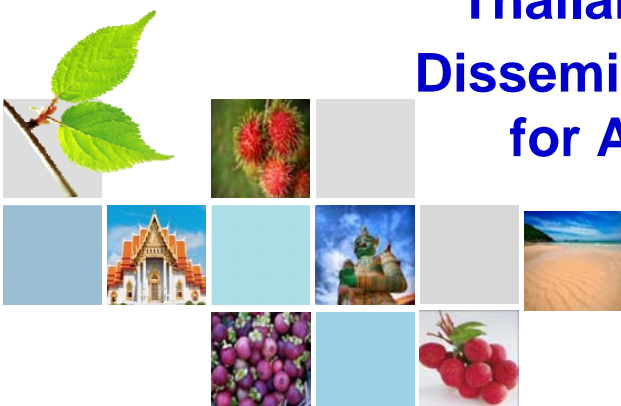




Thailand's Communication, Dissemination and Advocacy for Agricultural and Rural Statistics



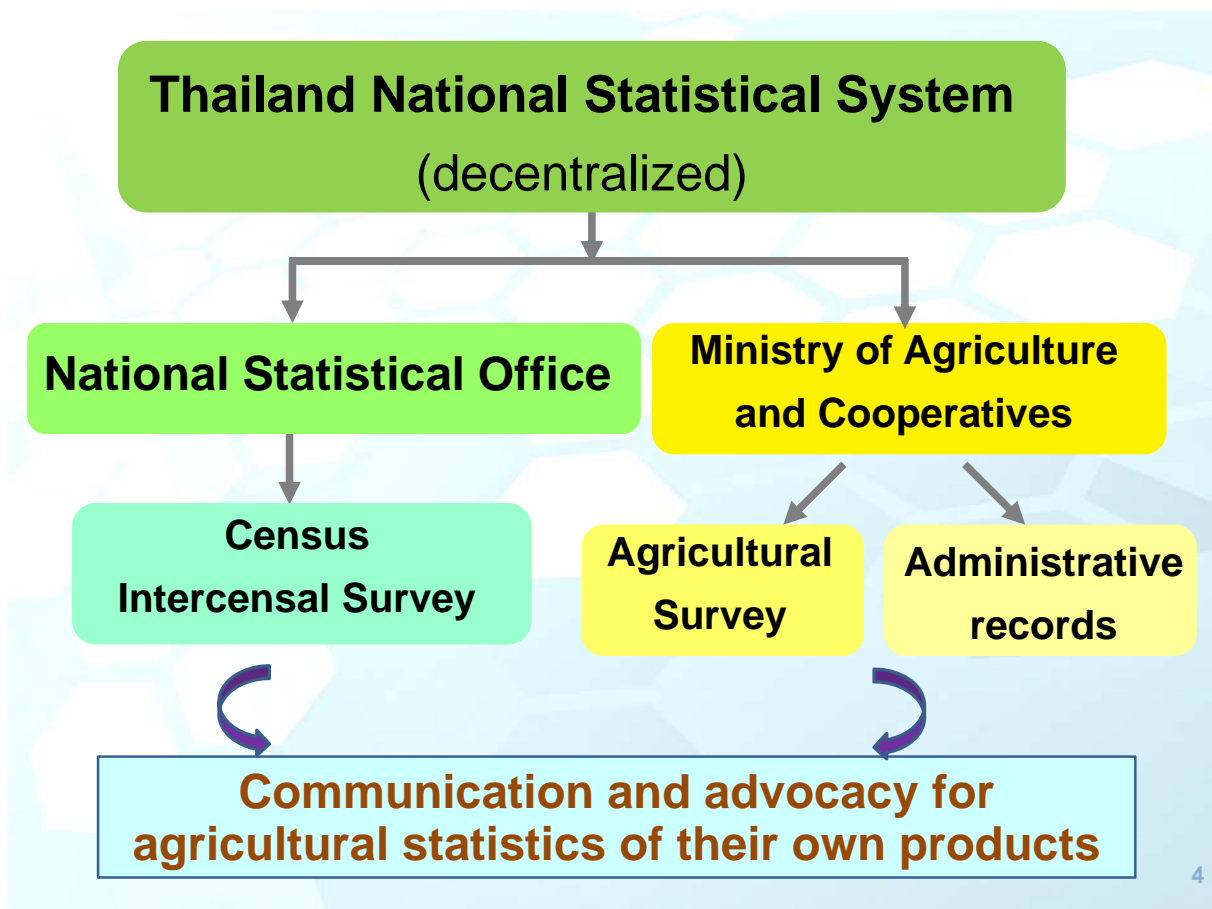
Outline



- 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





Ministry of Agriculture and Cooperatives (MOAC)

Office of Agricultural Economics (OAE)

