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Review Article

The Marketing Ethical Strategies of Thailand's Organic Rice Based on Eastern Economic Corridor (EEC)

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Abstract: Despite being one of the world's major exporters of food, Thailand is facing mounting problems concerning unstainable agriculture practices. Organic farming could help to address environmental, social and economic issues, organic rice practices are proven to improve soil fertility, foster biodiversity, increase economic yield. The stakeholders of organic rice practices should adopt the Eastern Economic Corridor (EEC) favorable policies and embrace the digital era. The increased utilization of smart organic farming technology and greater access of corporate social responsibility could help to add the organic rice value and enlarge the export volumes to international markets. The effectively implementation of the marketing ethical strategies could help to reduce Thailand's rice famer heavy household debt and get out of Thai poverty debt traps.
Keywords: Thailand's Organic Rice, Marketing Ethical Strategies, Eastern Economic Corridor, Corporate Social Responsibility.

INTRODUCTION

With a well-earned reputation as "the Kitchen of the World", Thailand has a significant role to play in the field of food security and food production. Counted among the world's top producers of food, Thailand produces roughly a third of the world's stock of rice. It is also the only net food exporter in Asia. Meanwhile, Thailand Agriculture faces plenty of issues on development of sustainable food production [1].

Environmental Issues

Globally, agriculture is one of the biggest emitters of greenhouse gases (GHG), and Thailand is no exception. According to the Thailand Greenhouse Gas Management Organization, almost 25 percent of Thailand's GHG emissions come from the agricultural sector. Rice farming is thought to release half of Thailand's methane emissions, which are a major climate threat. Meanwhile, the prevalence of monoculture in Thailand has not only led to razed forests, decreased biodiversity, and depleted freshwater sources, but has also nurtured an overreliance on harmful pesticides, herbicides, and fertilizers, many chemicals like DDT, long banned in Western countries, are still used heavily in Thailand. The overuse of such chemicals can give rise to a laundry list of social, environmental, and economic ills, including poor health among farmers, mounting debt, infertile soil, and increased vulnerability to blights and extreme weather. Until such issues are addressed, the agriculture sector will never be sustainable. However, organic farming could help to address many of these ills. Organic practices are proven to improve soil fertility, foster biodiversity, and in many cases, increase yield [2].

Social Issues

Every spring, the air over Chiang Mai province hangs heavy with ash, a repercussion of slash-and-burn agriculture in the surrounding region. The resulting poor air quality causes a few deaths annually and has become a point of social concern, as it affects the health, productivity, and wellbeing of locals. Food insecurity also remains a prevalent issue among Northeastern farmers, as does the migration of rural, working-age people to cities, a practice that weakens family and social structures. According to the National Statistical Office, around 21 percent of the nation's children do not live with either of their parents due to internal migration. Meanwhile, the elderly and children make up the majority of Thailand's rural population. Many of these social issues stem from unsustainable agricultural practices that disregard human externalities and view the work of individual farmers as cheap and easily replaceable. King Bhumibol Adulyadej was keenly aware of such issues and developed sufficiency economy philosophy (SEP) specifically to help empower the rural poor. While individual farmers who adopt SEP principles can benefit by improving their health, self-reliance, food security, and quality of life, agribusinesses also stand to gain by integrating SEP

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principles into their operations. For one, SEP approaches business from a long-term sustainability standpoint and can be effective in reducing inefficiencies while improving risk management. An ethical approach to labor management also results in happier, healthier workers, lower turnover, increased engagement, and higher productivity - all of which are proven to improve the bottom line [2].

Economic Issues

Unsustainable farming hurts the national economy over the long term because of its personal financial impact, namely the continued poverty of farmers caused by high household debt. For Thailand's agricultural sector, which already has a shrinking and ageing labor pool, impoverished conditions among farmers will only propagate problems such as low productivity, low health, low education, and low opportunities for growth and scalability. Farmers have rarely been educated to consider market needs, financial management, and production sustainability. Agriculture is a vast and complex industry spanning many geographical regions, each with its own unique challenges and interdependent players. This means there is no simple path to a more sustainable sector. Indeed, while organics and SEP offer some solutions, a successful, industry-wide shift toward sustainability will likely involve a combination of stronger consumer demand; better agricultural knowledge, land management, and business skills among farmers; better use of innovation and technology among larger players; and an across the board reduction of chemical usage [2].

