



สำนักงานที่ปรึกษาการเกษตรต่างประเทศ  
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Office of Agricultural Affairs - Royal Thai Embassy - Washington DC

**RAOT- 9<sup>th</sup> Anniversary of Developing Technology for Thai Rubber  
and Showcasing “Greenery” Rubber Innovation**



The Rubber Authority of Thailand (RAOT) celebrated its 9<sup>th</sup> year anniversary aiming to use technology to make Thai rubber to the world market. Greenery rubber was showcased while a Mobile Unit for CESS collection (a fee collected associated with rubber export) was launched.

Captain Thammanat Prompao, Minister of Agriculture and Cooperatives, stated at the opening ceremony of the RAOT's 9<sup>th</sup> anniversary that over the past 9 years, RAOT has been a central organization that plays an important role in managing natural rubber throughout the system. RAOT has been connected to the lives of Thai rubber farmers. It has achieved outstanding performances in many aspects. Particularly in the past year where there were a number robust measures being implemented. The initiatives were accepted and trusted by buyers and stakeholders in the rubber industry. The Thai government provided supports and helped resolve problems in an efficient manner. Examples of the supports extended are the establishment of the policy on agricultural resource management, environmentally friendly agriculture by managing carbon credits in rubber plantations, the traceability system under EUDR (EU Deforestation Regulation) that prioritizes the environment and the promotion of

rubber title deed projects. Agricultural land title deeds in rubber plantation areas transform assets into capital for further development in careers, helping rubber farmers acquire good income and live a better quality of life.

"The RAOT has reached its 9<sup>th</sup> anniversary on July 15<sup>th</sup>, 2024. The most important thing to be proud of is that the RAOT has helped stabilize rubber prices and increased rubber farmers' income as per the Ministry's policy. As a result, the rubber prices have continuously increased and reached the highest in 7 years. Please be proud that this organization plays an important role in building the foundation, driving and developing rubber to become a strong economic industrial plant. We strive to become a leader in rubber and create positive changes in all dimensions, including the economy, society and the environment," said the Minister.

On this occasion, the Minister of Agriculture and Cooperatives presented the awards to the Outstanding Rubber Farmer Institution and National Outstanding Rubber Farmer Network. RAOT 2024 employee recognition awards were given for their dedication, honesty, integrity and ethical behaviors. The honors will motivate the agency to achieve its mission and benefit all sectors involved in the rubber industry.



Mr. Sukthat Tangwiriyaikul, Deputy Governor for Operations, expressed that the RAOT was established under the Rubber Authority of Thailand Act of 2015 to be the central organization responsible for the management of rubber in the country in a comprehensive manner and has entered its 9<sup>th</sup> year today. Throughout this period, we have shown that we are determined to develop and resolve rubber problems in all aspects. Innovative technologies are utilized to support operations and maximize the benefits of rubber farmers and entrepreneurs. The Thai Rubber Trade system uses Block Chain technology for rubber trade in the RAOT's 8 central rubber markets, giving buyers and sellers confidence that every process is transparent and fair. The RAOT Deputy Governor for Operations continued that the RAOT also uses various innovations to help manage rubber in the entire system, from upstream,

midstream and downstream. It starts from management within the rubber plantations to harvesting with an aim to increase the quality and quantity of rubber products, generating maximum income for farmers and developing rubber quality standards. The commodities will be commercialized through the launch of rubber tires and products under the RAOT's brand "Greenery". The raw materials used are natural rubber from rubber farmer's institute which form an important part in stimulating, expanding competitiveness and adding value to natural rubber.

Mr. Sukthat added that on the occasion of the 9<sup>th</sup> anniversary of the RAOT, the RAOT took this opportunity to launch the "Mobile Unit". This information system development project will enhance the efficiency in collecting CESS (Smart CESS) and monitor the payment. GPS Tracking technology has been used to track rubber transport vehicles registered by operators. Service stations will be set up at all 6 customs checkpoints nationwide this October. In addition, there will be the launch of the "Greenery Shop by RAOT" at the RAOT headquarters, selling rubber products to consumers and generating incomes for farmers at the same time.

Other interesting activities at the event included providing rubber mannequins for CPR training to government and private agencies as well their own personnel and general public. There were exhibitions on outstanding works, research, technology and innovations in rubber from the RAOT. The Farm Local to Global Showcase Zone presented local Thai products that meet international standards (best local products from 7 areas). Rubber products and consumer goods from sustainable plantations, farmer institution and rubber entrepreneurs supported by the RAOT were displayed and on sale.

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