

# Organic Rice Innovation

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# Thai Rice

There are many varieties of rice in Thailand and rice is the main plant of Thai agricultural. There are 58.982 million rais in first crop and there are 12.840 million rais in second crop and the harvested was 26.100 million tons and 8.552 million tons (2017) .

Because of the mass of rice the price is not so good. The cost of rice growing is very height and harvested per rai is also low all farmers have got loose.

All most of farmers try to make a mix farm (rice, fishery and cattle) but it better for only family level.





**How are the farmers surviving?  
Government subsidize is not the  
best way and not sustainable. The  
innovation to increase the rice  
value chain just be the survival.**

## **First: Rice upgrade**

**We try to upgrade the value of rice such as rice organic standard and rice zero waste processing. We have started in 2005 with GAP standard that supported know how by Department of Agricultural Extension.**

In 2006 we learn to certify organic standard because of the rice world market have wanted more organic rice especially in Europe. So we have started by the next year. We have certified 100% organic EU and NOP standard in 2009 and now we have got COR and JAS, too.



The marketing is very well we have enough fund to run the organic rice activities and include more membership. At that year we didn't have rice mill so we just have the rice mill sub-contractor an it's go on for 3 years.



## **Second Rice Zero waste**

**At 2012 we have got a small rice mill. It's very good for us but how to manage the by products of rice such as broken rice, milled rice, rice bran and husk. If we can make the valuated of rice by products we can make more fund. The innovation is the best answer.**



# Rice Processing Innovation

**Full grain:** Vacuum pack, bulk, bag and sell

**Broken grain:** Milling to be rice flour or powder and sell as a bakery ingredient or cosmetic.

**Milled Rice:** Make a cereal and baby food

**Rice bran:** Rice bran oil (virgin oil), Rice bran cream soap and cosmetic.

**Husk:** Milled and mix with any by products to make animal feed.



We can make more value and more fund from by products of rice. We sell and claim all of products as organic products so the price is so good. The successful is because of the rice upgraded especially organic (international Certificate) rice.



# Thank you