Eastern Economic Corridor (EEC): Thailand 4.0 in Action

Eastern Economic Corridor (EEC) is a special economic zone of three provinces (Chachoengsao, Chonburi and Rayong) in eastern Thailand. a pilot project for the economic development of Thailand's Eastern Seaboard. Over the past 30 years, these three provinces have been developed to support the fast-growing industries. It was the "eras of industrial revolution [3]".

The EEC area covers over 13,000 Km^2. The government has launched measures to support and accelerate the economic growth in the EEC, for instance, measures to develop public utilities, transportation systems, logistics, human resources, and investor's facilitation in the form of One-Stop Service Center. In the future, the EEC will grow into a modern metropolitan, a hub of trade and investment, a center for regional transportation and logistics, a significant source for human resources, a tourist attraction and most importantly, the most modern Gateway to Asia. The Eastern Economic Corridor (EEC) development lies at the heart of Thailand 4.0 scheme. The EEC is an area-based development initiative, aiming to revitalize the well-known Eastern Seaboard where, numerous business developers have experienced a rewarding investment journey and exceptional achievements. The EEC development plan envisages a significant transformation of both physical and social development, plays an important role as a regulatory sandbox uplifting the country's competitiveness [4].

Marketing ethics: Fair Trade

Organic rice that follow the principle of ethical sourcing ensure that their products are sourced, manufactured and supplied without exploiting people or the environment. In the private sector, ethical sourcing policies are developed by some companies to verify transparency in each link of their supply chain, assuring customers that ethical standards are being upheld. This is important not only for public image and customer satisfaction, but also because the behavior of suppliers and partners can pose risks to a business's operations and viability. Ethical issues can arise from almost any aspect at any stage of a supply chain - from the sourcing of food, raw materials or components, to factory payrates and working conditions; from industrial waste disposal, to transport, packaging and delivery. An effective ethical sourcing policy ensures that all the materials and services that go into making a company's finished products are created in safe facilities by workers who are treated well and are fairly paid, and with regard to environmental sustain-ability. Working to enhance transparency throughout the supply chain not only mitigates risk, but also lifts communities out of poverty. Modern concepts of ethical sourcing have origins in the "fair trade" movement, which gained global influence in the 1970s with a focus on fair crop prices for farmers in developing countries. Fair trade: An international trading practice that aims to lift suppliers (mostly farmers in developing countries) out of poverty through giving a fair price for commodities, cutting out the middleman, and verifying fair labor conditions and environmental sustainability [2].

OBJECTIVES

- To ensure the effectively implementation of the marketing ethical strategies and sustainability development.
- To reduce Thailand's rice famer heavy household debt and get out of Thai poverty debt traps.
- To create a mindset among organic rice farmers and agribusinesses balance between the profits motive and marketing ethics.
- To add the organic rice value and enlarge the export volumes to international markets.
- To fully use the Eastern Economic Corridor (EEC) favorable policies and embrace the digital era.

The Current Status of Organic Rice and Eastern Economic Corridor (EEC) Development in Thailand
Eastern Economic Corridor (EEC) Development

Chachoengsao, Chonburi and Rayong Provinces have been designated for the development of the Eastern Economic Corridor (EEC), a pilot project for the economic development of Thailand's Eastern Seaboard. Over the past 30 years, these three provinces have been developed to support the fast-growing industries. It was the "eras of industrial revolution". In 1987, Map Ta Phut industrial estate was established, and it was the beginning of the development of Thai heavy industry, such as petrochemical, auto and electronics industries. These eras are also called Thailand 3.0. Today, Thailand is ready to move forward to the era of Thailand 4.0. Ten key industries have been identified as potential growth engines for Thailand. These 10 industries are divided into two larger groups as follows: First S-curve industries: Next-generation automotive; intelligent electronics; advanced agriculture and biotechnology; food processing; high wealth and medical tourism. New S-curve industries: Digital; robotics; aviation and logistics; comprehensive healthcare; biofuel and biochemical.

