

Activity 4**SCRIPT:**

Primary producers can be medium or large farms, and in the case of ASEAN the primary producers are small, family-owned farms. Depending on the size of its business, the primary products are sold and delivered directly or through distributors or wholesalers to food manufacturers, retailers, or restaurants and caterers. In the case of small farms, the primary products are sold to consumers through retailers in traditional markets. Food manufacturers can be large, medium, or small which commonly operate from home. Retailers selling their products, whether primary or manufactured products, in traditional markets is very common in ASEAN countries. Foods from retailers at traditional markets are usually sold to SMEs as raw materials for their food businesses. Small size restaurants and street food vendors that are part of the service sector are generally found in ASEAN countries. They sell foods and beverages prepared and/or sold in the streets and other public places for immediate consumption or consumption at a later time without further processing or preparation.