



“Chalermchai” ordered “Fruit Board” to drive the “Pre-order” project by joining hands with Thailand Post



Dr. Chalermchai Sri-on, Minister of Agriculture and Cooperatives (MOAC), directed the “Fruit-Board” to promote the online “Pre-order” strategy. The MOAC’s E-commerce team will work with Ministry of Commerce and 1,300 branches of the Thailand Post to sell and deliver Thai fruits nationwide.

On February 10, 2021. Mr. Alongkorn Phonlaboot, Advisor to Minister of Agriculture and Cooperatives, revealed the progress of the “Pre-order” project which Dr. Chalermchai Sri-on, chairman of the Fruit-Board, issued the “Marketing Leads Production” concept as the main policy to expand the marketing channels. These include on-line and off-line markets, modern trade, mobile trucks, fresh market, community markets, caravan sales, contract farming, and counter trade. Business and trade networking will be created. Agriculture and Commerce will work together under the concept “Modernized Agri-Commerce” in order to improve marketing and resolve oversupply problems. The Fruit-Board recommended The MOAC E-commerce Sub-committee and Department of Internal Trade, Ministry of Commerce to implement new marketing strategy in accordance with the chairman’s policy. The proactive online “Pre-order”

system is the cooperative effort of all sectors in establishing a comprehensive marketing structure starting from individual farmer groups and cooperatives to consumers via online platform. Logistic service and online payment (E-payment) will be provided by Thailand Post Distributions and other concerned parties. MOAC has prepared a fruit calendar to inform consumers in advance of what's in the seasons.

The Fruit-Board has approved 492 million Bath for the Development and Resolving Problems on Fruit Marketing Project in 2021. Department of Internal Trade will present the details to The Farmer Assisting Fund Management Committee to gain supports to the following action plans:

- 1) Distributing produce outside production areas and creating a network during high seasons
- 2) Increasing distribution channels
- 3) Gathering and buying produce for export; and
- 4) Promoting Thai fruit consumption which is the management strategy for this year season.

Proactive actions are planned in advance to prepare for possible new wave of COVID-19 pandemic and 24% increase of fruit production as forecasted by Office of Agricultural Economics.

Mr. Krishtha Phokasatit, Chairman of the MOAC Subcommittee on E-Commerce stated that fruit supply chain management will start from selecting orchards to participate in the project, efficient transportation, pre-order channels, convenient selling system, attractive promotion directly to consumers, traceability system and product quality assurance will strengthen consumer's confidence. This is the "Thai Fruit Eco-System" which helps farmers, farmer groups and cooperatives gain more channels to sell their fresh produce and processed fruits directly from farms through convenient distribution channels with easy and reliable payment. This channel is important to overcome the oversupply challenges. Consumers will be beneficial from this project by obtaining high quality produce while farmers are aware of the demand, prices and expected delivery timeline in advance. This online pre-order initiatives will be a mechanism to increase selling opportunities for farmers and Cooperatives.

Mr. Peera Udomkijesakul, CEO of Thailand Post Distribution which is a subsidiary company under Thailand Post, Ministry Digital Economy and Society (ED), said that the company is delighted to collaborate with MOAC and the Fruit Board. They are ready to provided shipping services with special discount by the end of February. The company has 1,300 branches all over Thailand and ready to become a service point to promote Thai Fruits.

Source: <https://siamrath.co.th/n/219016>

Tentative Translation by Office of Agricultural Affairs, Royal Thai Embassy, Washington D.C.

February, 2021