



**Thailand's Communication,  
Dissemination and Advocacy  
for Agricultural and Rural  
Statistics**



# outline

- 1. Thailand National Statistical System**
- 2. Processes & practices**
- 3. Role of agricultural and rural statistics**
- 4. Effective & ineffective factors**
- 5. Problems & solutions**
- 6. National Statistical Master Plan & Sectoral Statistical Master Plan (Agriculture sector)**

# **1. Thailand National Statistical System**

# Thailand National Statistical System (decentralized)

**National Statistical Office**

**Ministry of Agriculture  
and Cooperatives**

**Census  
Intercensal Survey**

**Agricultural  
Survey**

**Administrative  
records**

**Communication and advocacy for agricultural  
statistics of their own products**

## **2. Processes & practices**

# 2.1 Key targets



▪ Executives



▪ Researchers



▪ People



▪ Farmers

# 2.2 How to access

## Channels:



▪ Publications



▪ Digital services  
(website, e-mail, Facebook & kiosk)



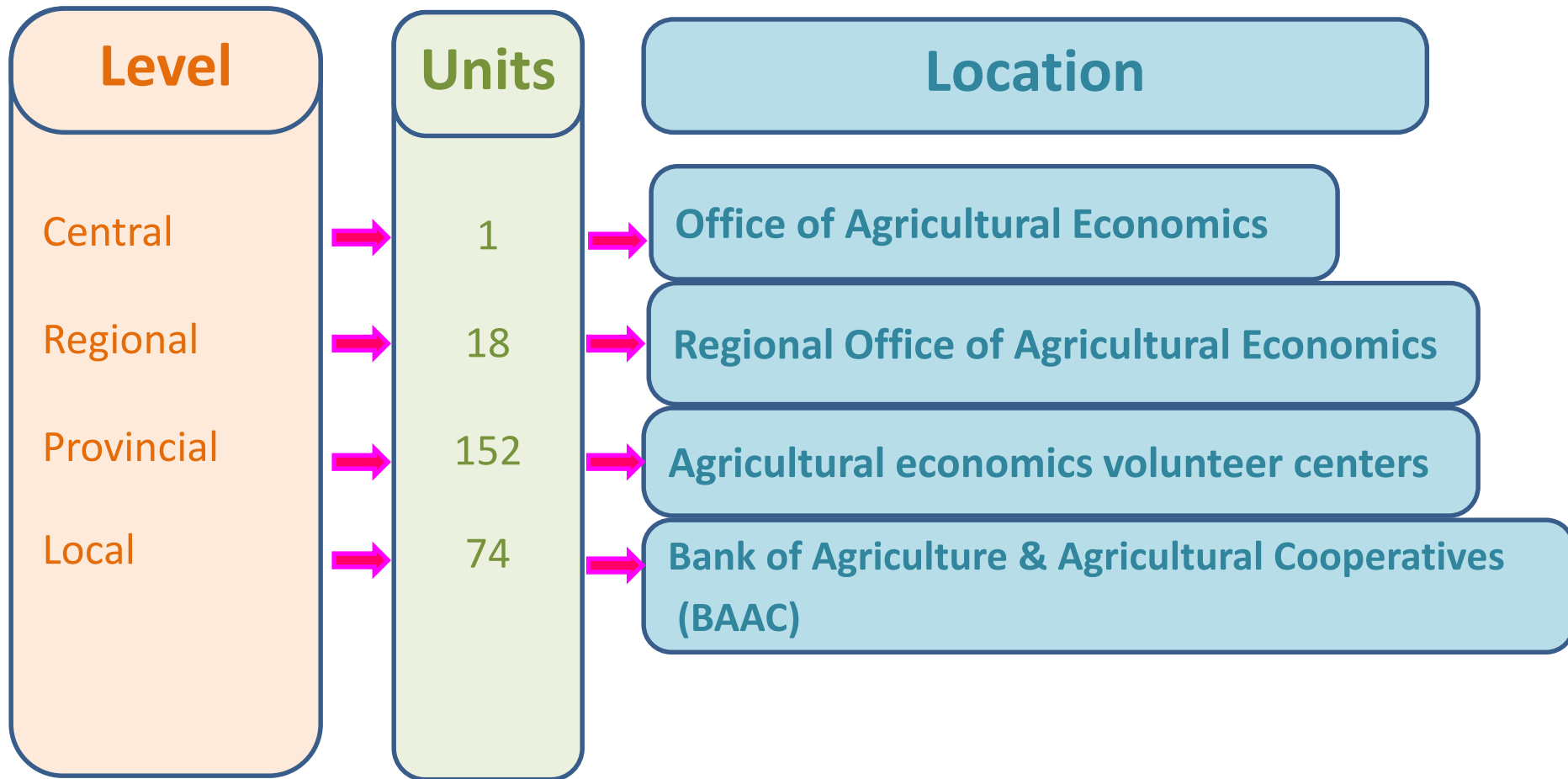
▪ Counter services & call center



▪ Volunteers







## 2.2 How to access

### Service centers:



# 2.2 How to access



-  North
-  East
-  West
-  Central
-  Northeast
-  South

### **3. Role of agricultural and rural statistics**

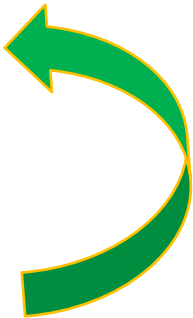
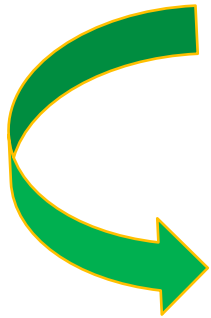
## 3.1 National measure

