

# **Innovative Agricultural Extension of Thailand**

**The 3<sup>rd</sup> Mekong Extension Learning Alliance  
(MELA) Meeting: 30 Oct – 1 Nov 2017  
@ Siem Ream, Cambodia**

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Ministry of Agriculture and Cooperatives; MOAC  
THAILAND**

# Today topics

- **MOAC Policy**
- **DOAE perspective**
- **Young Smart Farmer**
- **Community bio-control center**

# MOAC POLICY



Goals

Farmers' well-being greatly improved  
 1. Social Status (Being proud to be a farmer and socially accepted)  
 2. Increased income/ Reduced debt

What is needed to do

High Quality product recognized and accepted by the market  
 Reduced production cost by 20%  
 Increase productivity by 20%

Driven by

1. Sufficiency Economy
2. Integration toward AGENDA and AREA
3. Technological Advancement/ Innovation/ Community based knowledge

Ministerial Policy

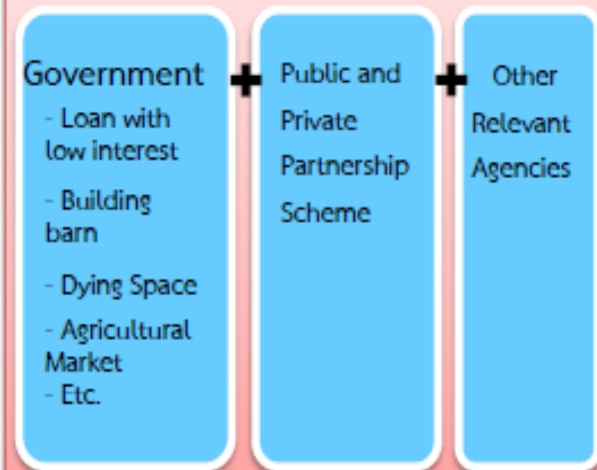
- ALC
- Big Farm
- Zoning by Agri-Map
- Agricultural standard
- Organic Farming
- Good agricultural practice
- New Agricultural Theory/ Integrated farming
- Agriculture Bank
- Integrated Rice Production Plan
- Land Allocation for farming
- Water discharge/ Water distribution

Who is doing?

What are the Missions?