**Agricultural
Survey**

**Administrative
Records**

Communication, Dissemination & Advocacy



2. Processes & practices

2.1 Key targets



Farmers



People



Executives



Researchers



2.2 How to access



**Counter services
& call center**



Volunteers



Channels



Publications



Digital services

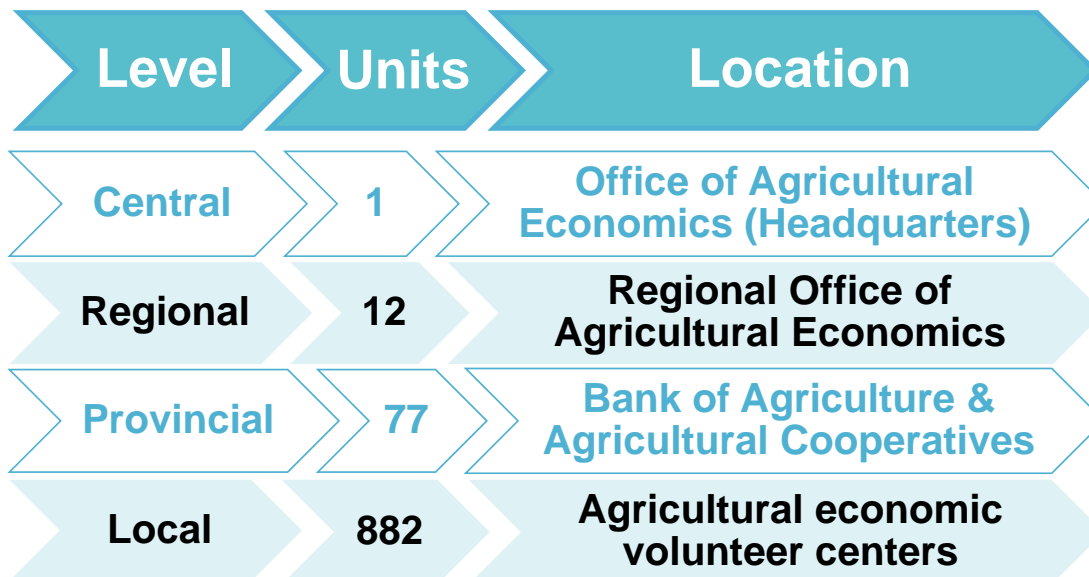
(website, e-mail, Facebook & kiosk)



2.2 How to access (cont.)



Service centers:



2.2 How to access (Cont.)

- 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 strategy



Agricultural products development plans & strategies



Agricultural products roadmap

4. Effective & ineffective factors

Effective & ineffective factors



4.1 Effective factors

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

4.2 Ineffective factors

- **Bias-attitude**
- **Farmer sensation**



5. Problems & solutions

Problems & solutions



5.1 Problems

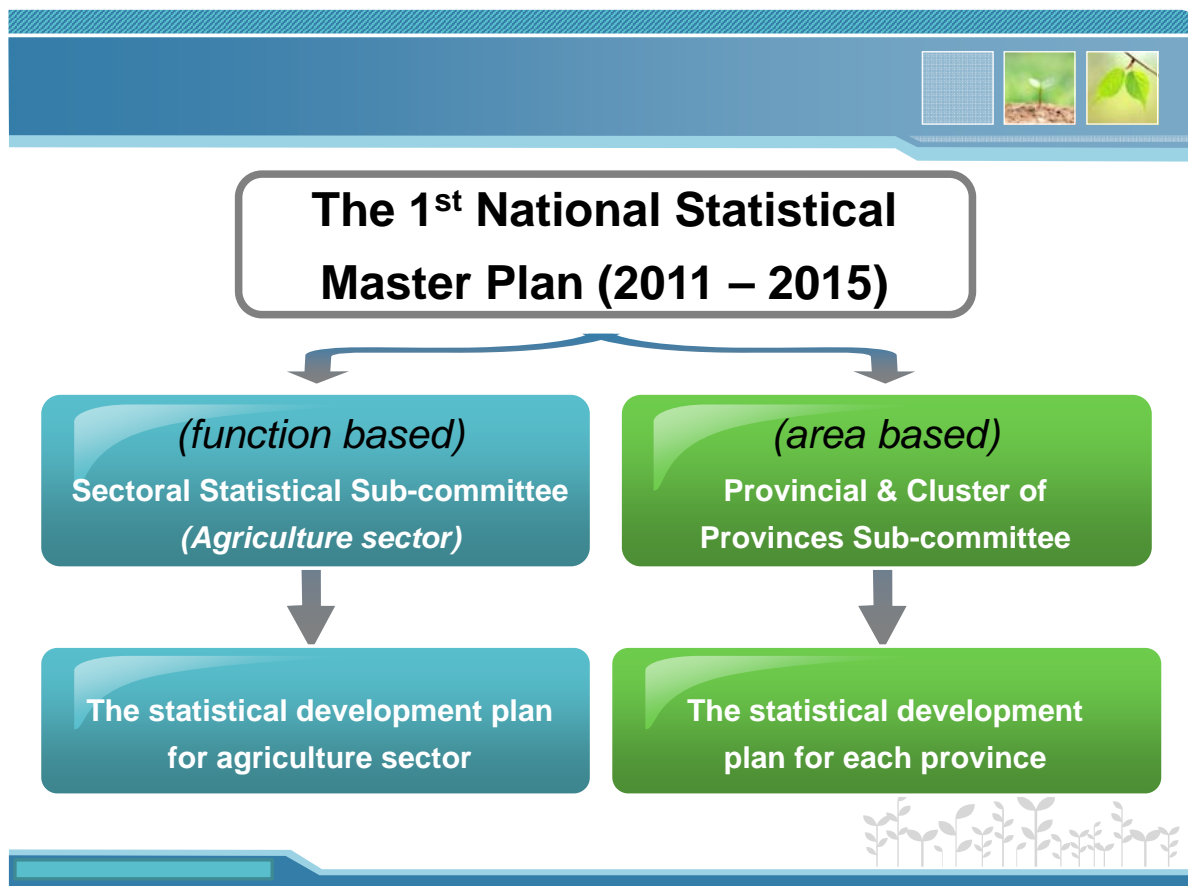
**Disunity of information for
policy recommendation**

