

Fruit native to Pak Chong poised for GI stamp

Deputy Commerce Minister Weerasak Wangsuphakijkosol will visit Nakhon Ratchasima province on Friday (July 3) to oversee the production of "Petch-Pak-Chong Sugar Apple", a fruit that could be promoted as the province's geographical indication (GI).



The minister said that officials from the Department of Intellectual Property would be sent to work with local growers and traders to facilitate the GI registration.

The fruit's value will rise, generating more revenue for farmers and entrepreneurs, he added.

The 'Petch Pak Chong' is a mixed species of cherimoyas. It is heart-shaped and has a smooth skin.

The fruit mostly grows in the Pak Chong district of Nakhon Ratchasima, and is priced at around Bt50 to Bt70 per kilogram.

Weerasak said that the Commerce Ministry aimed to promote more GI products of each province.

Presently, 143 GI products have been registered, he said, adding that his ministry aimed to promote seven products from six provinces and most of them were fruits.

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