Comparison between Geographical Indication red rice in India and Thailand: Regulations and practices

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Perspectives mondiales sur les indications géographiques
Montpellier, France 5-8 juillet 2022
Khao Sangyod Muang Phatthalung

Name: Sangyod Muang Phatthalung

Date of registration (GI Thailand): 28 / 06 / 2006

Country: Thailand

Main characteristics

Standard logo

GI Thailand
PGI
Organic Thailand
Q
Name: Navara (Endemic Kerala rice)

Date of registration: GI (India) 20/06/2007

Country: India

Main characteristics

Standard logo

GI India
Khao Sangyod Muang Phatthalung

Link between product and territory
Navara

Link between product and territory

Kerala
Khao Sangyod Muang Phatthalung production in Thailand

1. To plough the field
2. Sowing seed
3. Maintenance in the fields
4. Harvesting
5. Threshing, drying
6. Milling
7. Packaged ready to sell
Navara Production in Kerala, India

1. Seed preparation
2. Main field
3. Harvesting
4. Threshing
5. Threshing, Winnowing
6. Milling
7. Packaged ready to sell
Example of Khao Sangyod Muang Phatthalung packaging

Front of the package:
- GMP Logo
- Logo of the supplier
- Geographical Indication Logo
- Specify the weight

Back of the package:
- QR code (Rice production information)
- Retail price
- Description of the specialty of Khao Sangyod Muang Phatthalung
- Storage instructions
How to cook:
Fill water to the rice-water ratio as 1:1.5 for brown rice once the rice cooker finishes leave for 10-20 minutes.

Expiration date:

Nutrition information:

Specify the weight:

Specify the address of the production site:
## Table 1 (A). Comparison of Practices and Regulations of GI Rice

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Navara</th>
<th>Sangyod*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geographical Area</td>
<td>Kerala-9 districts</td>
<td>Phatthalung</td>
</tr>
<tr>
<td>Rice Type</td>
<td>Medicinal</td>
<td>Gently fragrant</td>
</tr>
<tr>
<td><strong>Cultural Practices</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sowing</td>
<td>90% Direct sowing</td>
<td>95% Direct seedling</td>
</tr>
<tr>
<td>Seed rate/land preparation (Kg/ha)</td>
<td>75.2</td>
<td>71.46</td>
</tr>
<tr>
<td>Plant protection measures</td>
<td>Organic methods</td>
<td>Organic or GAP methods</td>
</tr>
<tr>
<td>Duration of the crop</td>
<td>60 days</td>
<td>155 days</td>
</tr>
<tr>
<td>Nutrient management</td>
<td>organic</td>
<td>organic or GAP</td>
</tr>
<tr>
<td>Harvesting</td>
<td>Manual/machine</td>
<td>Machine</td>
</tr>
<tr>
<td>Yield (Kg/ha)</td>
<td>2,853</td>
<td>2,421</td>
</tr>
<tr>
<td>Farmgate price (US$/kg)</td>
<td>0.98-6.85</td>
<td>0.38-0.64</td>
</tr>
</tbody>
</table>

*Khao Sangyod Muang Phatthalung*
Table 1 (B). Comparison of Practices and Regulations of GI Rice

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Navara</th>
<th>Sangyod*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regulatory practices</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registered proprietor</td>
<td>Navara Rice farmers society, Chittur, Kerala</td>
<td>Rice Department, Ministry of Agriculture</td>
</tr>
<tr>
<td>Government support for registration</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Agency of registration</td>
<td>GI registry*</td>
<td>DIP***</td>
</tr>
<tr>
<td>Does technical specification include traditional knowledge/practice that are required for quality?</td>
<td>Yes</td>
<td>No, only specified variety and geographical area</td>
</tr>
<tr>
<td>Sustainability in terms of seed availability and quality?</td>
<td>Somewhat</td>
<td>Somewhat</td>
</tr>
<tr>
<td>Control system is costly or difficult to ensure quality?</td>
<td>Relatively very costly</td>
<td>Somewhat costly, mostly subsidized by government</td>
</tr>
</tbody>
</table>

*Khao Sangyod Muang Phatthalung
**GI registry, India
***Department of Intellectual Property
Navara

• **Issues**- High cost and other issues in implementation of organic certification, branding, asymmetry in information regarding prices

• **Possible solutions**
  1. Traceability and blockchain technology
  2. Government mechanism for organic certification

Sangyod

GI registration beneficial to farmers but GI certification is not so