5.2 Solution

**Broad of agricultural unity
information**

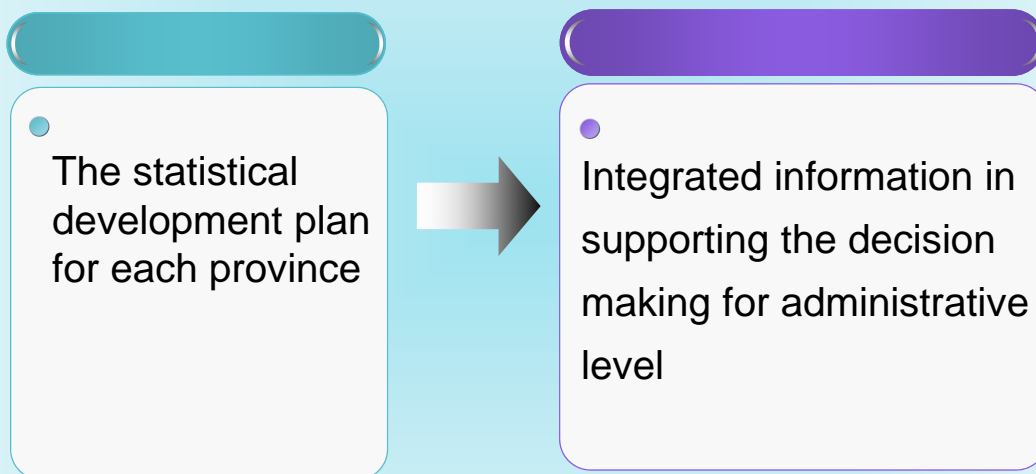
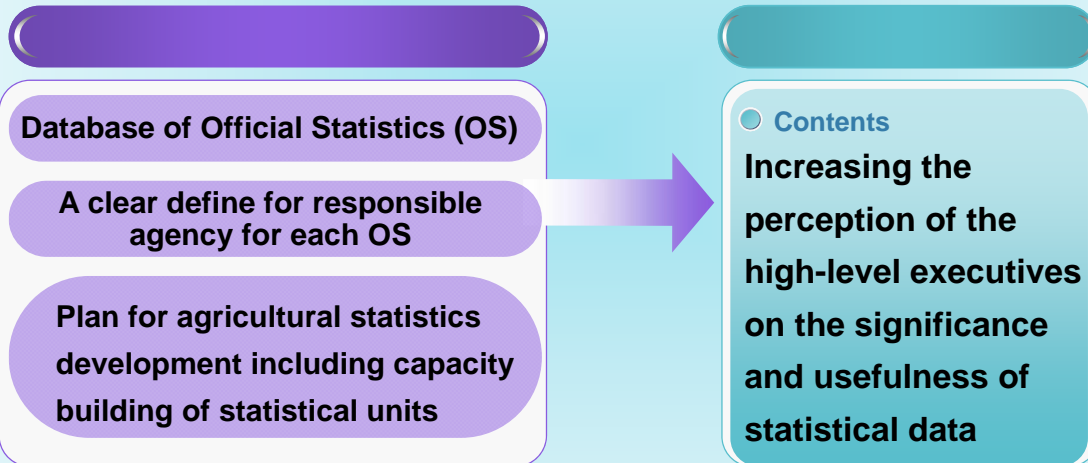


6. National Statistical Master Plan & Sectoral Statistical Master Plan (Agriculture sector)





The statistical development plan for agriculture sector





The 1st 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 ?



Thank You