Thailand is well-known as an agricultural powerhouse. It is the world hub for advanced food and nutrition manufacturer with significant investment in technology, food safety R&D and sustainability enhancement. Thailand is rich in raw Materials, with abundant natural resources and a year-round growing season, Thailand is one of the world's top exporters of cassava, canned tuna, canned pineapple, rice, and sugar. Over 80% of our raw materials used in the food industry can be sourced locally at competitive prices. Food processing companies can thrive in the food market through our natural resource powerhouse. Thailand has a worldwide recognition as the Kitchen of the World. Thailand has put forward its own advantageous position to adopt biotechnological application and serve demand for better safety standards, food origins, and veganism. With strong agricultural fundamental has adopted a strong promotional stance to elevate the capacity of agricultural industries. The enrichment will focus on the incorporation of advanced agricultural technologies and biotechnology adaptation [4].

Organic rice in Thailand
Thailand's Organic Market

In Thailand, market awareness of the benefits of organic food dates back to 2002. This late awakening to the organic market was partly due to a lack of information and promotion, and the unavailability of organic products in the local market. At that time, the region was struggling to recover from the Asian economic crisis (1997–1999), which cut real incomes and consumer purchasing power and so meant most certified organic foods and products were exported and few remained for the local market. Only at the end of 2004 did significant amounts of certified organic food appear in local supermarkets and organic stores in urban Bangkok. From this point a gradual widening of availability and competition reduced prices and thus stimulated further demand and growth. In 2010, the Thai market for organic agricultural goods was estimated at about $200 million, of which $120 million derived from exports and $80 million from the domestic market [5].

Thailand's Organic Rice

In 2017, the government launched the National Program for Organic Farming addressed to rice farmers in the whole country. The main motivations concern the country's competitiveness on international markets, farmers' health and incomes and the protection of the environment. The Thai government invested about 25 million dollars in 2018. This ambitious program aims to help farmers' groups to convert to organic farming providing technical and financial support. In 2015, 168,310 rai of rice were certified organic, representing 0.55% of the domestic market in Thailand, the final objective of this program is to convert 1,000,000 rai (around 160,000 ha) by 2021, which represents 3.3% of the domestic rice consumption in Thailand. This program aims to produce an increase of 500% of the total organic rice area and will increase by six times the organic rice for domestic supply. This is the first program with such a scope in Thailand but also in Southeast Asia, where most initiatives come from non-governmental organizations or local governments [6].

Thailand's Organic Rice Price

Despite the gradual increase in organic agricultural land area and numbers of consumers of organic food in Thailand, organic food continues to command a price premium of two or three times that of conventional food. However, surveys have shown that consumers are only willing to pay a premium of 10%–15%. Given the gap between actual prices and consumer price expectations, the organic market is undergoing a period of slow growth and will remain a niche segment in the domestic market. Therefore, most organic products are destined for export markets. A realistic price premium for organic food to command in a mature market is likely 25%–50% [7]. The average conventional rice price is around 13 THB/kg. In organic farming, organic farmers of the program could receive from 15 to 18 THB/kg of organic rice. The profit goes from 3.7% to 5.5% between conventional and organic profits, without the subsidies given to farmers within the program. Thanks to the subsidies of the program, organic farmers can go up to 7,525 THB of profit per rai. With subsidies, organic farmers are automatically getting more incomes than with conventional practices, at least 8% more profits [8].

Organic Certification in Thailand

Certification bodies in Thailand fall into 3 categories: Thai government bodies, Thai private

entities, and foreign entities, with around 50% of organic farmlands certified by foreign companies in 2004. The Department of Agriculture offers a free certification service, but there is currently only one Thai-owned private certification body. Organic accreditation has been offered by the National Bureau of Food and Commodity Standards since 2004 [9].

While several certification bodies offer organic certification to producers, two local bodies are particularly significant. The first is the Organic Crop Institute, which is a public agency under the umbrella of the Ministry of Agriculture and Cooperatives that offers free certification. The second is the Organic Agriculture Certification Thailand (ACT), a private non-profit foundation established in 1995 that offers fee-based services. ACT is accredited to the Agricultural Commodity and Food Standards (ACFS) of Thailand. In 2002, ACT was accredited to the IFOAM and then to the National Organic Program USA (NOP) and the Japanese Agricultural Standard (JAS). IFOAM, 2009 [10] since then the Swiss government has also recognized ACT. This eventually led to the accreditation of global certification organizations such as BIOSWISS (Switzerland), BLIK (Belgium), KRAV (Sweden), Die Bio-Bauern (Austria), Ecocert (Canada), and Agriculture Biologique (France). The Northern Organic Standards Organization is a private certification body that caters only to farms and crops from Thailand's northern Chiang Mai Province. This organization established a group-certification program based on collaboration and mutual trust between farmers and consumers [7].

