



INTRODUCING “M-HELP ME”

The Ministry of Agriculture and Cooperatives (MOAC) collaborates with the Ministry of Commerce (MOC) to mobilize “Manufacturing Lead Market Policy” by introducing M-Help Me Application.



Mr Alongkorn Ponlaboot, Advisor to the Minister of Agriculture and Cooperatives revealed after the press release of the “M-Help Me” application at MOAC that according to the Manufacturing Lead Market Policy of Dr Chalermchai Sreeon, Minister of Agriculture and Cooperatives aiming to reform agricultural sector for a better life of farmers and economic stability, MOAC and MOC jointly create a “Agriculture: Producing, Commerce: Marketing Strategy” to help finding markets for selling products both in country and abroad in order to support the production and agricultural products and to restore economy affected from the pandemic of Covid-19. Nowadays, the world is in great need of more food and agricultural products. Due to high potential production in agriculture of Thailand and value-added agricultural products in 4 categories : plants, livestock, fishery and processing, MOAC and

MOC are cooperating to enhance the purchasing of existing markets and at the same time look for new export markets around the world, and to support and promote farmers to produce agricultural products that match the market need. Farmers will definitely be able to sell their products. This will result in better living conditions and also promotes agricultural cooperatives, community enterprises, SME groups, small-scale farmers groups and young smart farmers to gain alternative opportunities to sell goods and processed products online, regarding the Thailand 4.0 policy.

MOAC, MOC and the Ministry of Transport (MOT) emphasize market channels of agricultural products. Thus, Integrated cooperation has occurred between the government and private sectors, including 30 agencies in the transportation system of Thailand. The “Memorandum of Cooperation on the Guidelines for Transportation Management of Thai Fruits Affected by the COVID-19 Outbreak” was signed on 9 April 2020 at the MOC. The objective of this collaboration is to focus on the transportation management of fruits affected by the COVID-19 pandemic. In 2020, domestic transportation system has played an essential role in distributing a lot of fruit production including durian, mangosteen, rambutan, longkong, lychee, longan, mango, grape and other economic fruits directly from the farmers or manufacturers to both domestic and international consumers. The mechanism of logistic, airfreight, land and sea transportation allow productions to reach destination markets quickly. Besides, local transit in various locations and also online trading through a platform may facilitate the shipping.



“M-Help Me is a Thai online platform to encourage the sale of agricultural products to consumers under the agricultural technology policy 4.0, manufacturing lead market policy and the joint mission of “Agriculture: Producing, Commerce: Marketing Strategy”. This application is admitted to be an essential mechanism of the country to help farmers selling agricultural products domestically and internationally. M-Help Me encourages entrepreneurs, SMEs and industrial plants in the agrarian sector to connect to domestic and international markets. Besides strengthening the country during the pandemic, MOAC aims to be one of the top ten food-exporting countries in the world as determined by the government. Above all, MOAC’s ultimate goal is for farmers to have more income and live a better life” said Alongkorn.

Mr Prasit Jeawkok, founder of the Services and Integrated Products Trade Association and president of the “Returned to the Earth Project”, has joined and signed this Memorandum and also established a cooperation among the concerned agricultural products agencies to map out the detail procedures from production to the hands of consumers. Besides, he also developed agribusiness operation with a knowledge of modern technology and an online marketing platform through the “M-Help Me” or “M-Man” application. It is expected to be a one-stop service that allows people to buy, sell, transport, insurance, pay and go online. Integrating with both government and private agencies, “Returned to the Earth Project” drives operations to achieve goals, reduces the impact to the production, and helps solve the oversupply in the market and price-falling due to excessive clustering in the country.

However, even though the crisis from the pandemic will continue to affect exports of agricultural and food products around the world, the demand for food and agricultural products is still at a high rate. Therefore, it is necessary to create cooperation between public and private agencies that will assist the distribution of agricultural and food products to the market and consumers through online marketing via the “M-Help Me” application.

Source: กระทรวงเกษตรฯ จับมือพาณิชย์ ขับเคลื่อน “ตลาดนำการผลิต” เปิดตัว M-Help Me
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