



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

“Miracle of Thai Rice 2024” Presenting 30 Rice Varieties



‘Thammanat’ organizes the Miracle of Thai Rice, presenting 30 varieties and 15 activities

Captain Thammanat Prompao, Minister of Agriculture and Cooperatives, presided over the opening of the **“Miracle of Thai Rice 2024”** event under the campaign “A Hundred Stories of Thai Rice Varieties”. Also in attendance were Mr. Anon Nonsi, Deputy Director-General of the Rice Department and representatives from relevant agencies. The event held at Samyan Mitrtown Hall, Bangkok showcased the stories of the wonders of each rice variety, which have long been linked to Thai society in terms of culture, beliefs, and the way of life of farmers. In addition, information on innovation in the development of rice and processed products was disseminated to farmers and those interested in farming in the future.

The Minister of Agriculture said that the Miracle of Thai Rice 2024 is an important event for Thai farmers to help publicize “Thai rice” to the general public in terms of stories related to the way of life, nutritional benefits, and promoting innovation in the production sector to increase product values. Market opportunities for rice will be expanded in line with the policy “Market leads, Innovation supports, Income rises”. In addition, the Rice Department has continuously studied and developed new rice varieties with disease resistance and meeting market demand. Consumers worldwide can be assured of their high quality.

The activities in the event were divided into 5 zones: **1. The Miracle of Thai Rice 2024 Exhibition Zone** organized by the Rice Department, showcasing the Thai Rice Universe, depicting the history of Thai rice from all 4 regions of Thailand **2. The Innovation Zone** showcasing agricultural drones and weather sensors from relevant agencies **3. The Tasty Rice Zone** exhibiting over 20 GI (Geographical Indication) rice varieties selected from all over Thailand and offering free tastings of new GI rice varieties **4. The Forum Zone** where information and notions about rice in terms of history and academics were exchanged along with demonstrations of Thai rice cooking by famous chefs and **5. The Food and Rice Products Zone** featuring over 100 booths of agricultural products. Seeds for planting of Thung Kula Rong Hai Hom Mali Rice and Phayao Hom Mali Rice were also given away at the event.

The Rice Department is preparing to promote the planting of environmentally friendly rice known as Low-Carbon rice. Farmers are encouraged to implement the environmentally friendly planting process which will expand trade opportunities for Thai rice in the world market, concluded Mr. Anon.

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