



## THAI RICE, THE FLAVORS OF THAILAND



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## GI Rice Varieties Reflecting Local Identities and Local Wisdom

# Mr. Vuttikrai Leewiraphan

Director General of the Department of Intellectual Property

**“Rice” has been a vital part of Thai way of life since past, which reflects perpetual fertility and abundance of Thai economy.**



**“Rice” is a key economic crop – a symbol of Thai abundance.**

Rice is a true treasure of Thailand nourishing Thais for long time as a staple food and exporting product. Rice has been a strong foundation of Thai economy. From 2023 data, Thailand was ranked 3rd in the world's largest rice exporter, second to India and Vietnam. This led to tremendous 178 billion baht income to the nation. Besides, rice is the staple crop occupying the largest planting area in Thailand. There are about 4.3 million households, accounting for 74.4% of overall agricultural households. Nowadays, Thai rice has developed

progressively including plantation, storage, harvesting, and genetic developing to answer market needs and establish food security.

### Increasing commercial and market opportunities with GI products

GI product is a form of intellectual property which consumers in various markets including European Union, China, and Japan long acknowledging quality, specialties, and reputation of products. These are products from specific sources and local wisdom such as “Thung Kula Rong-Hai Thai Hom Mali Rice” from dryer climate and geography with lower soil fertility, resulting in more fragrant compound from rice. This makes Tung Kula Rong-Hai Thai Hom Mali Rice more fragrant than other jasmine rice. Now Department of Intellectual Property has registered total 203 Thai GI products, creating more than 70 billion baht in marketing value.





Mr. Vuttikrai Leewiraphan  
Director General of the Department  
of Intellectual Property

Thung Kula Rong-Hai  
Thai Hom Mali Rice



Khiew Ngoo Chiang Rai Sticky Rice

**Thai GI rice – Thai identity, culture, and local wisdom**

Rice has not only been main staple for Thais, but ways of life, cultures, and local wisdom inheriting from generations. GI rice is indeed precious representations of local uniqueness, sharing its origins through wisdom and knowledge of Thai farmers.

Department of Intellectual Property currently registered Thai GI rice for 23 GI products already, accounted for 11.3% of total GI products, creating annual market value for over 5.6 billion baht. Furthermore, Department of Intellectual Property has steadily pursued “Thai GI rice” registration in various countries such as “Thung Kula Rong-Hai Thai Hom Mali Rice” and “Sangyod Maung Phatthalung Rice” in European Union, Indonesia, Malaysia, and so on.

Currently, contemporary consumers possess various demands and registered GI

rice have unique qualities which can be made into various savory and desert dishes such as “**Khiew Ngoo Chiang Rai Sticky Rice**” glutinous rice which is often used in “Khao Niew Moon” or sweet sticky rice, as it is soft and sticky, with grains retaining its shape well and being glossy. It is not mushy and sticks to fingers. Even long after cooking, rice grains remain in good shape. “**Jek Chuey Sao Hai Rice**” from Saraburi has high level of amylose, which is suitable for making fermented rice noodle, “Kanomjeen”, because it gives the noodle soft texture, not break easily.

Additionally, GI rice not only strongly relates to geography, but also is a part of culture that drive community folkway such as **Sakon Dhavapi Haang Golden Aromatic Rice**. Sakhon Nakhon wild rice processed in a unique folkway of life of ancient Phu Thai people. This rises from the insufficient rice for consumption before harvesting period, so paddy rice is harvest early to treat it to ripe through unique traditional process. There

comes with its unique character of glowing yellow, light pandan leave smell, and high nutritional value.

With the charms of Thai GI rice, it is not just normal rice, but rice with the origins, inheriting local wisdoms. These lay foundation for a bright and sustainable future of Thai GI rice. ◆



Sangyod Maung Phatthalung Rice



**PM visited Betong, praised local fish to be southern soft power. DIP to follow through, registering as Thai GI products.**



On 28 February 2024, HE Srettha Thavisin, Prime Minister and Minister of Finance, led a team to Yala Province to promote and add value to GI products - “Betong tilapia” and “Halabala Khela Mahseer”, 2 unique freshwater fish. Chef Chumpon Jangprai, Michelin Star Chef, Head of Soft Power Subcommittee,

Food Section, jointly created new dishes from Betong tilapia. Department of Intellectual Property then prepared to register these 2 new products as Yala GI products, and hopefully creates sustainable income for local communities.



