



ฝ่ายเกษตร ประจำสถานกงสุลใหญ่ ณ นครลอสแอนเจลิส Thailand Office Of Agricultural Affairs, Los Angeles

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MOAC Unveiled New Year Happiness for Farmers Program 2026,
Bringing Together 22 Agencies with Three Major Initiatives to Boost Domestic
Economy Worth Over 27 Million Baht



Mr. Vinaraj Supsongsuk, Permanent Secretary of Ministry of Agriculture and Cooperatives (MOAC) revealed that MOAC has prepared special New Year gifts for farmers and Thai people nationwide under the program New Year Happiness for Farmers 2026. The initiative aims to



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express appreciation and boost encouragement among farmers who are the primary food producers of the country.

The Permanent Secretary stated that this year's program focuses on 2 key objectives which are to stimulate the grassroots economy by increasing income and reducing expenses, and to promote agricultural tourism by offering experiential activities while enhancing public knowledge and awareness. The program is being jointly executed by 22 agencies under MOAC, with activities scheduled from December 2025 to January 2026. It is expected to benefit more than 407,564 participants, with a total value estimated at over 27.7 million baht.

The New Year Happiness for Farmers 2026 program consists with 3 main dimensions, as follows:

1. Providing Gifts for Thai Farmers to Ensure Food Security, Livelihood Support, and Sustainable Income such as distributing 50 bags of aquatic animal breeds (1,000 per bag) to farmers at 37 Inland Fisheries Research and Development Centers across 37 provinces and 2 Coastal Fisheries Research and Development Centers, totaling 39 locations nationwide.

2. Enhancing New Year Happiness and Explore Thailand with MOAC. This dimension promotes eco-tourism by opening ecological attractions and government facilities to the public free of charge or at special rates during the festive season. For example, free admission to aquariums and 10 locations of the Coastal Aquaculture Research and Development Centers under the Department of Fisheries including Phichit, Phra Nakhon Si Ayutthaya, Lop Buri, Nakhon Sawan, Phayao, Sakon Nakhon, Chanthaburi, Samut Sakhon, Phang Nga, and Krabi. These facilities will be open to the public from December 15, 2025 to January 15, 2026.

3. Empowering the New Year: offering quality agricultural products at special prices, expand market access for farmers and deliver high-quality agricultural products directly to consumers through various distribution channels. These activities include Fisherman Shop @ Bang Khen on the Fisheries Shop by Fisherman platform; and the Livestock Farm Outlet, the welfare store of the Department of Livestock Development which offering quality fisheries and livestock products at special prices. In addition, MOAC is launching the New Year Happiness By Curated Gifts campaign via the website (ตลาดเกษตรกรออนไลน์.com) which brings together locally distinctive



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agricultural products from across the country, curated as premium New Year gift options available at special prices.

“MOAC sincerely hopes that this program will help deliver happiness and smiles to farmers and all the Thai people nationwide. Not only through financial support or production inputs, but also by fostering positive attitudes and strengthening collaboration to sustainably advance Thailand’s agricultural sector,” Mr. Vinaroj Supsongsuk concluded.

Source:

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