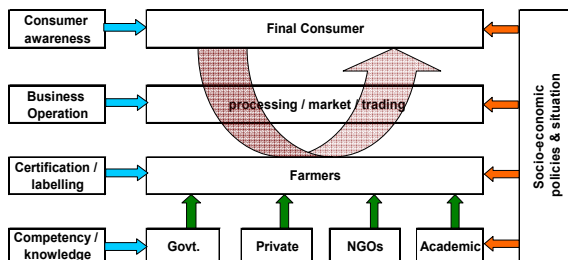


Organic Development Model & Reality

Vitoon Panyakul
Green Net / Earth Net Foundation



Structure and Mechanism for Organic Agriculture Development



General Policies

- Organic Agriculture National Agenda (84 m rai reduced agrochemical and 1 m rai organic)
- National Social and Economic Development Plan support sustainable agriculture



Consumer Awareness – Pull Factor

- Direct benefits
- Indirect benefits
- Professional PR
- Need cooperation from retailers
- Ability to differentiate from other products



Consumer Awareness (actual)

- No PR activities targeted at consumers
- Create “Q” mark but using it for GAP and organic



Competency-Knowledge

- Training of extension staffs
- Competency development of supporting organizations
- Research and development
- Organic inputs
- Farmer training
 - Production technology and management
 - Standards and certification requirements
 - Post harvest and supply-chain management



Competency-Knowledge (actual)

- Ineffective govt. extension activities
- Organic input substitutions (poor quality)
- Classroom seminar for producers
- Single crop research (e.g. baby corn, asparagus) no farming system research



Organic Guarantee System

- Harmonized standards
- Single labeling (domestic)
- Support local private certification
- Subsidize certification costs to small-scale producers
- Seal promotion



Organic Guarantee System (actual)

- Multiple standards (e.g. ACFS, DOA, DOF, DOL)
- Multiple labeling (domestic)
- Set up 3 public certifications
- Subsidize certification costs to large-scale producers
- Seal promotion



Business Operation

- Post-harvest management (infrastructure, technology)
- Capitals for producer organizations
- Product R &D (including packaging)
- Quality Assurance of the production chain
- Local producer organizations
- National trader association



Business Operation (actual)

- No activities



Policy Environment

- Kitchen of the world (food export promotion)
- Rising input costs (agrochemicals)
- Several public agencies starts organic programme to seek additional funding from government
- GMO field testing (illegal)
- Ministry of Agriculture & Cooperatives implementing agency



Thank You

vitoon@GreenNetOrganic.com