Marketing Ethics

The definition of marketing ethics (ME): ME is defined as the systematic study of how moral standards are applied to marketing decisions, behaviors and institutions [11]. It draws on two distinct fields: (a) philosophy which is normative, and values focused. (b) social Science, which is positive/descriptive and, often empirical.

Many of the consumer studies on organic food have considered factors that facilitate or limit organic food consumption. They have dealt with motivations to purchase organic food, including health concern, environmental concern, food safety, sensory variables, ethical concerns or value structure [12, 13]. With knowledge of consumers' different ethical beliefs (environmental, political and religious), marketing communication can be based on a broader register than attitudes based on product attributes. The consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for organic products. Consumers think that organic products are costly. But at the same time, they believe that higher price can be paid for healthy and eco-friendly products. This is the normal consumer behaviour, taking advantage of this, is unethical and should not be practiced. In recent years this has been a growing debate about ethical aspects of production and trade [14]. With the growing market for organic food involving large agri-businesses and global trade there is increasing concern that core values and principles of organic farming are no longer respected. This was one of the reasons for IFOAM to consult on and formulate Principles of Organic Agriculture (POA): health, ecology, fairness and care [10]. Most current organic standards do not clearly state the values on which they are based, but some contain objectives and/or principles. The production rules explicate values that are easy to codify and audit through the inspection and certification process, such as what inputs are permitted or excluded. Values that are more difficult to operationalize (such as systems balance, social values) are not included in the rules [15].

The farmer group in Yasothon province of Thailand, who used to regularly export organic rice for many years, they have also suffered from the price slump in 2005-2006. At that time, selling price of grains was only at 6-7 baht per kilogram which was essentially equal to the selling prices of general Thai Hom Mali Rice in the market. Consequently, the leaders of the farmer groups Foundation network in Naso district, Yasothon province, and those in nearby provinces, contacted and asked for support from the Cooperative Academic Institute (CAI), in order to determine a long-term resolution to the problem. Eventually, the "Moral Rice" research project was unanimously agreed to be conducted in search of the long-term effective marketing solution for the farmers group under "The Co-operatives Movement and Fairtrade Development" research project of CAI. This project intends to extend the knowledge collection of "Value Network Connection" initiated in Patrawart. This approach aims to encourage the alliance connection under the supply chain management through Branding and Marketing Channel of organic rice products and aims to find the resolution to the falling price problem organic rice.

Challenges and Solutions

In order to add value to agricultural products that are safe for health and have no negative implications for the quality of life as well as the environment, it is important to support knowledge creation in agriculture, science and technology, and the co-creation of innovations that link with bio-based natural resources. This focuses on developing the system of sustainable agriculture while expanding opportunities for farmers to access arable land. Individual farmers are encouraged to collaborate with each other in the form of cooperatives, partnerships and companies to achieve economies of scale, decrease underemployment, apply appropriate technology, and use market mechanisms to manage risk [16].

Product guarantee

Produce quality is of course crucial, particularly for the export market. Potential buyers of organic agricultural produce or products are highly discriminating consumers from middle-income brackets. Whilst prepared to pay a premium for organic produce, they demand high standards of quality and consistency. The organic rice famer and marketer should take responsibility to ensure that the quality of the product measures up to the claim made about it and meets reasonable consumer expectations.

Tech farm puts soil and water management in farmers' hands

Thai farmers are facing more pressure from consumers, both domestic and abroad, regarding food quality and safety. In many instances, small producers cannot access global markets due to an inability to meet international food safety requirements. Locally, the excessive use of chemicals has also produced damaging consequences such as ecological degradation and health afflictions. Due to a lack of knowledge, Thai farmers often try to compensate by overusing pesticides and fertilizers on their crops. This not only makes environmental matters worse, but in many cases also drives the farmers deeper into debt as such chemicals are costly.

