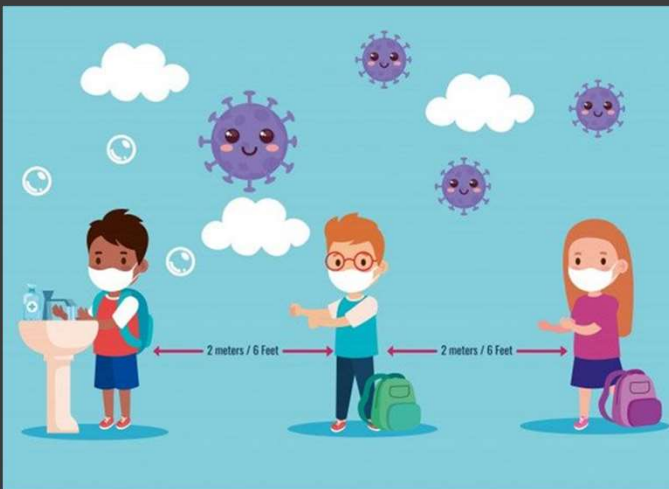




Sufficiency Economy Philosophy in Promoting Sustainable Agriculture Development

Suleeporn Bunbongkarn Choopavang, Ph.D.
Director of Foreign Affairs Department
The Chaipattana Foundation

New Normal



Before COVID-19



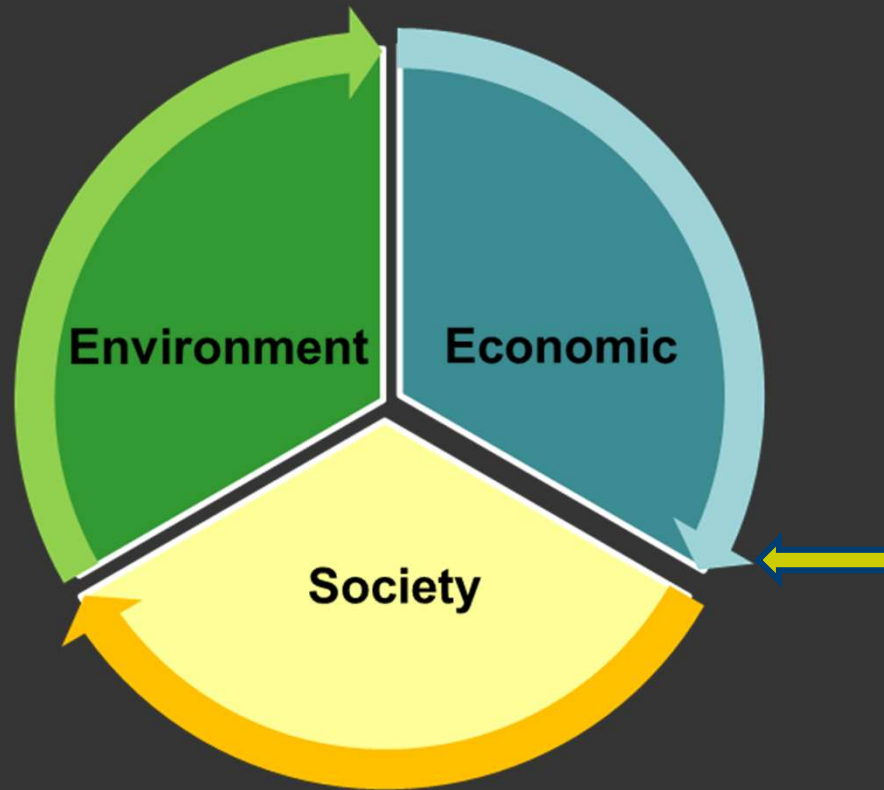
Food and Survival



CBC

Al Jazeera

Sustainable Development



The Brundtland Report published by the United Nations in 1987 was one of the world's first attempts to define "Sustainable Development"

