



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

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DOA hosted event “Thai Coffee: A Potential Crop for Sustainable Farmer Development”,  
*Kicking off by distributing one million DOA coffee trees to ensure a sufficient supply of high-quality varieties to support the expansion of coffee-growing areas and boost domestic coffee production*



March 5, 2025 - Dr. Pongthai Thaiyotin, Deputy Director-General Department of Agriculture (DOA), Ministry of Agriculture and Cooperatives (MOAC), presided over the opening ceremony of the event “Thai Coffee: A Potential Crop for Sustainable Farmer Development” which was held at Chiang Rai Highland Development Project. The event featured the innovative community project aimed at enhancing the efficiency Arabica coffee production in the upper northern region, along with the kick off for the One Million Coffee Trees giveaway activity to ensure a sufficient supply of high-quality varieties to support the expansion of coffee-growing areas and boost domestic coffee production. The event also served as a platform for knowledge and technology transfer on efficient Arabica coffee production across the provinces of Chiang Mai, Chiang Rai, Phrae, Phayao, Nan,



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Lampang, and Mae Hong Son by using technologies from DOA. The technologies range from propagation techniques and quality Arabica coffee production technologies, modern agricultural machinery innovations for coffee, to coffee flavor evaluation methods.

Dr. Pongthai revealed that Prof. Dr. Narumon Pinyosinwat, Minister of Agriculture and Cooperatives, has directed an agricultural policy to agencies under MOAC to expand cultivation areas and domestic production of the Arabica coffee with the objectives to reduce imports and strengthen food security. Aligned with the 3R policy for addressing agricultural haze and air pollution, DOA is encouraging farmers to shift toward non-burning cultivation practices and growing high-value crops. DOA is promoting to increase coffee cultivation, particularly in the northern region where the climate is ideal. The environmental-friendly production technologies will be emphasized as well as practices that reduce greenhouse gas emissions, preparing the agricultural sector for a transition toward a low-carbon society.

In addition, the event showcased exhibitions aiming to support the promotion of coffee production in Chiang Rai Province by the Agricultural Occupational Promotion and Development Center Chiang Rai (Highland Agriculture). The agricultural waste management was also presented by the Mae Suai District Agricultural Office. DOA also promoted its top Thai coffee contest to encourage farmers to adopt improved practices for more efficient coffee cultivation. These initiatives aim to enhance farmers' income, serve as models for expansion into other communities, and support efforts to reduce greenhouse gas emissions - paving the way for the production of environmental-friendly agricultural products in the future.

## Source:

กรมวิชาการ, กรมวิชาการเกษตร จัดงานวันถ่ายทอดเทคโนโลยี “กาแฟไทยพีชอนาคตไกล พัฒนาเกษตรกรไทยอย่างยั่งยืน” Kick Off กาแฟล้านต้น ขยาย กาแฟพันธุ์ดีของกรมวิชาการเกษตร ให้มีปริมาณเพียงพอรองรับการขยายพื้นที่ปลูก เพิ่มปริมาณการผลิตกาแฟในประเทศ

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