To bridge this gap, APPs dubbed “Len Din” and ‘Len Nam“were developed, Len Din helps farmers reduce the usage of fertilizers and pesticides through smarter planting techniques and management of soil. Len Nam allows famers to increase the efficiency of water quality measurement and sustain the quality of natural resources, which significantly reduces the risk of diseases Tech Farm is also working to change mindsets through market incentives, convincing farmers to comply with recognized standards through easy-to-use technology, and matching them with buyers whose priority is food safety. The APPs increase farmers' capacity through gamification, knowledge -sharing via social media and chat platforms, and advice on market conditions and trends. Because both APPs capture related data on a regular basis and store it in the cloud, customers can also track product details by using a Tech Farm APPs developed for the buyer side, enabling more transparency and traceability in the value chain. Through Tech Farm, participating, farmers and farm owners have embraced innovation and shifted their focus to quality products which have added value, bring in sizable profits and answer to the modern demands of customers.

Professional review makes organic farming accessible

Transitioning to organics requires not only courage and diligence but also adherence to strict standards. As an alternative to expensive third-party certification, some farmers are turning to Participatory Guarantee Systems (PGS), a community-based quality assurance system whereby actors in the local value chain - farmers, buyers, rural advisors, and local authorities -visit farms to inspect crops and verify that they qualify as organic. Suitable for smallholder farms, these close-knit networks are built on a mutually beneficial foundation of trust and knowledge exchange. With the support of governments and nonprofits, PGS is rapidly being adopted in the Greater Mekong Subregion, allowing farmers to transition to organic farming without having to take on the cost burdens certification, and within the supportive structure of a peer network.

Already recognized by Tops Supermarket, giving it mainstream credibility and access, peer reviews foster capacity building and prepare smallholder farmers for IFOAM certification. As the use of PGS spreads, an argument could be made for harmonizing standards, monitoring bodies, logos, and structures to facilitate regional trade and stronger consumer education.

Inspection and organic certification

Organic standards and certification assist in raising consumer confidence and differentiate organic produce at point of sale. In order to ensure the credibility of certification standards, transparency and independence are key criteria.

Blockchain technology to be used in certification traceability

The Trade Policy and Strategy Office (TPSO) announced that it will use blockchain technology for production-to-export traceability of agricultural products, starting with organic rice, to build confidence among buyers. The project will start as soon as the Office receives the operating budget for fiscal 2020 and TPSO will also accelerate discussions with blockchain experts, related authorities, and financial institutions to speed up the development of blockchain system. The agency has already talked with farmers and some 5,000 growers from Surin province (main organic rice region, northeastern of Thailand) will participate in this project. The project is expected to start in the middle of the Thailand next year, and if successful, will be extended to other agricultural products.

The blockchain system will be able to trace the process from cultivation, which involves a camera being installed in the rice fields to check where it was grown and whether it is really organic rice, while the production or packaging process can verify where it was produced. The certification process checks the department that serves as the inspector and issues the certificate, while the financial institutions who act as the payment intermediary after the rice are sold provide the information on the buyer and the country of export. The system will help instill confidence in Thai organic rice, reducing problems of buyer’s rejection, product adulteration, and license subrogation in order to

increase the bargaining power and add more value to the product, as well as creating opportunities for expanding export markets [17].

Third-party certification

Rice research center (RRC) work with different outsourced companies/certification bodies: Trusted Platform Services (TPS) Assess Global Group and Thai GAP (Good Agricultural Practices) 09. But mainly with this latter: the THAI GAP 09 is certifying GAP farmers and Organic Thailand farmers. They certify organic production since 2016 and issued the first certification in 2018. The assessment is done during the harvest period: October, November in Isaan (Northeastern region of Thailand). Chiang Mai's RRC doesn't hire outsourced company to check the lands. In fact, in provinces with less than 1,000 rai registered as Chiang Mai, the RRC doesn't have to hire a company because RRC's officers can assess farmers by themselves. Officers assess the land and take samples during the period of June to August. If they find a suspect item or see a suspicious practice, they warn the farmer at the T1 assessment, and dismiss the farmer at the T2 or T3 assessment. But the whole group can continue the program. In Surin (main organic rice region, northeastern of Thailand), there are around 50 officers from Thai GAP 09 taking care of the control and certification of 287 farmers' groups [8].

