



“Safe Fish Market” launched at Talad Thai Market



MOAC joined Talad Thai Market in launching “Safe Fish Market-GAP” with an aim to help aquaculture farmers in the COVID-19 era. This will become a new hub for seafood wholesale to support farmers.

On January 20, 2021 Mr. Chalermchai Sri-on, Minister of Agricultural and Cooperatives, presided over at the opening ceremony “Safe Fish Market-GAP” at Talad Thai Market, Khlongluang, Phatumthani province. The initiatives are under the Promotion and Development of Safe Fish Market Project. The Minister was welcomed by Mr. Meesak Phakdeekong (Director-General of Department of Fisheries), Mr. Chokchai Kholsrichai (Managing Director of Thai Agro Exchange., Ltd Talad Thai Market) together with president of Thai Aquaculture Association (freshwater prawn farmers representative), chairman of the Chachoengsao Shrimp Farmers Club and the president of Thai Fish Farmers Association. Mr. Chalermchai Sri-on said that all parties are working together to help aquaculture farmers affected by COVID-19 by providing a marketplace in Talad Thai free of charge for selling and distributing for freshwater prawn, vannamei shrimp, and seabass for three

months starting from January 20, to April 20, 2021. Department of Fisheries (DOF) and Provincial Commercial Offices nationwide have been assigned to provide marketplaces for the farmers. To date, 300 tons of seafood value at 50 million Bath have been sold. The Marketing Organization of Farmers (MOF) has recently been designated as another sales channel.

In the future, the Safe Fish Market-GAP will become the new wholesale fish market for the country. The location at Talad Thai is ideal and considered all-in-one. The goods can be distributed to the customers in the Northeast and the North including large modern trades. In the long run, this project will help the farmers to develop their own marketing skills. The farmers will learn the new concepts of agricultural management by planning the production to meet market demand. This will help resolve price falls, oversupply, high production costs and lead to the “Marketing Leads Production” model.

Mr. Chokchai Kholsrichai, Managing Director of Thai Agro Exchange Co., Ltd (Talad Thai) said that the area over 7,750 square meters in Talad Thai has been improved and equipped with necessary facilities to meet with DOF’s requirements. Sale and Distribution systems are strengthened to prevent the spread of COVID-19. The QR code system is utilized to enable traceability.

Currently, there are more than 200 farmers from 5 provinces which are Ratchaburi, Nakhornpratom, Suphanburi, Kanchanaburi and Chachoengsao selling their fish at the market. They are freshwater prawn, vannamei shrimp and seabass farmers. All of the participating farms are DOF-GAP certificated farms to ensure consumer’s confidence. At this stage, the market is open only for wholesale starting 5 tons per day and will be increased if demand arises.

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