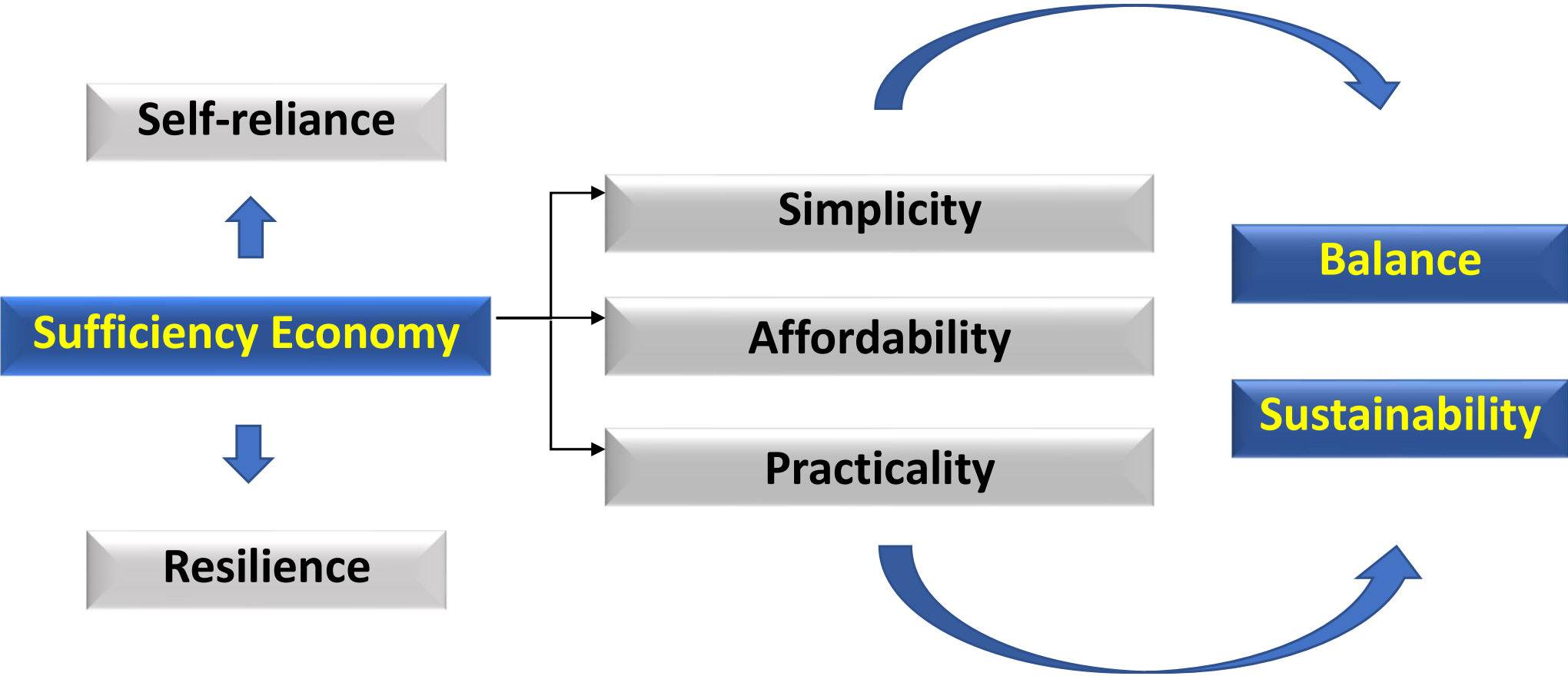
Balance

"Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

**OUR
COMMON
FUTURE**

THE WORLD COMMISSION
ON ENVIRONMENT
AND DEVELOPMENT

Sufficiency Economy



1. Moderation

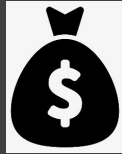


Self Assessment

Our wants and desires are not measurement of moderation but our **capability** is.

