



MOAC promotes mulberry silk products “Thai Silk” through online portal (Lazada and Shopee) to fight against COVID-19



Mr. Alongkorn Ponlabut, Advisor to the Minister, Ministry of Agriculture and Cooperatives (MOAC) revealed that MOAC under the guidance of Dr. Chalermchai Srion, Minister of Agriculture and Cooperatives will implement the principal of “Marketing leading Production”. To do that, MOAC will cooperate with Ministry of Commerce to move “Agricultural Produce, Commerce Markets” model in order to build trust on agricultural products with quality and food safety standard amid COVID-19 pandemic. This crisis has decreased farmers and entrepreneurs in sericulture industry in sales and revenues. Selling product through online marketing might be the good way to respond with consumer’s behavior of this New Normal. For this reason, the Queen Sirikit Department of Sericulture (QSDS) under MOAC has organized sericulture products online marketing. The purposes are to expose sericulture farmers, silk weavers, and sericulture entrepreneurs to more market channels. This will meet consumers’ changing behavior. This will help generate income for farmers during COVID-19. Thailand produces around 6 million meters / year of silk, worth 6,000 million Baht for 60,000 sericulture farmers.

Mr. Wasan Nuphirom, Director-General of QSDS, said that QSDS has launched “Thai Silk Online” on Facebook and Instagram to be the national center for sericulture products. Moreover, they also open other popular online shopping channels such as Lazada and Shopee to enable sericulture farmers, silk weavers, and sericulture entrepreneurs to have more market channels in response to online shopping behavior during COVID-19. There are 2 distribution channels for sericulture products online. First is direct sale through QSDS on website “www.thaisilkonline.com”, Facebook “Thai Silk Online”, and Instagram “[thai.silk.online](https://www.instagram.com/thai.silk.online)”. Second is selling through popular marketplaces namely “Lazada” and “Shopee”, which will display the

details of their silk products such as product images, prices, quantity, and product features in details.

QSDS will identify the availability of sericulture products from sericulture farmers, sericulture community enterprise groups, silk weavers and sericulture entrepreneurs producing silk threads and silk fabrics (plain, mud-mee silk or silk woven by other techniques). These include Thai silk certified by the Royal Peacock brands which are classified into four classes, gold, silver, blue and green. Thai silk can be made into modern style costumes for daily use by all ages. Sericulture processed products include cosmetics and dietary supplements are registered and approved by Thai Food and Drug Administration (FDA). QSDS will deliver these products to the national center established by the Department for collection and distribution. The products will then enter into online marketing channels. For more information, please contact the Queen Sirikit Sericulture Regional Offices (Regions 1 – 6) or the Queen Sirikit Sericulture Centers (21 Centers) nationwide and the Sericulture Business Promotion Department, Tel. 02-9406564 ext. 23.

Source

<https://www.facebook.com/384313785106079/posts/1357426791128102/?d=n>

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