**Department of Intellectual Property to visit Phrae for promoting local liquors to register as GI products.**

On 15 – 16 January 2024, Miss Kanitha Kangsavanich, Deputy Director-General, Department of Intellectual Property, led a team to visit local liquor makers of Phrae, to promote registration of “Lao Pae” Phrae liquor as a new GI product to add more values. This will add to “Mor Hom Phrae Fabric” product of Phrae, to be more sustainable income for communities.

Furthermore, the Department also discussed with provincial units to push for “Khao Namphueng Mueang Long Pomelo” and “Wang Chin Orange” to be GI products as well.

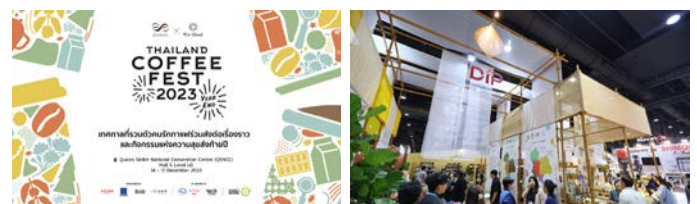


**Phumtham visited “Nan Coffee” source, a local pride, met new entrepreneurs, and prepare to register Nan Coffee to push to new level**

On 17 February 2024, HE Phumtham Wechayachai, Deputy Prime Minister and Minister of Commerce, led a team to Nan Province in order to visit top quality coffee growers. Nan coffee has a unique taste and has been popular among coffee enthusiasts. The product is prepared to be registered as GI products as well. The Minister revealed that the Ministry will continue its support and strengthen local economy, focusing on adding more values to agricultural products with GI to present local identity. This will enable new generations to stay and grow up sustainably with local communities.



**Thailand Rice Fest 2023 & Thailand Coffee Fest Year End 2023**



During 14 - 17 December 2023, Department of Intellectual Property organized exhibition and distribution event for Thai GI rice and coffee in Thailand Rice Fest 2023 & Thailand Coffee Fest Year End 2023” at Queen Sirikit National Conference Centre. This aims to add more values to GI products, increase distribution channels, and publicize Thai GI products to be better known with confidences in GI product qualities and standards for consumers. There are 6 GI rice including Thung Kula Rong-Hai Thai Hom Mali Rice, Sangyod Maung Patthalung Rice, Sakon Dhavapi Haang Golden Aromatic Rice, Kum Lanna Rice, Rai Dawk Kha Phangnga Rice, and Kaowong Kalasin Sticky Rice, and 4 GI coffees featuring Doi Tung Coffee, Doi Chaang Coffee, Thepsadej Coffee, and Muang Krabi Coffee. In this event, there were different zones for various activities such as rice review, cooking with rice, ‘carrying your own spoon’, coffee tasting, and basic cupping - which was a coffee tasting for new coffee enthusiasts.

# Hom Baitoey Nakhonsawan Rice

Newly registered Thai GI rice



This local paddy rice has a unique scent similar to pandanus leaf. This is an unique product and identity of Nakhon Sawan Province, which has been known for its deliciousness and unforgettable charm.

With the quality of Hom Baitoey Nakhon Sawan Rice which a light sensitive variant for main crop, the grain is long and will be soft and fragrant like pandanus leaf when cooked. It is grown and processes in the area of Nakhon Sawan Province, and recently registered as GI product on 22 January 2024.

Besides, the genuine quality of the strain, the key factors giving Hom Baitoey Nakhon Sawan Rice are the geography of the Province which is a flat floodplain with annual sediment enriching soil in the area. This area is

also the converging point of Ping and Nan rivers originating Chao Phraya River. It has 3 distinct seasons, i.e., summer, rainy season, and cold season with the average temperature of 25 - 30 degree Celsius and annual average rainfall of 1,000 - 1,200 millimeter, and average relative humidity of 71.39 %. This makes Nakhon Sawan ideal for growing Hom Baitoey Rice, as the rice plant will grow strong stem and yield long grains, while soft and fragrant when cooked. This strain of rice is already registered as an individual



rice strain according to Plant Bill BE 2519 as Hom Baitoey Rice.

The attempt of registering Hom Baitoey Nakhon Sawan Rice to be 198<sup>th</sup> Thai GI product will make the Product even better known and add more than 7.5 million baht in market value. This will increase commercial competitiveness to the Product and strengthen local farmers and communities of Nakhon Sawan. ♦

## The registered GI Products 2024



Bao Yod Muang Trang Rice



Thip Phang-Nga Mangosteens



Kru Noi Ban Sa-ang Si Sa Ket



Nongkhai Tilapia fish cage Mekong River



Tak Avocado



Hom Baitoey Nakhonsawan Rice

# Bordinphat Wiboonpan Continuing the legend Sangyod Maung Phattalung Rice, to top quality rice for Thais' Health



Sangyod Maung Phattalung Rice is an ancient rice strain for over 100 years is a local wild rice which is light sensitive. The rice husk is hay color while the unmilled rice color is deep red. The milled rice is reddish to pink, and the grain is thinner and smaller. It is generally cultivated in the area of Phattalung Province, which is Songkhla lake and river floodplain. Therefore, the soil is very fertile from river sediments. Local communities mainly grow rice.

