



## **Topic: Publication about Production Trade Strategy of Organic Products of Ministry of Commerce**

### **First Strategy**

#### **Development of Organic Products Traders (Capacity Building)**

- To campaign, to build knowledge & understanding, training and to give consult and suggestion about market to producers, collectors, transformers, and exporters.
- To coordinate and carry forward providing the help about source of budget to entrepreneurs and exporters.

### **Trade Strategy of Organic Products of Ministry of Commerce**

#### **Second Strategy**

#### **To expand organic market both domestic and overseas (Market Expansion)**

- To build awareness and understanding to consume more the organic products.(Awareness)
- To support information of marketing in deep both domestic and overseas. (Market Intelligence)
- To organize activities for promoting the organic products. (Promotion)
- To promote marketing for organic products during transition period.
- To promote development of products in more various products.
- To develop new marketing channel. (Marketing Channel)
- To promote the policy of product buying management by government sector and private sector (Public Green Procurement) such as health center, hospital.

\*Organic products during transition period means organic products that planted following the standard of organic farming until certified as organic farming standard.





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### **Third Strategy**

#### **To create value of organic farming and products (Value Creation)**

- To promote the research works and development of products. (R&D)
- To promote building the trademark, development of products & package, and to upgrade the standard to international by to promote having the conformity assessment from the Thai organization accepted as the international level.
- To carry forward and build understanding to entrepreneurs to use the standard certification mark based on international standard.

## **Trade Strategy of Organic Products of Ministry of Commerce**

### **Forth Strategy**

#### **To support building the trade facilitation (Trade Facilitation)**

- To promote the network of spreading organic products in various ways.
- To train by giving knowledge management administration of logistics and supply chain in order to reduce the cost and preserve the quality of products until reaching consumers.