Supporting Factors



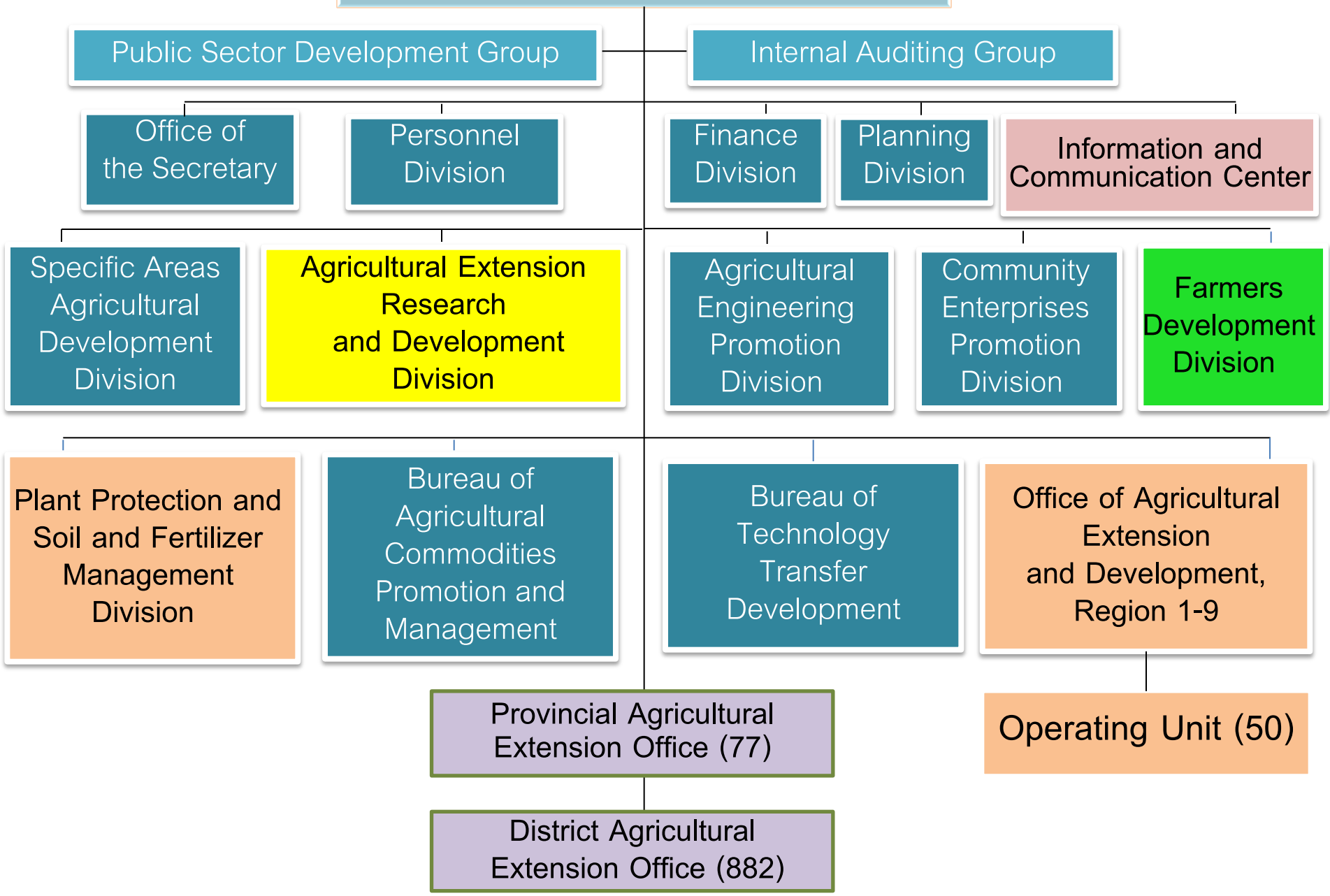
Remarks

- A4 Paper means Limited Agricultural areas at 149 Million Rai
- Lifting A4 paper means Guiding farmers to achieve the goal by optimizing limited agricultural area

- A leading government agency in agricultural extension of Thailand
- Organization chart
- Agricultural Extension System
- Highlight policy
- Innovation & technology transfer cooperation,
- ICT based,
- Young Smart Farmer,
- Community bio-control center

# DOAE PERSPECTIVE

# DOAE's Organizational Chart



# DOAE Five Smarts

It's the goal of DOAE

- Smart Farmer + **Young Smart Farmer..**
- Smart Group
- Smart Product
- Smart Officer
- Smart Office

# Agricultural Extension System

- King Bhumibol Philosophy is the guidance “Sufficiency Economy”
- Participation approach – people centered
- Agenda + Function + Area based
- ICT based with creative cooperation – MRCF
- EA working system – T&V modified
- EA role = facilitator, supporter
- ALC = agriculture learning center  
(882 ALCs)
- Big farm policy (700 farms)
- Integrated farming/land allocation for farming
- Zoning



# Agriculture Learning Center: ALC

## Four components

1. Farmer role model
2. Learning base
3. Learning course
4. Demonstration plot

## Principles

- People-centered
- Community learning & sharing
- Integrated Gos + service place



คู่มือ โครงการศูนย์เรียนรู้การ  
เพิ่มประสิทธิภาพการผลิตสินค้า  
เกษตร (ศพก.) ประจำปี  
งบประมาณ พ.ศ. 2561

📅 ตุลาคม 24, 2017 ไม่มีหมวดหมู่

คู่มือ โครงการส่งเสริมการเกษตร...