Sangyod Maung Phattalung Rice has been long known among those caring for health because of its high nutrients including protein, phosphorus, iron, gamma oryzanol, gaba antioxidants which prevents cancer, delays aging, and high in fiber. With all these qualities, Bordinphat Wiboonpan, the heir of Wisut Wiboonpan, therefore has a strong determination to continue producing this ancient Sangyod Maung Phattalung Rice in sustainable way and distributing sustainable income to local communities. He has worked with his father who changed his career from local agricultural machinery dealer to be

a rice miller and established their own brand of organic Sangyod rice called "Wiboonpan".

## United to Increase Negotiation Power

"Soon after that, my father co-founded Phattalung Rice Farmer Community Enterprise in the name of the rice mill, so we can rightly call ourselves organic Sangyod rice farmers which is widely regarded, strong, and giving members many welfares and benefit to improve rice farmers' livelihoods. Furthermore, we found Sangyod Rice Conservation Club last year with the objectives to unite all Phattalung organic rice farmers, so we in unison can coordinate with government agencies and announce our policies to wider audiences. Now there are 4 main groups, which consists of 60 individuals, which is far from all Phattalung. We usually buy and ensure paddy rice prices, offer low interest loans for rice farmers to spend during growing season. We also sponsors those who wish to create their own brands and marketings."

events, and it confirms that there are plenty of commercial potentials. It is up to us whether we are ready and how we adapt to the current situation."

## Wiboonpan Rice – Genuine and Sincere Rice of Phattalung People

"Now, apart from Sangyod Maung Phattalung Rice under 'Wiboonpan' brand, we also produce Sangyod rice for congee aiming to serve elderly and patients. This makes it easier to eat with the same rich nutrients, under the new brand 'Kutzan'. We create our own brand because we want to be an honest brand to customers as possible. We try best to grow our rice to the best standard, with best internal monitoring and transparency. It is Wiboonpan's mission that the rice you buy is no fraud. We then offer our promises to rice farmers that we will purchase every grain of rice. We continue to help every rice farmer. You will not just only buy healthy rice, and will also support 'spines of the country', making them live well and continue to do their professions. ♦



## GI Registration – Another Lifeline of Sangyod Rice

"Sangyod rice farmers do not have hundreds of rai of paddy fields but merely 10 – 30 rais. And each rai only yields 300 kilogram. So when comparing with average white rice that yields almost a ton per rai, it is so different. Even the price of the rice is high, but when multiplying with low yield, Sangyod rice farmers do not earn as they should. The way I see it is that if our yield is not much, we must add more value to the rice, make it more special, GI registration would be another part of our commercial attempt or easier way for us to communicate. We can now sell at

**Facebook :** Sangyod Maung Phattalung Rice – Healthy Organic Rice  
**Tel. :** 064 597 8249



# Sinsamut Srisaenpang, Thung Kula Rong-Hai Thai Hom Mali Rice – Thailand Flagship GI Rice known around the world

It is undeniable that Thung Kula Rong-Hai Thai Hom Mali Rice is a star GI product of Thailand, not only a first ever GI product from Thailand registered in European Union, China, Malaysia, and Indonesia, it has been exported under 'Srisangdao' brand. Simultaneously, there are innovation transfers, dry direct seeding which helps reduce cost and promote sustainable income among rice farmers.

## Sustainable Growth Path of Srisangdao Rice

Sinsamut Srisaenpang shared his story of the success of Srisangdao Rice in the past 6 years that "I think we are still in the beginning phase, so we wait and see, still work very hard, but it is hard working with more direction than before. Earlier we had worked without much idea, but now we understand that sincerity, communicating with consumers are key, and how to help rice farmers, how to find marketing channels. This is a waiting period for consumers to know us, a period we can add fame to our brand, to our communities. If comparing to rice, it is the time it grows more stems after preparing good soil, watering, weeding, and waiting for them to grow.

And in terms of GI rice, it is not only about selling rice, but we do sell our communities, selling community identities, which are two folds, that is, cultural identity, and geographical identity.

