



# ฝ่ายเกษตร ประจำสถานกงสุลใหญ่ ณ นครลอสแอนเจลิส Thailand Office Of Agricultural Affairs, Los Angeles

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## DOAE sets to improve Pang Pu Lo Arabica coffee to SCA standard



Coffee popularity in Thailand is continuously growing. According to Euro monitor International, coffee market value in Thailand has been increasing in the past 3 years (2021 – 2023) with compound annual growth rate (CAGR) of 8.55%. In 2023, market value was 34,470 million baht with the growth rate of 7.34%. This included instant coffee with market value of 28,951 million baht which was calculated at 84% of coffee market share in Thailand. Fresh coffee held 5,519 million baht or 16% of the market share. Factors driving the growth are growing economy resulting in an increase in purchasing power, more opportunities for consumers to experience and access to quality and aromatic coffee.

Mr. Peeraphan Korthong, Director-General of the Department of Agricultural Extension (DOAE), Ministry of Agriculture and Cooperatives (MOAC) said “This is a great chance for areas suitable for growing Arabica coffee in Thailand to further enhance quality of the coffee and community’s economy. Arabica coffee is the most popular coffee to grow and consume, accounted to be at 70 - 80% of world’s coffee market. Factors including lands 1,000 – 2,000 meters above sea level, annual average temperature between 15 – 25 degree Celsius, average rainfall of 1,200 – 1,500 milliliters per year, and rainfall distribution at least 5 – 8 months, contributes to slow growth of the coffee trees which results in longer ripening process of coffee bean. This longer process leads to complexity in aroma and intense flavor comparing to coffee grown in the lower altitude areas or warmer weather. Different varieties grown in different geographic areas yield different uniqueness.”



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Thailand has 124,484 rai of Arabica coffee planting area, yielding approximately 7,992 tons of coffee per year. Majority of Arabica coffee plantation is in the provinces of Chiang Rai, Chiang Mai, Nan, Mae Hong Son, Lampang, Tak, Loei, Phrae, Uttaradit, and Phayao. Even though the altitude of the plantation matters, however, there are other crucial factors affecting coffee taste. The factors are variety selection, planting, nurturing, disease and pest prevention, harvesting, coffee bean processing, brewing, and involved scientific and technological details.

DOAE places importance on specialty coffee market which has domestic market value approximately 5 billion baht annually. It is projected to be the new S Curve, creating the income opportunity for coffee farmers and stakeholders across the high value product supply chain. This new and better opportunity must accompanied with consumer trusts, ensuring that the consumers will get high quality coffee through the quality standard control system and traceability information. The coffee standard must complies with the one established by the Specialty Coffee Association (SCA). SCA is an association consists of collaboration amongst coffee farmers, baristas, and coffee roasters. SCA enhances global coffee quality standard through the collaboration and developing its own standard with the methods for assessment and scoring the Arabica varieties. In order to become a “specialty coffee”, the characteristics and quality of green beans must not bear defect which will affect the taste, or has defects less than the addressed threshold and get cupping score at least 80 out of 100. The cupping score is assessed and graded by Q grader.

To improve quality and standard of Arabica coffee in Thailand, DOAE and Specialty Coffee Association of Thailand (SCATH) have designated Arabica coffee growing area in Ban Pang Pu Lo, Mae Chai District, Phayao Province to become a Sand Box for initiating, educating, and designing system and environment. The objectives are to facilitate and support Arabica coffee grown in the area, and to achieve the SCA standard. The initiations and activities which will start in the year of 2025 are:

1. Plant DNA Fingerprint
2. Area and land assessment (locating coordinates of lands, water, weather, and temperature)
3. Development guidance for good practices in alignment with SCA’s standard
4. Skill improvement for the staffs who are inspectors and advisors
5. Skill improvement for coffee growers for increasing yields
6. Strengthening young coffee growers and baristas



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7. Pest prevention, control, and management
8. Pang Pulo coffee cluster
9. Pang Pulo Arabica coffee cultivation enhancement and special coffee competition

All of these are to create market opportunity and new experience for consumers. Sand Box Collaboration Connect Consortium at Ban Pang Pu Lo is established to enhance and drive positive impacts for the better results through collaboration among public sector, private sector, educational sector, and the local community. Ban Pang Pu Lo Arabica coffee will be assessed and scored in accordance to SCA's standard which will ensure quality and satisfaction resulting in consumer willing to pay more for the product. In addition, the activities will add value to the coffee resulting in growers gaining more profit. This will contribute to circular economy in the community and economic growth in an environmental-friendly way which answer to the trade trend amidst the climate change. The Sand Box is a part of Phayao Model which will be expanded to other provinces.

Source:

[www.doae.go.th](http://www.doae.go.th)

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