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| Category                             | : International Rice Research Conference   |
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| Keyword 1                            | : Value chain analysis   |
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| Title of Entry                       | : Geographical Indication (GI) system of rice in Thailand  |
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| Co author 2                          | :  |
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| Select only one type of presentation | : 15 minute oral presentation  |
| Abstract                             | <p>: Changing consumers' demand towards high quality, nutritious and healthy rice especially among high income consumers has generated new markets for specialty rice such as fragrant rice, brown rice, organic rice. Nevertheless, the competition among exporters has also been escalating as major rice producers realize the opportunity to increase their export values. Thailand's rice particularly Jasmine or Hom Mali is one of the most recognized supreme quality rice. Recently, Thailand has lost its market share of Jasmine rice to competitors such as Vietnam and Cambodia. The quality of rice grains depends heavily on the variety itself but agroclimatic condition and agronomic management also play a crucial role in defining grain quality. Geographical Indication (GI) is considered at property right protection for products that have quality or reputation attributable to its geographical origin. GI rice identifies a particular rice originating in the territory or a region or locality where a given quality and reputation is essentially attributable to its geographical origin. Thai government has recognized the importance of GI as a means to protect distinct quality of Thai rice from its competitors. Thailand became the first and still is the only country in Asia to successfully register rice products with the European Commission. Currently there are two GI rice from Thailand registered as Protected Geographical Indication (PGI) by the European Union and ten GI rice registered by Department of Intellectual Property of Thailand. Producers of GI rice have the right to exclude a third party whose product does not conform to the applicable standards such as being outside the territory or not produced according to the code of practice. This paper aims at describing the system of GI rice in Thailand including the control system, certification system, and GI rice market in Thailand. Evidences of GI rice show that consumers may perceive the value of geographical indication but the certification and trust in the control system has to be amplified.</p> |

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