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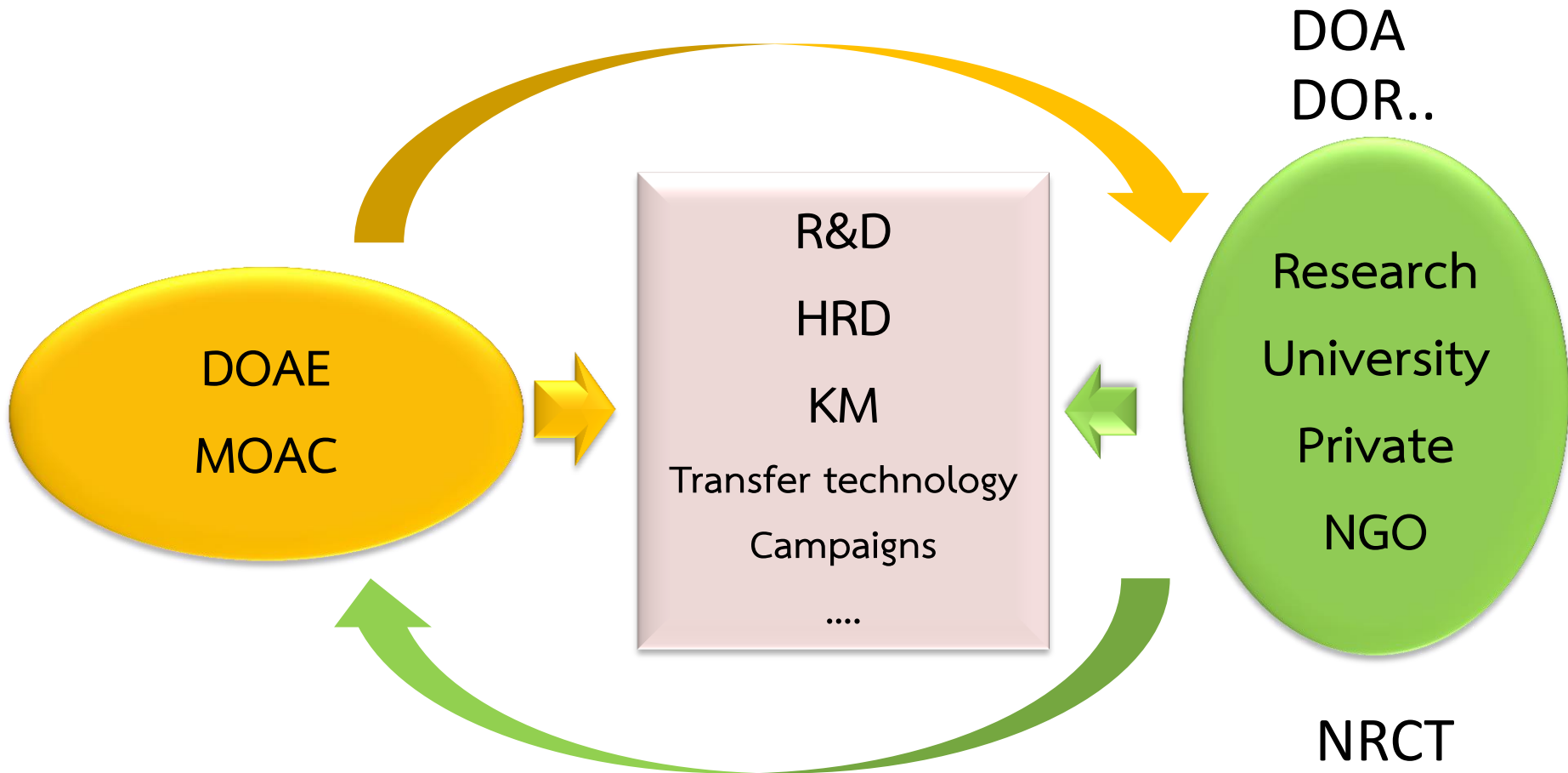
ข้อมูลถอดบทเรียน ศูนย์เรียนรู้  
การเพิ่มประสิทธิภาพการผลิต

# **Big farm policy**

- **Gather farmers who have the mutual interest in the same production**
- **Pool & share inputs**
- **Minimize cost**
- **Lift up the quality, safety products & value added**
- **Link to the market (market driven) & parties**
- **Put new technology & innovation**
- **Soft loan provided if needed**
- **Link with ALC**

# DOAE Linkage

Policy, Problem & Needs



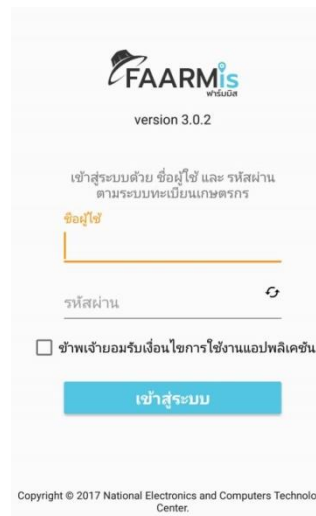
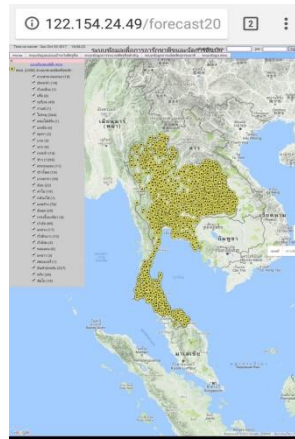
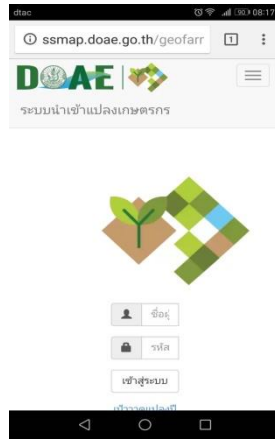
**Knowledge/Technology/Innovation/Funding**

NRCT  
NSTDA  
KU..



