



## MOAC collaborates with MOC to move the principle of market on produce products based on market demand to launch the application “M-Help Me”



Mr. Alongkorn Ponlabut, Advisor to the Minister, Ministry of Agriculture and Cooperatives (MOAC) released the press on launching the application name “M-Help Me”. According to the “Marketing Leading Agriculture” policy of Dr. Chalermchai Srion, Minister of Agriculture and Cooperatives in order to reform the agricultural sector for farmers to have a better life and create economic stability for the country. MOAC is collaborating with the Ministry of Commerce (MOC) to create “Agriculture Produces, Commerce Markets” strategy. This strategy will look for new markets to sell agricultural products both domestic and international as well as restore themselves from COVID-19 adverse effects. Currently, the food and agricultural products’ demands are increasing around the world. Meanwhile, Thailand has a high potential for agricultural productions include four added-value agriculture products (crops, livestock, fisheries, and processing). MOAC and MOC have a plan for expanding the purchasing power of existing markets and finding new export markets around the world and supporting farmers to produce agricultural products which match with market demands. Thus, farmers will be able to sell their products and have better life. Besides, there are promoting on agricultural cooperatives, communities enterprises, SME groups, small holder farmers groups, and young smart farmers to have other options to sell their raw and processed products through online in accordance with Thailand 4.0 policy.

MOAC, MOC, and the Ministry of Transport (MOT) will focus on the outlet channel for agricultural products which integrated between public and private sectors (total of 30 departments) in order to set up the transportation system for delivering the products throughout the country. On April 9, 2020, there was a signing ceremony on "the Memorandum of Cooperation on Thai fruit transportation management for the products affected by COVID-19" at MOC. This cooperation’s purposes prioritize on fruit transportation management that affected by COVID-19 in order to use the transportation system in Thailand to help distributing fruit productions to markets. These fruits such as durian, mangosteen, rambutan, longkong, lychee, longan, mangoes and grapes including other fruits are economic crops from direct sources. The cooperation aims to create fastest transportation system linking farmers or manufacturers to consumers who live in

country and abroad through logistics system such as air, land and sea as well as transportation of products at various locations by selling them on online markets.

"M-Help Me is an online platform for Thai people aiming at promoting agricultural products for consumers under three policies (Agricultural Technology 4.0, Marketing leading Production, and Agriculture Produces, Commerce Markets). M-Help Me platform will be an important tool for the country to help farmers sell their agricultural products both domestic and international. This platform will help establish networking between entrepreneurs, SMEs and manufactures in agricultural sector and the markets both domestic and international. It will strengthen our country, despite COVID-19 pandemic, to become one of the top ten largest food exporting countries in the world as determined by the government. The ultimate goal is for farmers to have more income and better lives." Mr. Alongkorn.

Mr. Prasit Jeawkok, president of the project "Return to the Land", the founder of Trade Services and Integrated Products Associations, has signed this Memorandum and will establish their cooperation among agencies responsible for agricultural products. This cooperation will cover from production to consumer as well as support the agribusiness with knowledge of modern technology by developing the online marketing platform system through the "M-Help Me" or "M-Man" application. These systems can process any transaction in one application including buying, selling, shipping, insurance, and online-payment. This application under the project "Return to the Land" is a one-stop services that integrated both government and private agencies with the purposes of reducing the impact of products loss, solving the problem on oversupply on the market, and low price.

Though the crisis from COVID-19 is still adversely affecting the export of agricultural and food products around the world, but the demand for food and agriculture products are still high. It is necessary to create cooperation between government and private sector to help distribute agricultural products and food to consumers by using online marketing channel through "M-Help Me" application.

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