



MOAC Joined MOC Launching “THAI COFFEE EXCELLENCE 2021”

On June 22, 2021, the Ministry of Agriculture and Cooperatives (MOAC) and the Ministry of Commerce (MOC) joined hands to launch a contest for the best Thai coffee in 2021 or “Thai Coffee Excellence 2021”. The winners were awarded with a royal trophy from Her Royal Highness Princess Maha Chakri Sirindhorn. The ceremony of award receiving was held at the Miracle Grand Convention Hotel, Bangkok.



Ms. Mananya Thaiset, Deputy Minister of the MOAC, the chairwoman of ceremony later revealed that the contest was jointly sponsored by the MOAC’s Department of Agriculture, Department of Agricultural Extension, Department of Cooperative Promotion together with the Ministry of Commerce and the Bank for Agriculture and Agricultural Cooperatives

with support from the International Coffee Organization (ICO). The contest’s emphasis was on the selection of the best Thai coffee beans based on the Project of promotions of the best Thai coffee year 2021. The goal was to stimulate the coffee market and create awareness for the best Thai coffee that is known for its distinctive and unique taste. This, it is hoped,





will increase the image Thai coffee and introduce it to a wider circle especially the new generation of coffee consumers.



The deputy minister stated that coffee is a popular beverage all over the world. In Thailand, the coffee shop business is growing and expanding every year due to coffee drinking trend of the new generation. As their appetite for coffee grows, they start to pay more attention to the origin or the story of coffee, the uniqueness of the growing places, the consumption patterns as well as taste of coffee. It is a fact that Thailand has a unique coffee growing area both Arabica and Robusta varieties. This has been substantiated by various awards. For example, Doi Chaeng coffee that has been declared as a Geographical Indication (GI) at the European level and obtained the International Sustainable Forest Environmental Standard certification. These awards solidify the unique identity and quality of Thai Coffee. They demonstrate that Thai Coffee has the potential to be marketed at the international level. These qualities can be used as a selling point to increase marketing opportunities and help Farmers increase their product sales volume.”

The Deputy Minister also added that currently, Thailand has an average annual coffee production of about 24,000 tons, including roughly 11,000 tons of Arabica variety which is grown in the northern region, and about 13,000 tons of Robusta variety grown in the southern region of Thailand. During the past year Thai coffee market has been affected by





the COVID-19 Pandemic. The Pandemic caused a slowdown in the market and some residual production. Therefore, the MOAC together with the MOC organized a public relations project to stimulate the Thai coffee market and create wider awareness of the best coffee of Thailand. We organized a contest for best Thai coffee in 2021. We believe that this will help farmers and coffee business entrepreneurs to alleviate the suffering from the stagnation of the market. This also serves as an expression of gratitude to the Late King, His Majesty King Bhumibol Adulyadej and the Queen, Her Majesty Queen Sirikit, and to continue the royal initiative to encourage farmers in the highlands to grow coffee for generating income and protect the forest. In addition, by doing so, it will develop knowledge and increase their skills for coffee business entrepreneurs and encourage farmers to develop product quality to increase the value of Thai coffee.

Mr. Pichet Wiriyaphaha, Director-General of the Department of Agriculture, said that the “Best Thai coffee year 2021” contest received a decent attention from farmers who grow Arabica and Robusta coffee varieties across the country. There were more than 100 participants and almost 200 coffee samples submitted for the contest. The result was divided into 4 categories: **Category 1** Arabica coffee (dry/natural process), the winner was Mr. Ching Sae Thao, a farmer from Mani Phruek Village, Ngop Sub-district, Thung Chang District, Nan Province. **Category 2** Arabica coffee (wet process), the winner was Mr. Chatchai Kabu, a farmer in the border village project under the royal initiative Her Majesty Queen Sirikit, at Ban Doi Phak Kut, Mae Na Toeng Sub-district, Pai District, Mae Hong Son Province. **Category 3** Arabica Coffee (Semi-dry/honey process), the winner was Mrs. Thitikalp Mantawali, a farmer from Doi Chang Village, Tambon Wawee, Mae Suai District, Chiang Rai Province, and **Category 4** Robusta Coffee, the winner was Mr. Thanasit Sonsupa, a Farmer from Na Tin Khao Village, Hin Kaeo Subdistrict, Tha Sae District, Chumphon Province.

For the purpose of the Best Thai Coffee Public Relations Project 2021, apart from help building awareness and raising the selling point of the best coffee in Thailand, it is anticipated to increase acceptance and recognition to a wide base of coffee consumers. It also substitutes as a part of public relations and promotions to stimulate Thai coffee market and bring it back to its bustling days. After the award ceremony on June 22, there will another





event for an auction of the best Thai coffee on July 14, 2021. The event will feature the coffee beans that have won prizes from the earlier contest to be auctioned at the Ministry of Commerce. Entrepreneurs and interested parties are invited and encouraged to participate. The participants will have the opportunity to taste the best Thai coffee with its unique taste. It will also highlight the distinctiveness of its species and the source of production that has become an important identity adding value and driving Thai best coffee to the world's best.

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