Thung Kula Rong-Hai Thai Hom Mali Rice, can only be cultivated once a year as an in-season rice. This rice grown in Thung Kula Rong-Hai basin, once a seabed, and there is a salinity in the soil. The rice relies solely on rainwater, and at time fights drought, so it generates 2AP compound, which is fragrant and unique GI indicator of our communities and Thailand. How do we then communicate this to consumers, to make them value this? This is our real challenge requiring all of us to help promote."

## Srisangdao Direct Seeding Village Group for Rice Farmers

"We have organized Srisangdao Direct Seeding Village group to promote direct seeding rice farming in private sector of Srisangdao Rice Mill. This is based on our standpoint as a rice miller and seeing the obstacles rice farmers face and a global competition tells us that Thailand is not the only place with good rice, many other places develop newer and far better rice strains already. As a rice miller, we can do more for Thailand's rice industry. Eventually we end up promoting voluntary scheme by creating a group without obligation. Any rice farmers want to join our group, we are willing to support and educate from start to harvest, and purchase produces. Now we have 160 members with over 2,000 rai of plantations. We want to reach 10,000 rai but still it depends on

the market. If the market responds well, there will be more rice farmers joining us. Furthermore, we are developing towards organic agriculture, but it will take time and passion as direct seeding is already difficult for rice farmers, and organic direct seeding rice will need more learning and adaptation to our group."

## Thai GI Rice - Top Quality Rice Admired Internationally

"Srisangdao Rice is now exported to Austria, and nearby countries like Slovenia, Poland, and Germany. Then Israel. Now we are on a negotiation to export to Dubai and Saudi Arabia. In the past 2 years, we exported already more than 30 containers, not much when compared to major exporters. It is already difficult to export rice, but even harder to export under our own brand. But we want to sell our brand, we want to promote "Thung Kula Rong-Hai Thai Hom Mali GI Rice". We want to promote the Pride of Thai Rice. The fact that we can export is already great for me. Next step, we will try to create more perception to consumers, know Srisangdao GI rice of Thailand more, which will certainly take time."

For Thailand, we have sold via Shopee, Lazada, facebook page, line @srisangdao, and in The Mall Group's Gourmet, Tops, and Pagarang Restaurant Bangsaen. In comparison, we sell domestically for 10% and 90% is exported. I think the fact that we sell better abroad because in Europe, people know and acknowledge GI products, and we get good reception. It is not only about selling products but promoting community identity and maintaining community identity. Now sustainability is a global trend, so GI promotion on 3P (Profit, People, Planet) plus sufficient economy philosophy will balance our movement at every step of the way. I think business that understands and take pride of community identity in long term will be more admired." ♦

Facebook : SRISANGDAO

Tel. : 098 866 9896

Email : contact@srisangdao.com

# The Cloud

## The Role to Promote Thai GI Rice and Coffee to Sustainability

From a creative media to an organizer aiming to add values and sustainability to Thai products, The Cloud in cooperation with of The Department of Intellectual Property have selected The best Thai GI rice and coffees to participate in Thailand Rice Fest 2023 and Thailand Coffee Fest Year End 2023 during 14 - 17 December 2023 at Queen Sirikit National Convention Center to invite Thai and international consumers to try and taste products as well as talk to enterprises to increase sale and commercial opportunities through new and interesting storytelling.

Changnoi Kunjara Na Ayudhya, founder and managing director, The Cloud, shared about participating in this event that "Actually, Thailand Coffee Fest has been organized for 6 - 7 years already. When I got a chance to get to Ministry of Commerce and discussed with Department of Intellectual Property, which have GI rice and coffee. So this made me think that now apart from coffee as a leading role in café, we can have rice to be a leading role in restaurants. If we are to organize rice and coffee event, we should then have GI product booths in it as our target has been to push Thailand's soft power enabling international communities to know the quality and taste of Thai coffee. There are about 200 booths in coffee event, and 100 for rice event. We work in the principle of bigger enterprises helping smaller enterprises. We charge entry fees big



Changnoi Kunjara Na Ayudhya  
Managing Director, The Cloud

corporations at certain level while we invite certain farmer groups to participate without fee, but there are selection processes to prove they have sustainable practices. There are 10 GI product and 6 rice booths including Thung Kula Rong-Hai Thai Hom Mali Rice, Sangyod Maung Phatthalung Rice, Sakon Dhavapi Haang Golden Aromatic Rice, Kum Lanna Rice, Rai Dawk Kha Phangnga Rice, and Kaowong Kalasin Sticky Rice, and 4 GI coffees featuring Doi Tung Coffee, Doi Chaang Coffee, Thepsadej Coffee, and Muang Krabi Coffee."