# ICT examples

## District Report





Concepts

Development process

New generation farmer

Young smart farmer

Smart farmer

# **YOUNG SMART FARMER; YSF**

# Development Concept: how to change NGF to be YSF

## EA preparation

- Adjust attitude
- Develop skill
- Devt. Planning
- Learning support
- EA networking
- Set up communication channel

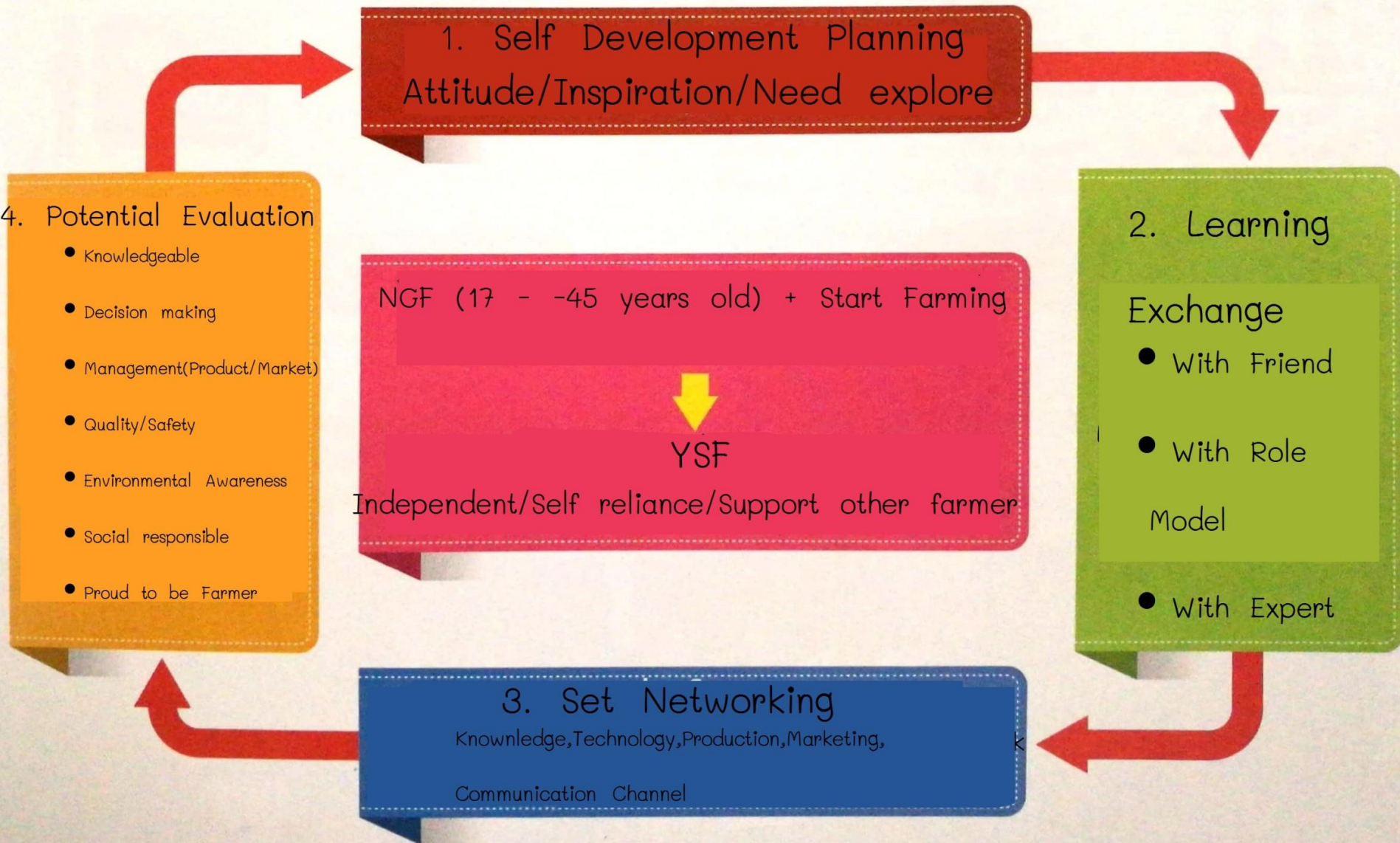
## Development process

- Adjust attitude
- Inspiration
- Devt. Planning
- Explore the need
- Learning & share
- Set up farmer networking
- Set up communication & learning channel

