



สำนักงานที่ปรึกษาการเกษตรต่างประเทศ ประจำกรุงแคนเบอร์รา

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**New Dimension: Ministry of Agriculture and Cooperatives joins with Lazada
in pushing farmers to professional online traders**

On 10 December 2019, Mr. Chalermchai Sreeon, Minister of Agriculture and Cooperatives, revealed that nowadays online trading is a very popular trend. In 2018 e-commerce in Thailand valued over 3 trillion baht and is likely to increase steadily. Promoting agricultural products online is one of the Ministry's policies to drive digital agricultural technology towards Thailand 4.0 and Agriculture 4.0 policy with a view to increasing trade channels and market opportunities in accordance with the market-driven agricultural policy.



In the past, Ministry of Agriculture and Cooperatives has continued to upgrade agricultural market 4.0 and to develop online agricultural products in the digital economy in order to help farmers to continuously sell their agricultural products online, such as Digital Farm via www.dgtfarm.com and Marketing Organization for Farmers (MOF)'s Delivery through www.ortorkor.com. Today, Ministry of Agriculture and Cooperatives is enhancing cooperation to another step to cooperate with Lazada platform- E-commerce leader in Thailand and Southeast Asia. A preliminary talk with Lazada's sale management team for creating joint opportunity for agricultural products and Thai farmers was made.



By joining together this time, both Ministry of Agriculture and Cooperatives and Lazada Company Limited (Thailand) foresee an important opportunity to jointly develop capable entrepreneur and for selling agricultural products directly to consumers. This will enable Thai farmers to keep up with technological changes and knowledge by selling agricultural products on Lazada platform with no charge at all. Apart from having channel allowing them to distribute their produce when oversupply, this will also help farmers to expand customer unlimitedly, get to know your own groups of customer, and trade with buyers resulting in development of agricultural products that meet market demand, reducing inequality, and offering quality products directly from farmers to consumers at a good price.

"Ministry of Agriculture and Cooperatives will launch the project in early 2020 as a New Year gift to farmers by organizing skills training for farmers in each region of the country to be able to sell products through Lazada. Officials from the Ministry in collaboration with Lazada University team will provide knowledge on becoming online entrepreneur, application to become a seller, product promotion techniques to make selling interesting, outstanding stop decoration, using of various tools to take pictures of products, making video clips, product packaging and transportation to campaign participation, and joining Lazada's various marketing activities to boost sales. Together, the Ministry will develop farmers' knowledge and ability to develop quality products, processing and packaging products to meet standards," said the Minister of Agriculture and Cooperatives.

However, in the first step, emphasis will be placed on training activities for farmers involving in large-scale agricultural farm systems, community enterprise, agricultural cooperatives, and Young Smart Farmer Group, which currently have over 6,000 plots, more than 350,000 farmers, over 3,000 agricultural cooperatives, more than 86,000 community enterprise nationwide, and more than 11,000 Young Smart Farmer. They have a wide variety of quality agricultural products such as vegetables/herbs, fruits, flowers, ornamental plants, livestock, fish, economic insects, and also various products such as clothing, decorations, costumes, jewelry which are ready to be developed and supplied to consumers directly through Lazada.



The Ministry is in the process of making an agreement with Lazada and will publicize for future opportunities. This in fact is a new dimension for farmers to learn on how to sell agricultural

products online as a self-seller and sustainable self-reliance in the digital economy era in accordance with Thailand 4.0 and Agricultural 4.0 policy. Besides the Ministry also aims for expanding online marketing channels to other destinations both domestic and international customers in the future.

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