We add more interesting activities like

rice tasting zone offering tasting activities and discussion on feelings ranging from rice fighting global warming, GI rice, invited restaurants changing rice to one we suggest, cooking zone featuring social media influencers cooking show. On coffee side, we have done it for 6 - 7 years, so the event is already big with many activities like Thailand Es Yen Championship 2024, which is a 'Es Yen' Thai coffee making competition, basic coffee drinking workshop, and home brew improvement workshop, and so on."

Changnoi added that last was the first ever Thailand Rice Fest, so he was worried but the result went better than expected. "This rice event really uplifted me most in the past year because rice farmers finally got to see those who really care about rice they have grown, as they came to talk and ask. This made them believe that there are people who realize their importance. GI rice booth that impressed me most is Srisangdao Rice. He said that this was the first time ever someone approached him to talk about rice, and they sold up every day."

Also Changnoi cordially invited everyone to the upcoming Thailand Rice Fest 2024 and Thailand Coffee Fest Year End 2024 which will take place on 11 - 14 December 2024. "I think Thailand is a very special country in term of coffee as we have strong café culture and can grow good coffee. If someone flew to Chiang Mai, sat in a café, and took a ride to coffee plantation, all within 2 hours. So is rice. Rice is a world-renowned product. Thailand is one of the places in the world with most rice strains. So I want our products to be better known, and set a trend, add more values, and finally all create a good supply chain. Therefore, I am certain that this event does not only profit commercial enterprises and traders, but Thailand overall." ♦





# Thai GI Rice – Unique Deliciousness from Regions

Rice has long been staple food for Thais. Therefore, there are many strains or variants of rice in Thailand from the diversity of geography and folkways. Each region and province seems to have different tastes for rice. Now there are 23 GI registered rice, each has different quality and deliciousness in its own right.

## Phayao Hom Mali Rice

Phayao Hom Mali rice is paddy rice, brown rice, and white rice processed from Khao Dawk Mali 105 rice and RD15



rice. Milled rice will be long slim grain, opaque, very less chalky, soft and Pandanus fragrant when cooked. It will remain fragrant even after being cooked for a while. It is generally cultivated in a floodplain or basin with river sediments in all 9 districts of Phayao.



Product Owner: Ban Rong Por Organic Rice Farmer Moo 7 Community Enterprise 103 Moo 7, Dong Jen Subdistrict, Phu Kamyao District, Phayao  
Tel : 096 890 8786, 095 982 7363



## Chainat Hom Khaojek Rice

Chainat Hom Khaojek Rice refers to paddy rice, brown rice, and white rice processed from Chainat Hom Khaojek rice variant grown in main season. The grain is sizeable and fat. It

will be soft and fragrant when cooked, and it will take less as it expands more than usual. This makes it more filling. It is cultivated and processed in Chainat.



Product Owner: Thung Wat Sing Agricultural Cooperatives 79 Moo 9 Makham Thao Subdistrict, Wat Sing District, Chainat  
Tel : 056 461 620, 063 116 8778



## Khao Rai Dawk Kha Phangnga

Rai Dawk Kha Phangnga Rice is a local with a light sensitive character. Its coarse rice is reddish white, while brown rice is red. Its white rice

grain is long with reddish brown color. When cooked, it has a light fragrance of pandanus, soft, fluffy, and delicious. It is cultivated in Districts of Takua Thung, Thai Mueang, and Mueang Phang Nga, Phang Nga.



## Kaowong Kalasin Sticky Rice

Kaowong Kalasin Sticky Rice is Gaw Diaw rice strain, which is local rice, and RD 6 rice which is a light sensitive glutinous rice. It is fragrant and soft when cooked, and it is usually not sticky when touched. It keeps



well in closed container over hours. Even when it is cool, it can remain soft. It can only be cultivated in-season in the area of Khao Wong District, and only in Na Go and Nong Hang subdistricts of Kuchinarai District, and Na Khu and Bo Kaeo subdistricts of Na Khu District, Kalasin

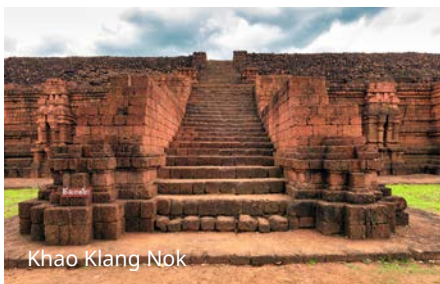
Product Owner: Ban Bang Thong Rubber Plantation Fund Cooperatives Limited 14/5 Moo 2, Bang Thong Subdistrict, Thai Mueang District, Phang Nga 82120  
Tel : 087 279 8828, 083 242 6318