Farm  
practice  
of NGF

Strengthen the networking, learning & share

# Development Process



## Principle

Network is mechanism & target to strengthen YSF base on life long learning principle, participation and self reliance

## Approach

- Farmer is the center of learning and design by themselves
- Agricultural Extensionist is a learning manager

## Objective

- Motivate the young farmer to do agriculture
- To be a agricultural local leader
- Substitute elderly farmer
- Set the networking

## Goals

To be an agricultural young farmer leader who proud being a farmer , self reliance and support other farmers

## Targets

- Young farmer 17 - 45 years old start agriculture and choose to be a farmer
- Have a strong commitment to develop potential and quality life by themself

## 4 Step

### Development Process

### 1. Getting Idea

1. Develop NGF with the learning exchange and network
2. Develop NGF to be YSF

### 2. Set up Project

1. Apply innovation
2. IOT farm management

### 3. Startup

1. Promote new entrepreneur
2. Develop agri-business with innovation, Smart farm Digital Market

### 4. Go to Global

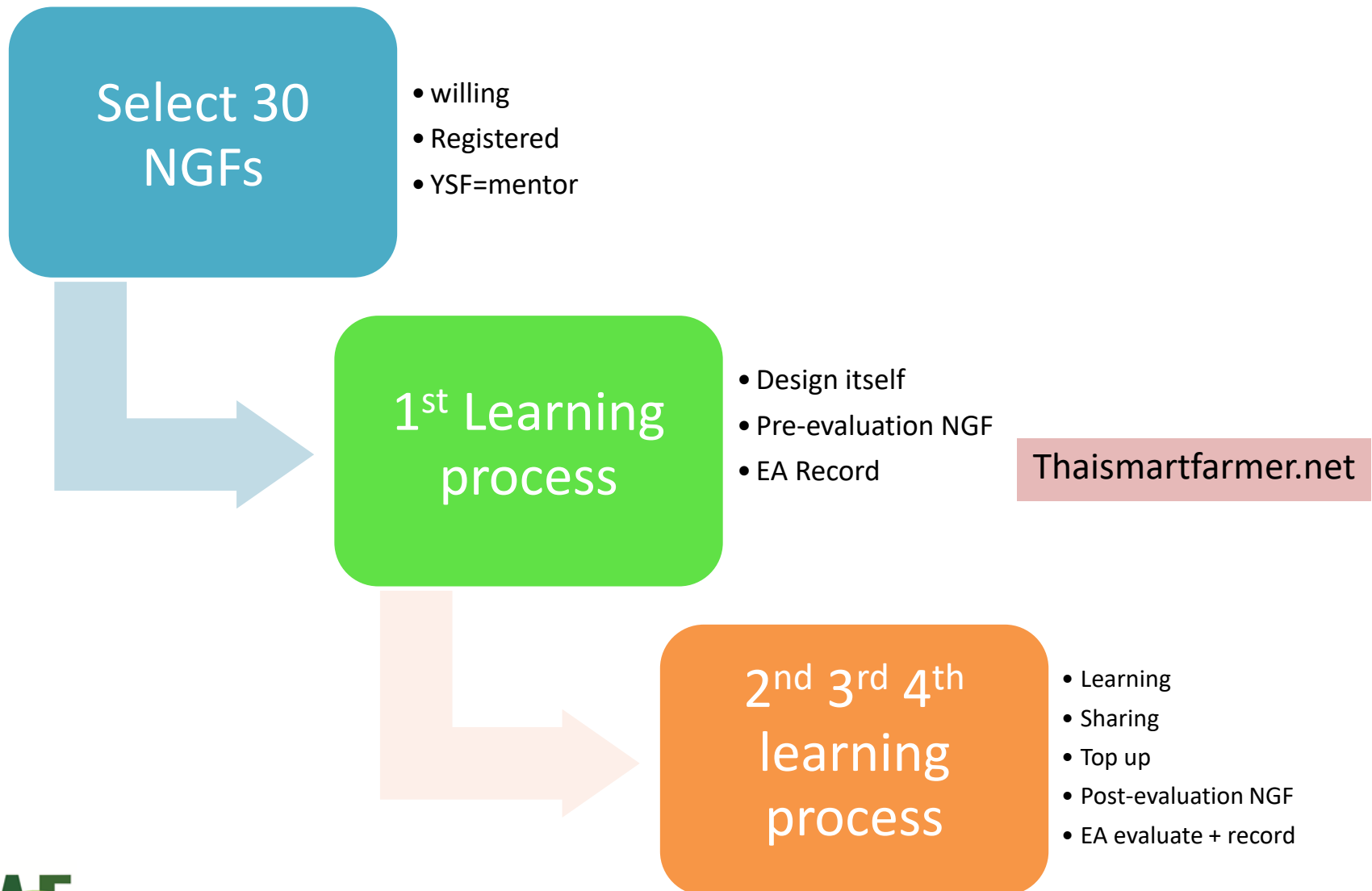
1. Develop intl. standard products
2. Scale up new entrepreneur to global