Development on Stable and Strong Foundation

Money



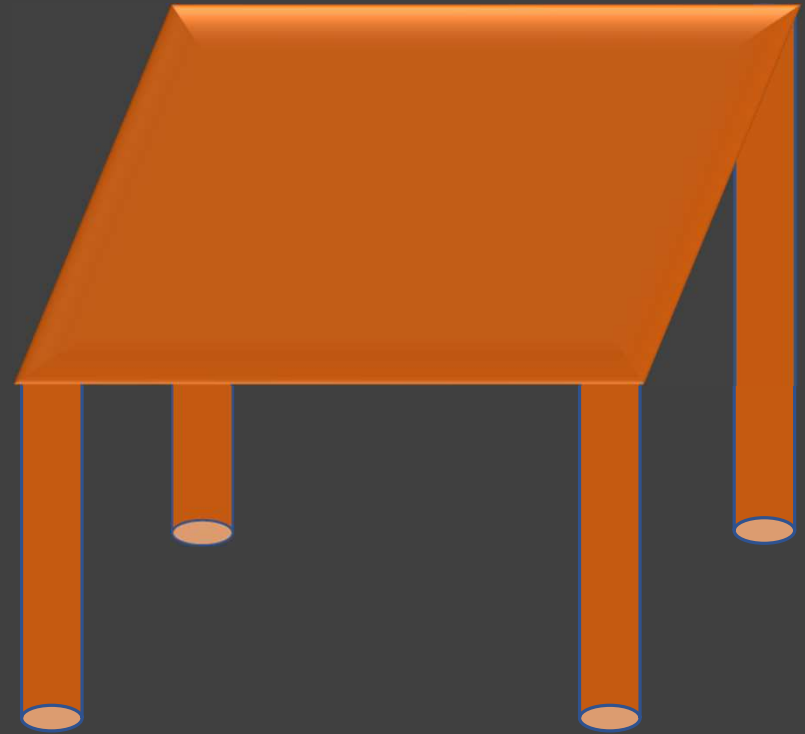
Technology



Expert



Labour



2. Reasonableness



Not to follow the trend blindly

3. Self-immunity



To manage your risks

Knowledge and Moral Principle



Knowledge



Moral Principle

The Chaipattana Foundation



His Majesty King Bhumibol The Great established the Chaipattana Foundation in 1988.

New Theory Agricultural System: Sufficiency Economy in Practice

The "New Theory"
Farming System



Self-immunity

Resilience

Self-reliance

Crisis

- Economic crisis
- Pandemic

Natural risks

- Drought
- Flood
- Diseases and pest problem

External factors

- Price Fluctuation
- Debts
- Loss of land

Small Farmers

The first stage of the “New Theory”: To enable farmers to become self-reliant



30%
Rice farm

30%
water reserve

30%
field crops
orchard trees

10%
accommodation

A formula of
30:30:30:10
for an average of
6 acres of land

The first stage of the “New Theory”: To enable farmers to become self-reliant



Resilience

Food security

Maximize farm resources for optimal benefits

The second stage of the “New Theory”: To encourage farmers to work together by forming groups or cooperatives.

Production

Marketing

Living conditions

Welfare

Education

Society and religion



industry.in.th



bon.go.th



The third stage of the “New Theory”: To encourage the farmers to earn credit outreach.



The Chakrabanh Pensiri Center for Plant Development



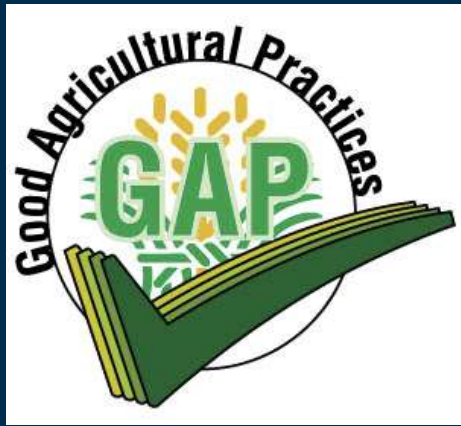
Natural Disaster: Flood

Farmer Groups

Seeds production for sales and free distributions



The Chakrabanh Pensiri Center for Plant Development



The Chakrabanh Pensiri Center for Plant Development



New varieties of quality seeds are produced through extensive research conducted in collaborations with academic institutes and with marketing support from East-West Seed, a leading vegetable seed company in Asia.

The Chakrabanh Pensiri Center for Plant Development



The Chaipattana Foundation's local seeds are stored in the Svalbard Global Seed Vault, the seed storage facility that stands the challenge of natural and manmade disasters.