Direct selling channel on the internet of the organic rice

Rice farmers struggling to cope with low paddy prices are being offered help to sell their produce directly to end consumers to overcome the crisis. Many farmers have been plunged into deep financial trouble this harvest season. However, many people are now offering assistance as farmers in many areas try to adapt to the problem. IT firms that can help to develop online platforms to sell rice for farmers and their family members. This is including mobile applications that allow the customers to order rice products from farmers directly. The online selling organic rice package always go to 1-5kg. The online marketer has the responsibility to provide accurate and adequate information through packaging and labelling. Example: Many companies come out with catchy words such as 'organic', 'bio-degradable', 'recyclable', 'environmentally safe', 'ayurvedic' etc.

Organic rice selling promotion

The level of government and private sector investment in advertising and promotion is inadequate. Entrepreneurs tend to prefer low-cost advertising e.g. media interviews about their shops or products, or written articles on health and organics for magazines. There are few media channels directly providing information on organic agriculture, and few entrepreneurs who invest in paid advertisements. In general, promotion of organic produce focuses on food safety considerations (freedom from pesticide contamination), health and nutritional benefits, quality and freshness. Promotions tend not to emphasize the significance of the organic certification seal or brand, perhaps because consumers have relatively little awareness of different organic standards. Raising of consumers' awareness and understanding on organic rice is an important factor in stimulating the organic export market. Entrepreneurs need to work together to achieve this as a common goal, and government also needs to invest in raising the profile of organic foods among consumers.

Initiate public awareness campaigns to stimulate demand and promote consumption. Public awareness of organic agriculture could be raised through campaigns to promote the 'Thailand Organic' brand, through TV and New social media (Tik Tok), and also through the print media and public events related to organic rice. Such official recognition and support will help boost consumer demand, strengthen the sector and enhance trust and credibility among consumers and the public.

Adopting organic agricultural link forms to organic tourism

Organic tourism based on agriculture and carries similarities with agritourism. Agritourism helps preserve sustainable nature and rural lifestyles. Organic agriculture is a cultural evolution that finds its origins in an environmentalist culture. Furthermore, the focus on these products is due to demand on healthy foods with high quality standard limiting chemical substances usage. The link of the organic agriculture with agritourism and tourism services is quite clear. Organic tourism is a kind of tourism that brings the visitors in direct contact with agricultural activities at organic farms. Organic tourism producers or sellers highlight the term "organic" on their advertising. They guide and suggest to holidaymakers for organic farms, organic foods, organic wineries, natural food markets, eco or green hotels, natural and eco-friendly attractions.

Organic tourism can be used as a tool for sustainable development of a destination in minor territory and whole country. Origin of organic tourism comes from ecotourism. Ecotourism is exclusively focused on nature, culture and farms which are part of this nature and culture. When ecotourism evolves around organic products is referred to organic tourism. Organic farms offer an additional economic resource for environmental farms and their protection. When farms convert its agriculture to organic management and are managed well, it may develop some other connected tourism activities. If organic farms organically managed, they can increase the motivation for tourists' visits. Organic farms can become economically viable if quality products are produced and marketed and income is supplemented by tourism activities, especially in areas of nature and culture. Organic farms are also vital for human health because

organic foods are produced without conventional pesticides; fertilizers made with synthetic ingredients or sewage sludge; bioengineering; or ionizing radiation. Before organic foods get to your local supermarket or restaurant must be certified organic, too. Organic farming methods which have also been shown to be for safer environment since there are not any synthetic chemicals, antibiotics and hormones in the production. Organic tourism is an organic farming system used in tourism business, but it is also subject to health and agriculture sectors. Consumers from industrialized countries are increasingly interested in buying food and animal products free of pesticides and other chemicals.

