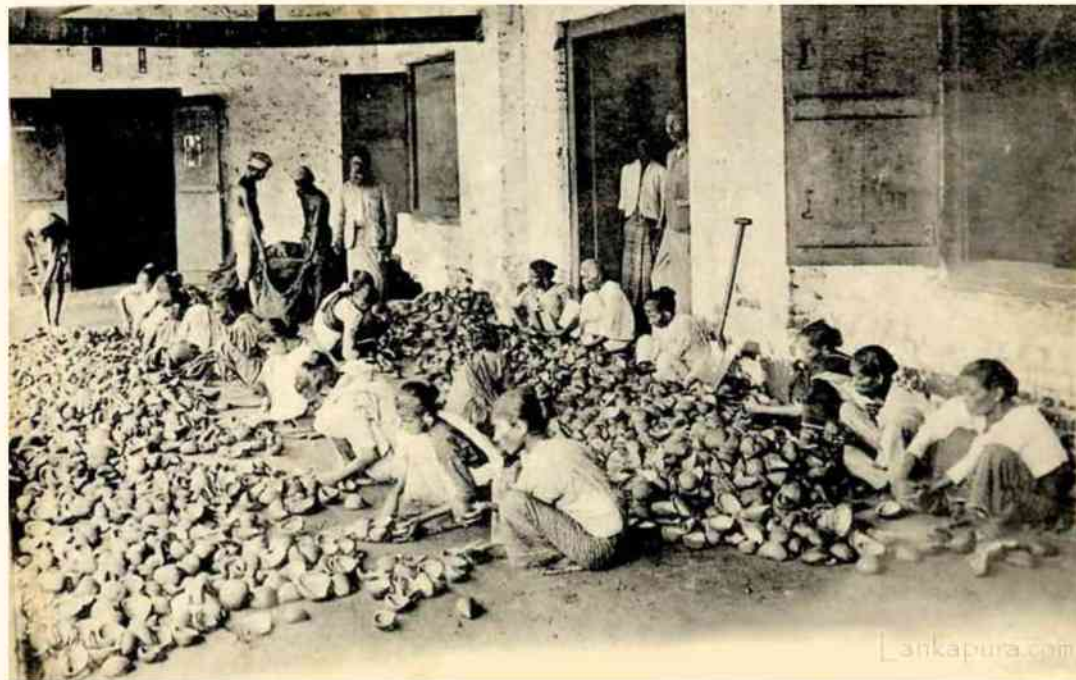


Coconut oil has been described as the “World's Healthiest Dietary Oil”. There is a mountain of historical evidence and medical research to verify this fact.

— Bruce Fife



From Farm To Table



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

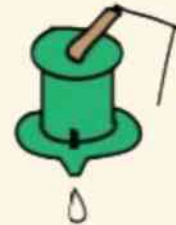
Pandemic boost demand of natural anti viral product



Virgin Coconut Oil Processing (dry)

Fresh Coconut

VCO using fresh coconut meat, not copra



Packaging

Product Quality
Standard and delivery
to customer

Coconut flake / powder

Despite being red, Mars is actually a cold place

Press Removing oil by pressing the materials

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.

Cont : 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 standar 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



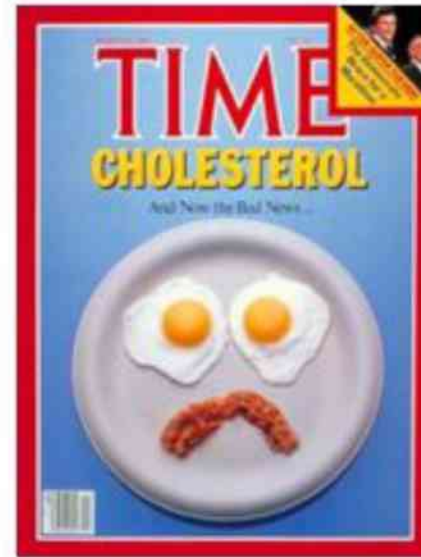
COCONUT OIL REBORN!

Remember Back After Forgot



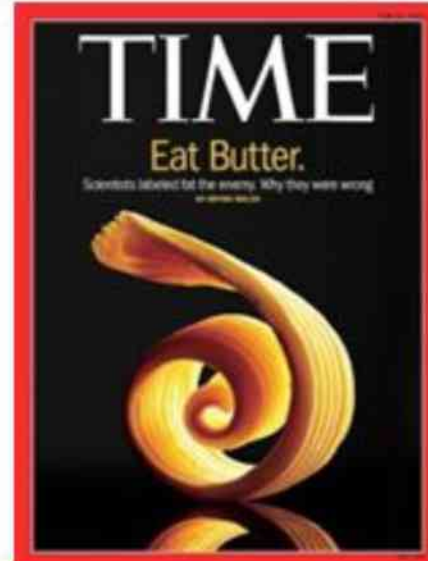
Saturated Fat Black Campaign

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, government, private, and other stake holder

4 COMMUNITY & DIGITAL

Digital business play important role to increase market awareness of VCO





THANKS!

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