Product Owner: Nong Pue Sticky Rice Community Enterprise 98 Moo 1 Nong Pue Subdistrict, Khao Wong District, Kalasin  
Tel : 063 653 7602, 093 380 4582



# Back in History A World Heritage Site at Phetchabun

Khao Klang Nok



Khao Klang Nok

After learning that “**Si Thep ancient town**” was accepted and registered as a UNESCO world heritage site at the end of last year, 2023, many wondered where that was as they had never heard of the name of the place ever before. So GI magazine would like to show our readers this 2,000 year old historical site.

Si Thep is an historical park situated in Si Thep District, Phetchabun, about 4 kilometres from Pa Sak River. It covers 2,889 rais of land and consists of ancient community sites, town on top of a bigger town. The site is outstanding for its art, architecture, religion, and culture as it was civilized and urban center of commercial exchange for 3 different periods, namely, prehistoric, Dvaravati, and Khmer.

In modern time, it was first explored during King Rama V reign, in 1904 by Prince Damrong once he was Interior Minister. He went on fieldwork at Phetchabun and discovered a big urban

site according to ancient records. It was then further explored and registered as an ancient site of Thailand in 1935, and as a historical park by Department of Fine Arts in 1985. On 19 September 2023, it was admitted and registered as UNESCO's world heritage site, the seventh of Thailand, and the fourth for world cultural heritage, under the name of ‘The Ancient Town of Si Thep and its Associated Dvaravati Monuments’.

Si Thep site can be classified into 2 parts, that is, inner and outer town. Inner town occupies 1.87 square kilometer, is surrounded by moat and wall. There are 48 ancient sites within, with main features of Khao Klang Nai ancient monument and Song Phi Nong Stupa along with over 70 ancient ponds. Outer Town is of 2.83 square kilometer with 64 ancient sites and numerous ancient ponds. Furthermore, there have been discoveries of more than

50 ancient sites along moats. The key ancient sites include Khao Klang Nok, Prang Ruesi stupa, Sa Kaeo pond, and Khao Thamorratt Cave ancient monument, etc.

This trip would not just mean amazing ancient architecture, but Phetchabun still has a lot more natural beauty to offer as well. These feature 2 national parks like Thung Salaeng Luang and Nam Nao, Pha Hua Singha, Phu Phaeng Ma, Sridit Waterfall, Khao Khor, Phu Thap Boek. While Wat Pha That Sorn Kaew and Huay Tong Bridge are nice places for



Khao Klang Nai



Ancient Monument



Ancient Ponds



Rai Leum Pua Petchabun Rice

photographing and social media check-ins. Before leaving there are more famous things to taste from Phetchabun including 2 GI products.

**Rai Leum Pua Petchabun Rice** is a black glutinous rice which is a light sensitive, local wild rice, cultivated at 400 – 800 meter elevation from mean sea level of Phetchabun province. The grain is blackish purple and fragrant when cooked.



It is also chewable with soft center, and rich in nutrients. **Phetchabun Sweet Tamarind** is the most famous fruit from Phetchabun and have been very popular abroad. It is registered as GI product in Vietnam already, and pending in China. The tamarind can be curve or straight with smooth brown color, thick and soft flesh with low fiber. It is cultivated only in Phetchabun.

This Phetchabun trip is well rounded, filled with happiness, nature, history, and delicious treats. Next time, let see where we will take you next time ♦



Wat Pha That Sorn Kaew Temple



Phetchabun Sweet Tamarind



Thung Salaeng Luang



เกร็ดความรู้  
สำหรับ GI  
TIPS & TRICKS

### GI Product Potential Promotion in Food and Beverage Industry and Export

**Kanitha Kungsawanich**  
Deputy Director General

Nowadays food and beverage industries have been highly competitive. Furthermore, consumers become even more diverse and different, leading to a growing need of niche markets. Many leading market research companies predicted that, 2024 market for healthy food and beverage will grow to 1.9 trillion USD. This year will also see the growing trend of local foods because consumers are open to more unique foods with local ingredients which lend support to communities.

