



สำนักงานที่ปรึกษาการเกษตรต่างประเทศ ประจำกรุงวอชิงตัน ดี.ซี.



MOAC launches “Buy Thai agricultural products, farmers survive, Thailand prospers” campaign to fight against COVID-19 pandemic

Ministry of Agriculture and Cooperatives (MOAC) turns the crisis into opportunities by launching the Thai agricultural products supporting project to fight against COVID-19 pandemic. The campaign is titled "Buy Thai agricultural products, farmers survive, Thailand prospers" with an aim to solving the export crisis under this unprecedented situation on agricultural products such as fresh fruits, vegetables, flowers etc. Organizations within the Ministry, private companies, stores and general public are encouraged to purchase high quality agricultural products directly from local farmers and deliver them to medical staff and their families as gift a of love and care.

Mr. Kemkaeng Yutidhamdamrong, Director-General, Department of Agricultural Extension (DOAE), revealed that COVID-19 outbreak immensely impacted the Thai economy in all sectors as a result of shutdown or halting various economic activities including manufacturing, retailing, international trade shows, transportations, and also agricultural trade. A lot of agriculture products are now in high season but not able to export as planned. Exports to Korea, Japan and Europe require airfreight but flights are not currently operated. Moreover, the domestic market is also slowing down due to low consumers' demand. Consumers turn themselves into purchasing only necessary commodities. These adversely affect farmers because they are unable to sell their products. Fresh produces such as mangoes, mangosteen, grapes, lychees, longan, vegetables and cut flowers are perishable. They need to be distributed to consumers as quickly as possible. Thus, DOAE has turned the crisis into opportunities by establishing the project to promote Thai agricultural products and help out affected farmers. This project will encourage agencies within the Ministry, private companies, stores and general public to purchase high quality agricultural products directly from the farmers. Thus, they will be able to give those agricultural products as a gift to medical staffs, militaries, municipal officials and village health volunteers who have sacrificed themselves to look after their patients. Under this plan, DOAE and other Departments under the Ministry will facilitate networking between local farmers and target buyers.

Mr. Yutidhamdamrong added that the project will break into 4 sub-projects which are;

- 1) Exporting 20 tons of durian and 20 tons of mangosteen to China
- 2) Promoting domestic consumption under the title “Eat Thai First” targeting 111,000 tons of fruits
- 3) GAP certifying of 70,000 farms and GMP certifying of 180 plants
- 4) Seeking new potential markets such as United Arab Emirates, Turkey, and Australia

DOAE will support all actions mentioned above. Regarding “Eat Thai First” project, DOAE has already coordinated with “Talad Thai” a wholesale fruit market and “Home Pro” a superstore to sell 1,200 tons of fruits in their facilities during fruit season. Thailand Post is also collaborating to support farmers through online marketing.

Farmers, particularly those of combined large-scale farming, will be selected to register with Thailand Post in order to distribute 2,000 tons of produces to destinations. The participating farmers will pay only 8 baht/kilogram for shipping, provided that they become members and sell their goods on Thailandpostmart.com platform. The code “DOAE” shall be used during application for further permission to trade online. In addition, DOAE has prepared and launched the website (ตลาดเกษตรกรออนไลน์.com) to stimulate selling of agricultural products. Nine (9) product categories to be traded include vegetables, fruits, ornamental plants, rice and grains, processed foods and beverages, herbs and cosmetics, fabrics and clothing, handicrafts and innovations. The website has begun test run on April 10, 2020.

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<https://www.thailandplus.tv/archives/145173>

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