



Agriculture and Commerce Made “Quick Win” through Capacity Building and Improving Agriculture Commodities to Meet Market Demand



Ministry of Agriculture and Cooperatives (MOAC) and Ministry of Commerce (MOC) are driving the strategy “Market Leads Production” by setting up several subcommittees and working groups to create a plan to drive the development of people and products in the four agricultural product groups to meet the market needs. A central platform "Agriculture Produces, Commerce Markets" will be built to increase the confidence in quality, safety and traceability to satisfy both domestic and international consumers.

On April 23, Dr. Chalermchai Sri-on, Minister of Agriculture and Cooperatives, revealed that MOAC together with MOC have appointed a joint committee to drive the strategy “Market Leads Production”. Four sub-committees are also established, consisting of 1. The sub-

committee on driving the creation and use of data from the same database (Single Big Data) in order to develop a database system that is inter-connected and able to meet the needs of users with easy access, convenience and fast response 2. The sub-committee on driving the construction of a central platform "Agriculture Produces, Commerce Markets" by setting the main goal to achieve more trading of agricultural products both domestically and internationally.

3. The sub-committee on building the confidence in quality, safety and traceability aiming to raise the level of Thai agricultural and food products to the minimum standards required by the market and 4. The sub-committee on driving the development of people and products to meet the needs of the market. Guidelines for improving the quality of agricultural products, including developing training courses for personnel to respond to the needs of the market in the future will also be established.

Mr. Kemkaeng Yuthidhamdumrong, Director-General, Department of Agricultural Extension, added that the Sub-committee on driving the development of people and products to meet market needs has approved the appointment of a working group to prepare an action plan to drive the development of people and products of 4 groups in 4 product groups.

The product groups consist of 1. Rice, field crops and horticulture 2. Fruits 3. Livestock products and 4. Fishery products. The working group to formulate an action plan to drive the development of people and rice, farm crops and horticulture, agreed to aim 3 target product groups, namely rice, cassava and natural rubber. Rice and cassava are the pilot products (Quick win) in the formulation of such action plans. The potential of entrepreneurs and exporters to support modern trade will be developed. The competitiveness of agricultural commodities and products to meet the needs of both domestic and international markets will be strengthened. The adoption of technology to increase competitiveness is encouraged. Incentives will be given for the new generation to turn to farming. The utilization of agricultural waste to produce innovative products will be promoted. Teaching and learning courses in educational institutions will be developed. Developing skills and building knowledge in various fields such as offline, online marketing strategy, product development and branding etc. will be implemented.

The working group has created an action plan to drive the development of people and fruits. The 4 target fruits are durian, mango, mangosteen and longan. The guidelines for human development to be able to produce quality products that meet the standards will be laid down. There will be an appropriate post-harvest management system for durian, mango, mangosteen and longan. Strengthening farmers and farmer organizations and developing farmers to become agricultural entrepreneurs will be conducted. Knowledge of value-added creation and processing of agricultural products and access to innovation and modern agricultural technology will be gained. The working group has identified durian as a pilot product (Quick win) for the years 2021 - 2022 during the preparation of the action plan. The plan will focus on preventing and solving the problem of inferior durian entering the market (Eastern region). Before the fruit season begins, training and development will be provided for governmental staff and durian farmers at all levels including harvesters, sorters, farmers' institutions, community enterprises, smart farmers, young smart farmers, packing houses and the Durian Federation, etc.

For the working group on establishing an action plan to drive the development of people and livestock products, 6 target commodities are identified which are milk, beef, pork, broilers, chicken eggs and goat meat. Guidelines for human development to gain knowledge, technology and innovation that can produce quality products that meet the standards will be established. Livestock products will be developed as value added products to meet market demand. The working group has created an action plan to drive the development of people and fishery products. Two types of target products which are white shrimp and lobster are agreed upon. The development approach starts from upstream, mid-water and downstream, enhancing the productivity of farmers in accordance with the production standards set by laws and regulations. Breeding in accordance with the market demand will be developed.

The meeting has assigned to the working group to better improve the action plan to drive the development of people and products, by dividing the people in the agricultural sector in the future of Thailand into 4 groups: 1. Sufficiency Economy / Basic Group / Conservation Group 2. A group of people who process agriculture products 3. Users of agricultural products /

consumers and 4. Academic groups, civil society (NGO) to formulate a plan for the development of future agricultural manpower.

Source:https://siamrath.co.th/n/238076?fbclid=IwAR3Bwj0pJuzvh7Wm2LJOqyPtXBTEv5T6HKDKn4667v8E_S-wlFwdM2yb4mM

Tentative translation by Office of Agricultural Affairs, Washington D.C.

May 2021