**National Agricultural Development Plan**

**Agricultural GDP growth**

**Output & Price index**

**Forecasted outputs**



## **3.2 Policy recommendation**

**Income & Cost of production**

**Famer support measures**

**Agricultural assisting schemes**

## **3.3 Agricultural plan & strategy**

**Agricultural Economic Researches**

**Logistics & Supply chain**

**Agricultural products development plans & strategies**

**Agricultural products roadmap**

## **4. Effective & ineffective factors**

## 4.1 Effective factors

- Customer segmentation
- Real demand response
- Easy, Quickly, Precisely & Reasonably
- Local volunteers

## 4.2 Ineffective factors

- Bias-attitude
- Farmer sensation

## **5. Problems & solutions**

## 5.1 Problem

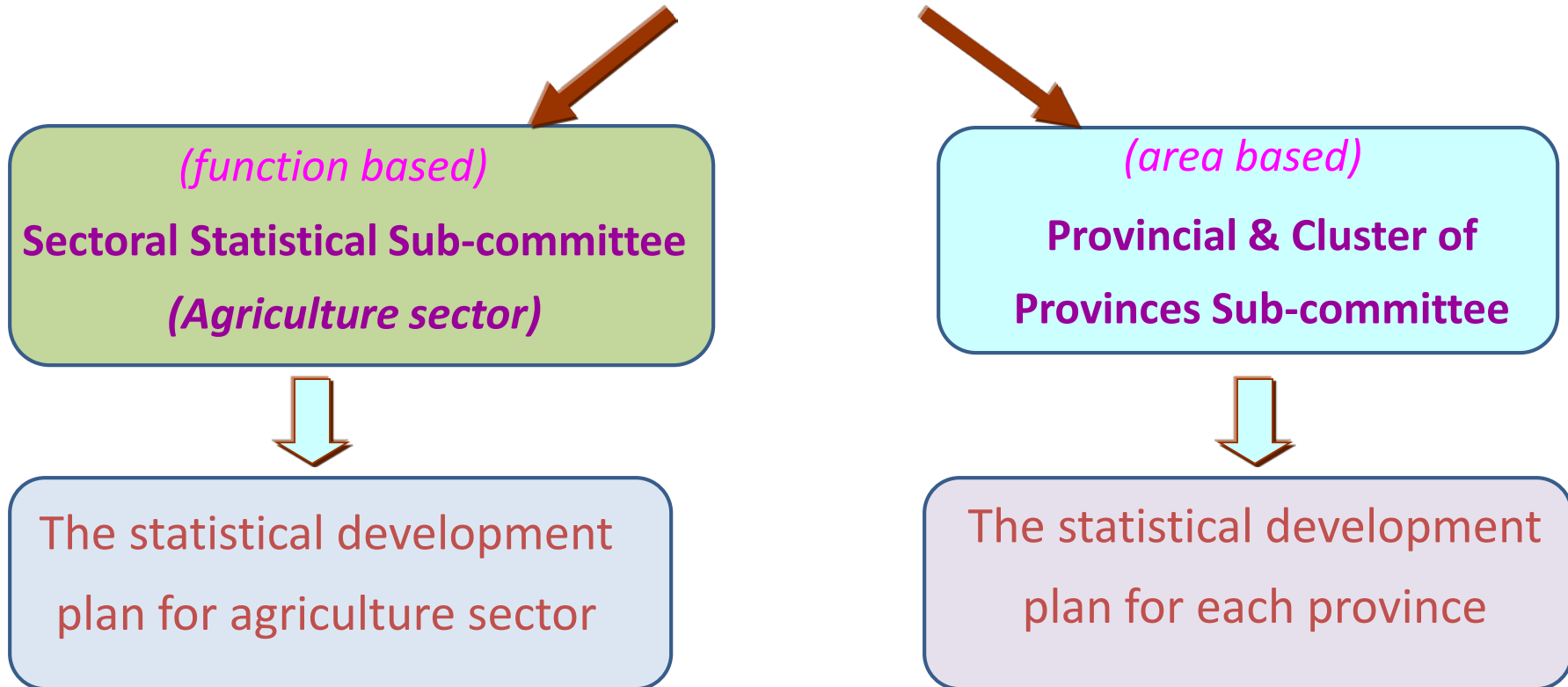
- Disunity of information for policy recommendation

## 5.2 Solution

- Broad of agricultural unity information broad

**6. National Statistical Master Plan  
&  
Sectoral Statistical Master Plan  
(Agriculture sector)**

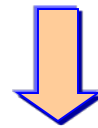
# The 1<sup>st</sup> National Statistical Master Plan (2011 – 2015)



## The statistical development plan for agriculture sector

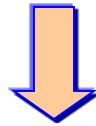


- Database of Official Statistics (OS)
- A clear define for responsible agency for each OS
- Plan for agricultural statistics development including capacity building of statistical units



Increasing the perception of the high-level executives on the significance and usefulness of statistical data

The statistical development plan for each province



Integrated information in supporting the  
decision making for administrative level

# The 2<sup>nd</sup> National Statistical Master Plan (2016 – 2021)

- 1) Management of the National Statistical System**
- 2) Promoting the production of quality statistics**
- 3) Promoting the use of statistics**

**Question ?**

**谢谢**

**Thank you**