Organic Tourism is a social movement in Thailand based on inclusive business model and Sufficiency Economy Philosophy. It involves all players in the Thai travel industry, led by the private sector. The movement aims to build a more sustainable food system using Organic Tourism as a tool. Organic Tourism empowers everyone in the organic value chain to become collective leaders for change, addressing economic, environmental and social problems. Organic Tourism is far more than just tourists visiting organic farms. It involves hotels, restaurants, supermarkets, buying produce from local farmers and communicate to their customers the importance of organic food. The fact that organic is not only good for their health, but also kind to the environment and supports local farmers. Farm visits can be considered as additional activities to bring their customers to meet and understand the farmers. In this way, farmers' livelihood will not be over exploited, thus rendering Organic Tourism sustainable. Organic Tourism in Thailand is coordinated by Sustainable Food Lab (Thailand), a social enterprise which assumes the role as backbone organization in this system change.

Creating an accurate and reliable database of demand and supply in organic agriculture that can be used in market-driven strategic planning.

Organic agriculture has cross-cutting dimensions and so a focus on multi-disciplinary research emphasizing on farm organic systems analysis, agro-ecology, health and socioeconomics are likely to advance fundamental knowledge and assist in understanding farmer motivation and related socio-economic issues. Conduct market research in order to understand consumer preferences and behaviour. Such programmes would aim to enhance consumer awareness and differentiation of organic labelling schemes and promote consumption or organic produce. In a rapidly changing market, it will be important to understand shifts and trends in consumer attitudes, perceptions, preferences and purchasing behaviour. Such studies will help both in focusing interventions in other areas, e.g. promotion of organic labels, in monitoring the effectiveness of such interventions, and in planning to accommodate future trends.

Establish an effective market information system for organic produce. An effective supply and demand forecasting system will give confidence to growers who need assistance in matching demand to supply and deal with changing market conditions appropriately and cost-effectively. Such a market would help ensure supplies, maintain quality and reduce volatility in the market. Provide an effective global market information service for organic exporters. An emphasis on understanding current trends in the global marketplace would contribute considerably towards stimulating the coordinated national-level approach to identify and promote key innovative products for domestic and export markets. As for the domestic market, an effective market information system would assist growers to match demand to supply and deal with changing market conditions appropriately and cost-effectively to reduce volatility in the market. Government should provide financial support to academic and non-profit organizations to compile authoritative market information, monitor the market situation, and make such information available to the organic grower community. A dedicated agency for organic research would serve to collate and disseminate the latest research findings and coordinate a national network of dedicated organic experiment stations and demonstration farms, working closely with organic practitioners in the field. A web-based national research database specializing in organic agriculture would play a key role in assisting researchers and other stakeholders to make effective use of research in their activities and establish partnerships in implementation (both local and global, especially with Cambodia, Lao PDR, Myanmar, Vietnam and ASEAN partnerships).

Issues concern on corporate social responsibility (CSR) and business ethics

Corporate Social Responsibility (CSR) can be understood as an integrative management concept, which establishes responsible behavior within a company, its objectives, values and competencies, and the interests of stakeholders [18]. It refers to a business system that enables the production and distribution of wealth for the betterment of stakeholders through the implementation and integration of ethical systems and sustainable management practices [19]. Furthermore, CSR refers to the responsibility of enterprises for their impacts on society; and the consequences for the integration of social, environmental, ethical, human rights, and as well consumer concerns into business operations and core strategy, in close collaboration with stakeholders [20]. Furthermore, adhering to CSR principles has benefits to the organization [21, 22]: a) it helps to avoid excessive exploitation of labour, bribery and corruption; b) companies would know what is expected of them, thereby promoting a level playing field; c) many aspects of CSR behavior are good for business (e.g., reputation, human resources, branding, and legislation) which can help to improve profitability, growth and sustainability; d) in some areas, such as

downsizing, it could help to redress the balance between companies and their employees; and e) potential "rogue" companies would find it more difficult to compete through lower standards. Moreover, the wider community would benefit as companies reach out to the key issue of underdevelopment around the world.

A number of complementary frameworks appear to be in competition for preeminence including corporate social responsibility (CSR) and business ethics and stakeholder management [23]. Therefore, the academic community has often combined the constructs of business ethics and CSR Business ethics. Ferrell, Crittenden, Ferrell, & Crittenden [24], Normative perspectives explain what ought to be in evaluating and improving ethics [25]. CSR issues are associated with evaluations of concepts such as social issues, sustainability, consumer protection, corporate governance, legal, and regulatory [26]. From a descriptive perspective, social responsibility issues can be legalized through laws and regulations. CSR activities can be observed from a descriptive perspective. Therefore, social responsibility is associated with positive or negative impact on stakeholders. Organizational leaders can make decisions about how to deal with stakeholders which have both CSR and ethical outcomes.