## Network Development

- Promote to be the farm youth advisor
- Promote to be the NGF learning & sharing center (ALC network)
- Strengthen the NGF networking & link with GO, NGO, PO, University



# NGF & YSF implementation in Province



77 Provinces  
25 targets  
Total 1,925

77 Provinces  
25 targets  
Total 2,310

77 Provinces  
25 targets  
Total 2,310

77 Provinces  
25 targets  
Total 2,310

NGF  
Applied 2,119

NGF  
Applied 2,377

NGF  
Applied 2,310

NGF  
Applied 2,376



Passed  
Young Smart Farmer  
Total 1,731



Passed  
Young Smart Farmer  
Total 2,182



Passed  
Young Smart Farmer  
Total 1,564



In between  
Evaluation



Failed  
Young Smart Farmer  
Total 388



Failed  
Young Smart Farmer  
Total 195



Failed  
Young Smart Farmer  
Total 470

Targets  
8,855



Applied  
9,182



Passed  
5,477 STB



Failed  
1,053 STB



2014

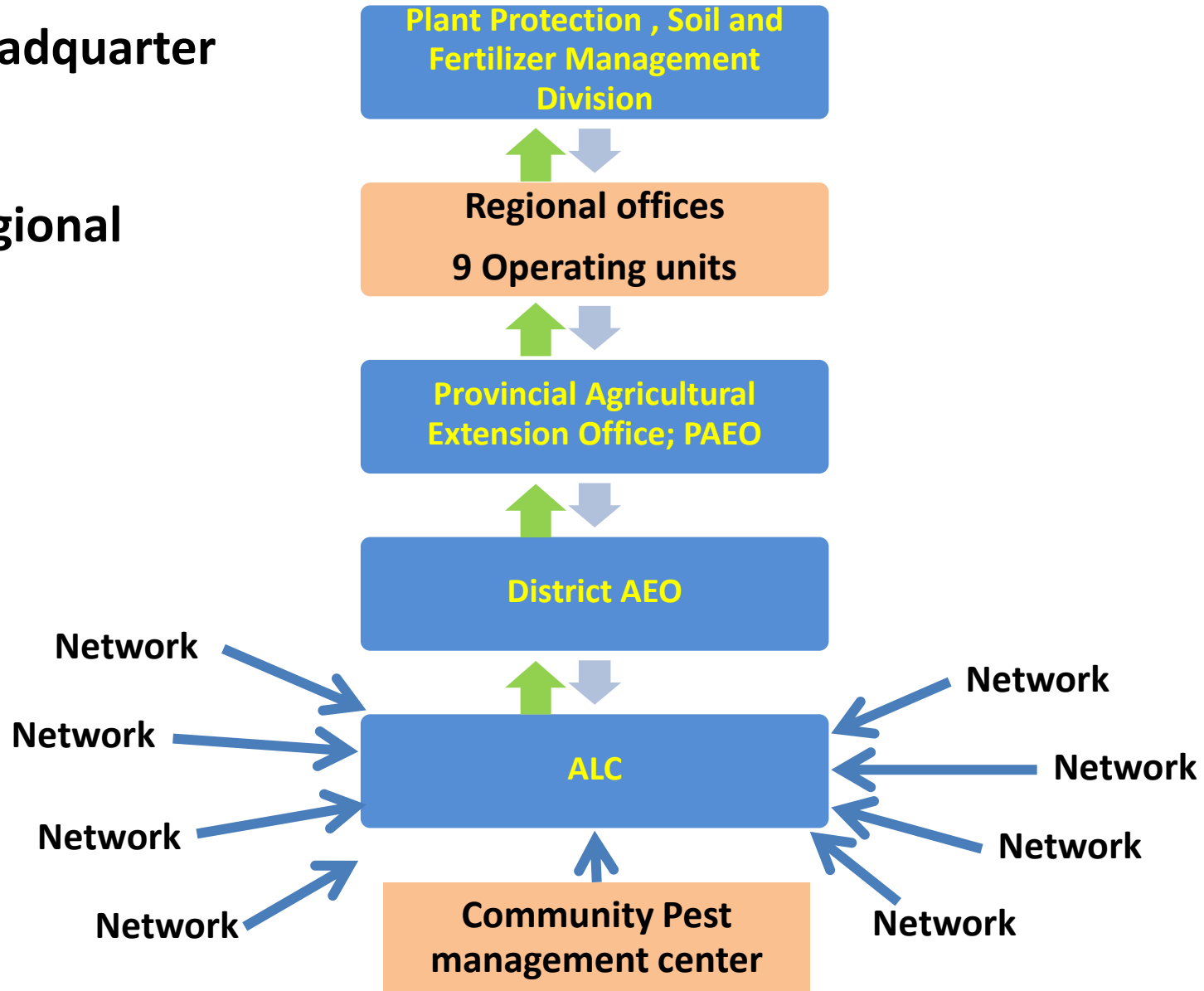
2015

2016

2017

# **BIO CONTROL IMPLEMENTATION**

# Structure



# **Community Pest Management Center**

**Community bio control center; Community Lab manage by farmers, EA is the facilitators & supporter, there are 2,358 community pest management centers. It's the network of ALC.**

## **Five missions**

- Surveys & monitoring the pest epidemic**
- Report**
- Warning**
- Learning center (Farmer Field School concept: Biological pest control )**
- Produce the bio extract, pest's natural enemies**