This is then an opportunity for GI products to grow in niche markets of food and beverage domestically and internationally. Department of Intellectual Property continues its attempts to register GI products abroad to improve commercial opportunities and expand markets for GI products. Now 8 Thai products are already registered abroad, that is, Thung Kula Rong-Hai Thai Hom Mali rice, Sangyod Maung Phatthalung Rice, Doi Tung Coffee, Doi Chaang Coffee, Isan indigenous Thai Silk Yarn, Lamphun Brocade Thai Silk, Phetchabun Sweet Tamarind, and Lamphun Golden Dried Longan, covering 33 countries worldwide such as European Union (27 countries) Japan, Vietnam, Malaysia, Indonesia, and India. There is also 1 product in registration process to be Thai GI product in Vietnam, which is Khao Yai Wine. In addition, the Department also supports Thai GI food producers to push beyond their geographical limits by processing products to expand business and quantity for export potentials.

## 23 Rices



- Surin Hom Mali Rice
- Sangyod Muang Phatthalung Rice
- Thung Kula Rong-Hai Thai Hom Mali Rice
- Sakon Dhavapi Haang Golden Aromatic Rice
- Khao Jek Chuey Sao Hai
- Kaowong Kalasin Sticky Rice
- Khao Leuang Patew Chumphon
- Khao Kum Lanna
- Khao Rai Leum Pua Petchabun
- Khao Hommali Ubon Ratchathani
- Khao Hommali Thongsamrit
- Khao Niew Khiaw Ngoo Chiang Rai
- Phayao Hom Mali Rice
- Rai Dawk Kha Phangnga Rice
- Chainat Hom Khaojek Rice
- Kaw Gor Diew Phichit Rice
- Pathum Thani Hom Pathum Rice
- Narathiwat Hom Kradung-Nga Rice
- Daeng Mueang Loei Sticky Rice
- Siwgleang Mueang Loei Sticky Rice
- Kaow Hom Mali Din Phu Kao Fai Buriram Rice
- Bao Yod Muang Trang Rice
- Hom Baitoey Nakhonsawan Rice

## 100 Plants Fruits and Vegetables

- Nakhonchaisri Pomelo
- Chainat Khaotangkwa Pomelo
- Som-O Khao Yai Samutsongkram
- Pakpanang Tabtimsiam Pomelo
- Yarang Puko Pomelo
- Som-O Thakhoi Mueang Phichit
- Pomelo Hom Khuanlang
- Thong Dee Ban Thaen Pomelo
- Prachin Pomelo
- Lamphun Blaokhiao Longan
- Banphaeo Phuang Thong Longan
- Bang Mod Tangerine
- Mae Sin Tangerine
- Neck Orange Chana
- Phuket Garcinia
- Naiwong Ranong Mangosteen
- Khao Khiriwong Mangosteen
- Sriracha Pineapple
- Chiangrai Phulae Pineapple
- Nanglae Pineapple
- Phuket Pineapple
- Pineapple Hauymon
- Tha Uthen Pineapple
- Bankha Pineapple
- Trat si thong Pineapple
- Rayong Golden Pineapple
- Sri Chiang Mai Pineapple
- Bueng Kan Pineapple
- Longkong Tanyougmat
- Phetchabun Sweet Tamarind
- Pet Non Thai Manila Tamarind
- Kathon-Hor-Bangkrang
- Krathon Ta-Lung
- Nont Durian
- Durian Pa La-U
- Durien Prachin
- Chan Durian
- Uttaradit Long lab - Lae Durian
- Uttaradit Lin lab - Lae Durian
- Naiwong Ranong Durian
- Durian Salika Phangnga
- Cha Nee Koh Chang Durian
- Pakchong-Khaoyai Durian
- Thong Pha Phum Durian
- Monthong Khao Bantad Durian
- Satun Champedak
- Lava Durian Sisaket
- Gluay Hin Bannang Sata
- Kamphaeng Phet Banana
- Chumphon Ladyfinger Banana
- Hom Thong Pa-Thum Banana
- Hom Thong Lamae Banana
- Phetchaburi Gros Michel Banana
- Samutsongkram Kom Lychee
- Nakhonphanom Lychee
- Bang Khun Thien Lychee
- Phayao Lychee Mae Chai
- Phet Rose Apple
- Water Chestnuts Suphan
- Sakon Nakhon Mak Mao Berry
- Nan Golden Orange
- Koh Phangan Coconut
- Ratchaburi Aromatic Coconut
- Banpheao Aromatic Coconut
- Thap Sakae Coconut
- Bang Khla Aromatic Coconut
- Manao Petchaburi
- Nam Dok Mai Khung Bang Kacho Mango
- Nam Dok Mai See Thong Bang Khla Mango
- YaiKlam Nonthaburi Mango
- Nam Dok Mai Sakaeo Mango
- Saraburi Man Nong Saeng Mango
- Nam Dok Mai Samutprakarn Mango
- Nam Dok Mai See Thong Ban Lon Mango
- Mayongchid Nakhonnayok
- Maprangwhan Nakhonnayok
- Rongrien Nasan Rambootan
- Thong Pha Phum Rambutan
- Phrik Bang Chang
- Banmai Sapodilla
- Sisaket Shallot
- Sisaket Garlic
- Mae Hong Son Garlic
- Ban Mo Taro
- Nom Ban Phon Jujube
- Borabue Yam Bean
- Pakchong Khaoyai Sugar Apple
- Hom Thong Phop Phra Banana
- Dok Mai Si Thong Phitsanulok Mango
- Songkhla Mini Mango
- Sa-Ded Nam Yala Durian
- Nam Dok Mai See Thong Ban Lon Mango
- Sai Khao Durian
- Nongkhaern White Champaka
- Nong Hiang Chonburi Jackfruit
- Hom Thong Nong Bua Daeng Banana
- Talay Hoi Durian
- Mae Hong Son Konjac
- Thip Phang-Nga Mangosteens
- Tak Avocado
- Monthong Rayong Durian