The whole society promote the initiative includes activities like spreading awareness about organic agriculture, organic input distribution, strengthening the farming community, community development act self-help groups, training on various aspects of farming and related activities spread across villages in Thailand. The organic rice farming has an impact on the natural resources favors interaction within the agro-ecosystem that are vital for both agricultural production and nature conservation. By opting for grand products, the consumer through his/her purchasing power promotes a less polluting agricultural system. The hidden costs of agriculture to the environment in terms of natural resource degradation are reduced. The export companies and marketers take the responsibility to keep the marketing ethic principle: faire trading in business practice. As a promoter of Organic Agriculture pledge that we are reaching out to the remotest of places for enhancement and progress in terms of education, health, market information and definitely a healthier lifestyle.

Cooperating with neighboring countries in organic agriculture to add value and create opportunity in the export market, both inside and outside ASEAN

Thailand to push forward international trade and investment growth as well as domestic investment and economy enhancement as the main engines of development. Thailand needs to make agreements on international trade and investment and cooperate with allied nations to expand development through bilateral and multilateral arrangements, together with strengthening regional and sub regional linkages and pursuing a proactive investment strategy boost for the regions. International cooperation frameworks at all levels will provide opportunities for Thailand to maximize the advantages derived from its geographical location to develop itself into a major regional economic and trading hub. Therefore, the Twelfth Plan focuses on enhancing international regulatory and institutional linkages at the implementation level and at each border side-by-side with developing domestic physical infrastructure networks to link with those of neighboring countries. Meanwhile, Thailand must be prepared to function as a gateway to West and East Asia. The Twelfth Plan emphasizes using physical infrastructure linkages as a basis for the development of areas, economies and communities along transborder economic corridors, upgrading their competitiveness and distributing wealth to the communities, provinces, and cities along these economic corridors as well as other domestic linkage areas. Additionally, Thailand must execute a proactive strategy for creating an entrepreneurial society and intensively supporting Thai entrepreneurs to invest abroad in order to gain capital revenues and potential business opportunities. The aim is also to promote value chain linkages within the region, especially with Cambodia, Lao PDR, Myanmar, Vietnam and ASEAN [16].

Lead initiatives to foster cooperation between governments in Asia on harmonization of national regulatory regimes and sharing of experiences on key issues. As the leading exporter of organic produce in the ASEAN region, Thailand can make an important regional contribution to international harmonization and multilateral recognition of various organic conformity assessment and guarantee systems. Regional cooperation in marketing, standards, conformity assessment and R&D would also be included as part of this regional responsibility. Such participation would be expected to enhance Thailand's credibility as a responsible leader and thus further serve to facilitate access to its markets not only within the Asian region, but with its other global trading partners. Foster regional collaboration among private sector certification bodies. Such collaboration would focus on standard setting, inspection, certification and international regulatory recognition. Thailand can offer to organize and host regional training and meetings so to establish herself in a regional leadership role in this area. Establish a regional organic trade association. Such a body could be beneficial for all countries in the region as interregional trade could be promoted and "ethical" or "fair" trading could be further developed in Asia.

CONCLUSION

Values are at the center of organic farming. Ethical concerns that are important to consumers, producers and other stakeholders in relation to organic farming practice and that are expressed in the four

International Federation of Organic Agriculture Movements (IFOAM) principles of health, ecology, fairness and care, they can be categorized under four broad categories :social, economic, environmental, animal welfare [27].

Smart organic farming technology and professional review to guarantee the organic rice quality. Blockchain technology and Third-party to be used in organic certification traceability and Inspection. Creating an accurate and reliable database of demand and supply in organic agriculture that can be used in market-driven strategic planning. Cooperating with neighboring countries in organic agriculture to add value and create opportunity in the export market. These strategies described above will bring greatest value and create benefits to the extent that there are effective coordination and cooperation between the stakeholder groups (governments, organic farmers, organic certification bodies, organic consumers, neighboring countries both inside and outside ASEAN) in implementing each strategy.

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