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2

⋮

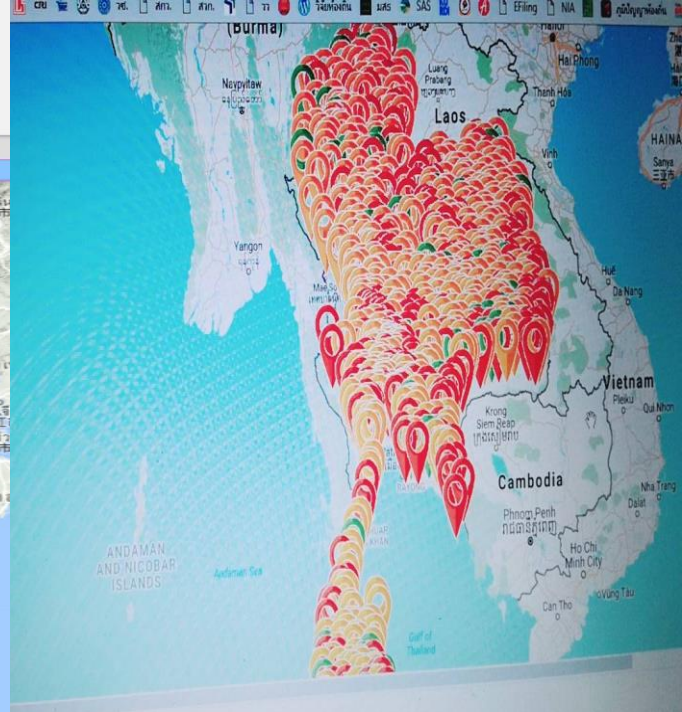
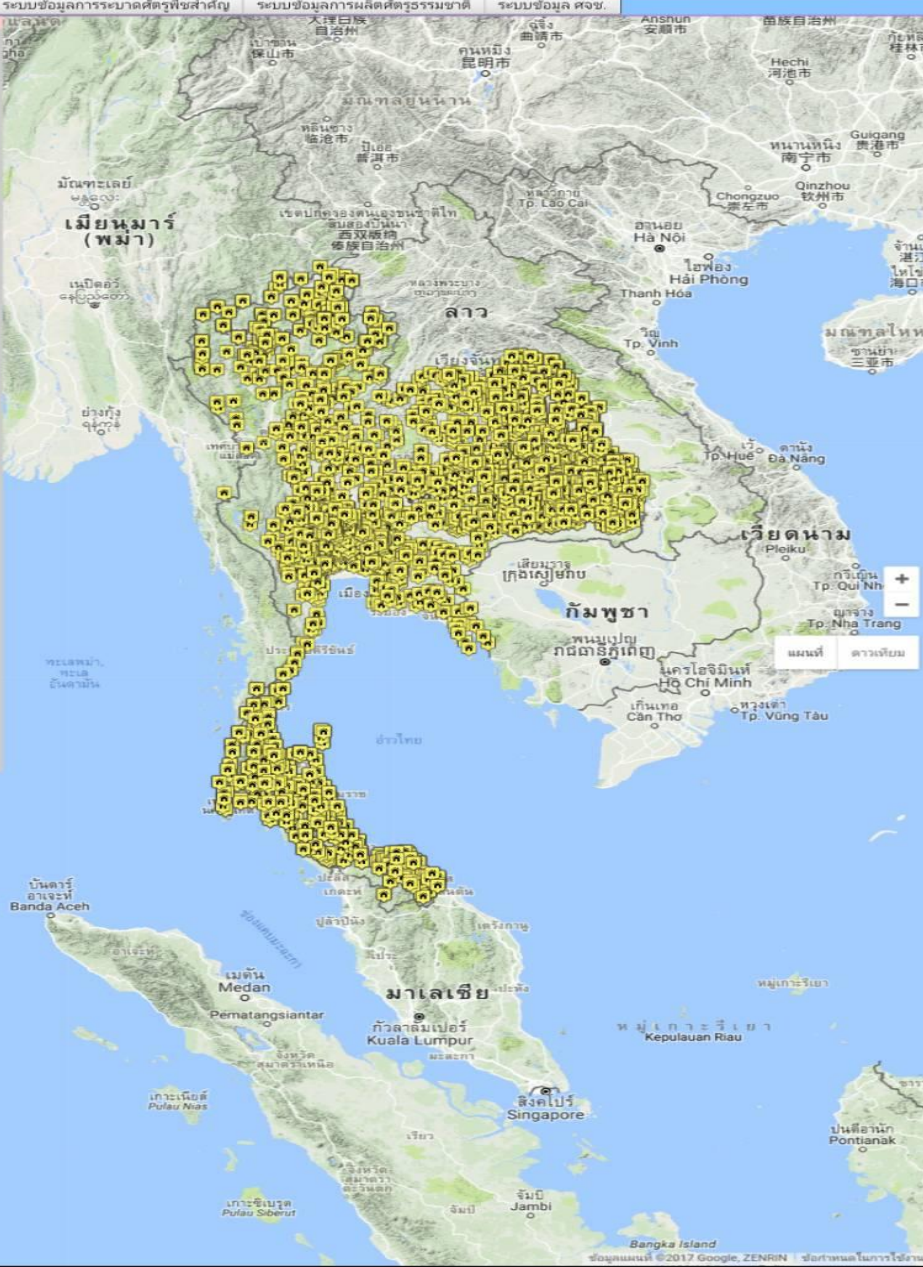
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#### แผนที่แสดงที่ตั้ง คชช.

- คชช. (2358) จำแนกตามชนิดพืชหลัก :
- ✓ สาลาด-ลองกอง (18)
- ✓ ผักคะน้า (14)
- ✓ ถั่วเหลือง (1)
- ✓ ฝรั่ง (6)
- ✓ ทูเรียน (45)
- ✓ กาแฟ (1)
- ✓ ไม้ระย (264)
- ✓ หน่อไม้ฝรั่ง (1)
- ✓ มะเขือ (6)
- ✓ พุทรา (2)
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- ✓ มะพร้าว (78)
- ✓ มังคุด (29)
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# Updated Bio control

- Chaipattana foundation: the King initiative, every project is focused in bio-control & FFS
- Apply *Trichoderma harzianum* & *Beauveria bassiana* to control pest epidemic in the rice field within Thai Royal cremation place
- Apply B.T. (Bacillus Thuringiensis) & NPV to control Diamondback moth หนอนใยผัก in vegetable production within the big farm of 10 provinces
- etc...



## Thai Royal cremation ceremony 2016 - 2017



THANK YOU