## 41 Foods

- Trang Roast Pork
- Pon-Yang-Khram Beef
- Bang Phae Giant Freshwater Prawn
- Doi Tung Coffee
- Doi Chaang Coffee
- Suratthani Oyster
- Chaiya Salted Eggs
- Songkhla Steamed Egg Yolks
- Namtam Tanode Muang Petch
- Kanom Mor Kaeng Muang Petch
- Chiangrai Tea
- Lampang Khao Tan
- Pla Rad Lumnam Sakae Krang Uthai Thani
- Bangkrathum Phitsanulok Dried Banana
- Lamphun Golden Dried Longan
- Sakon Nakhon Mak Mao Berry Juice
- Khaothalu Coffee
- Tham Sing Chumphon Coffee
- Mae Hong Son Tiger Stripe Peanut
- Tha Le Noi Phatthalung Fermented Catfish
- Bangbo Snakeskin Gourami
- Kafee Dong Ma Fai
- Thepsadej Coffee
- Salted fish Kulao Tak Bai
- Greenery Coffee Ozone
- Muang Krabi Coffee
- Pla Chon Mae La
- Pae Jor Khaew Maesod Bean
- Chanthaburi Pepper
- Yarang Velvet Tamarind
- Sangkhom Dried Banana
- Trang Peper
- Songkhla Lake Seabass
- Bo Kluea Nan Rock Salt
- Photharam Preserved Radish
- Surat Thani Turmeric
- Surat Thani Stinging Catfish
- Mae Klong Mackerel
- Mae Klong Sea Salt
- Nongkhai Tilapia fish cage Mekong River
- Koh Yao Sea Cucumber



## 16 Silks and Cottons

- Mae Jaem Teen Jok Fabric
- Sakon Nakhon Natrual Indigo Dyed Fabric
- Lamphun Brocade Thai Silk
- Praewa Kalasin Thai Silk
- Chonnabot Mudmee Thai Silk
- Isan Indigenous Thai Silk Yarn
- Baan Huai Hom cotton wool blend fabric
- Phamai - madmee - Chinteandang Buriram
- Nong Sung's Fermented mud cloth
- Pha Mai Kep Ban Mueangluang
- Mor Hom Phrae Fabric
- Saket Silk
- Teen Jok Lhong-Li Lamphun Textile
- Pak Thong Chai Thai Silk
- Khum Ma Au Bua Lai Silk
- Bueng Kan Fermented Mud Cloth



## 21 Handicrafts

- Phanat Nikhom Basketry
- Angsila mortar stone
- Bor Sang Umbrella
- Ban Chiang Pottery
- Dan Kwian Pottery
- Chiangmai Celadon
- Mook Phuket
- Kohkret Pottery
- Yok Mlabri Nan
- Lampang Chicken Bowl
- Sangkhalok Sukhothai
- Chanthaboon Mat
- Nil Muang Kan
- Ban Mon Pottery
- Ratchaburi Dragon Jar
- Klong Ekkarat
- Wiang Kalong Pottery
- Ban Sang Mat
- Tak Granite Mortar
- Lop Buri White Clay Filler
- Kru Noi Ban Sa-ang Si Sa Ket



## 2 Wine and Spirit

- Phurua Plateau Wine
- Khao Yai Wine



(As of 20 April 2023)