

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

**Perspectives mondiales sur les indications
géographiques
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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

Navara



Main characteristics



Name: Navara (Endemic Kerala rice)

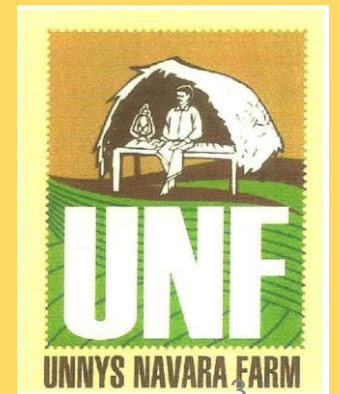
Date of registration : GI (India) 20/06/2007

Country: India

Standard logo



GI India



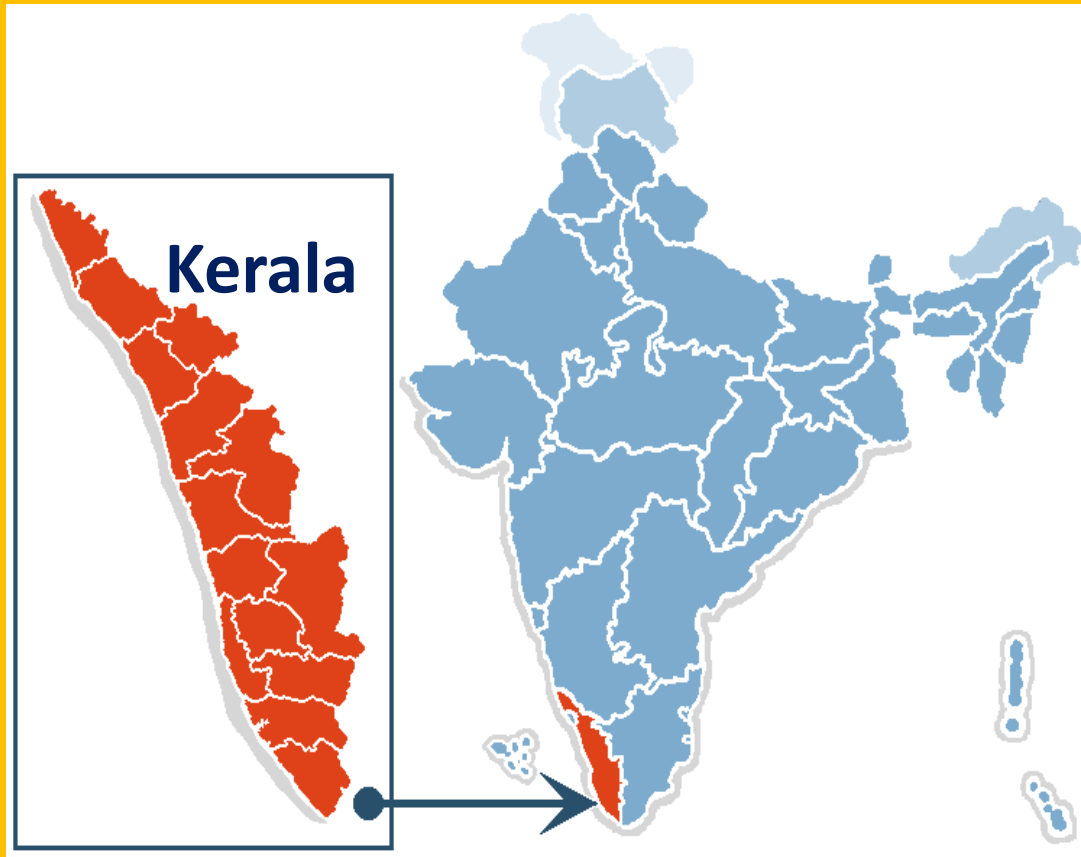
Khao Sangyod Muang Phatthalung

Link between product and territory



Navara

Link between product and territory



Khao Sangyod Muang Phatthalung production in Thailand



1



3



5



7



2



4



6

Navara Production in Kerala, India



Seed preparation

1



Harvesting

3



Threshing, Winnowing

5



Packaged ready to sell

7



Main field

2



Threshing

4



Milling

6

Example of Khao Sangyod Muang Phatthalung packaging

Front of the package



Logo of the supplier

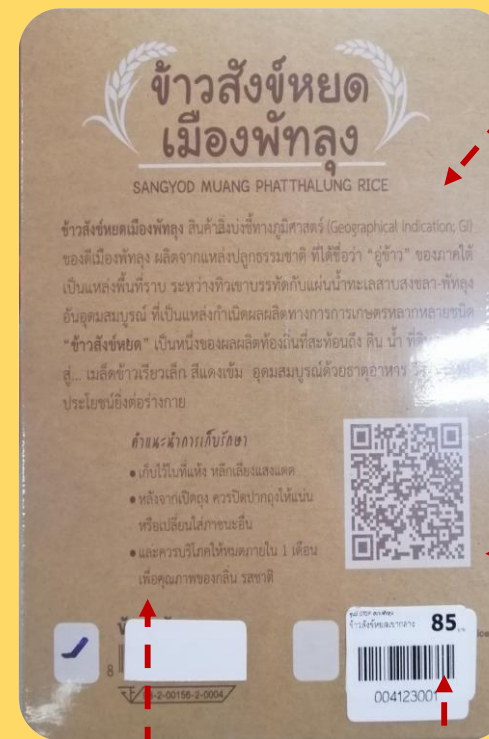
GMP Logo

Geographical Indication Logo

Specify the weight



Back of the package



Description of the specialty of Khao Sangyod Muang Phatthalung

QR code (Rice production information)

Storage instructions

Retail price

Side of the package

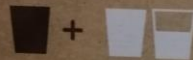
How to cook

How to cooking :

Fill water to the rice-water ratio as
1 : 1.5 for brown rice once the rice
cooker finishes leave for 10-20 minutes

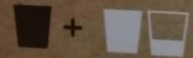
วิธีการหุง ข้าวแฉะหยาบในการหุง สำหรับข้าวกล้อง

แช่ข้าวในน้ำประมาณ 15-20 นาที แล้วหุง
ตามปกติโดยใช้ข้าว 1 ส่วน คือน้ำ 1.5 ส่วน



สำหรับข้าวซ้อมมือ

ไม่ต้องแช่ หุงตามปกติ โดยใช้ข้าว 1 ส่วน
คือน้ำ 1.3 ส่วน



Specify the address of
the production site

ผลิตและจำหน่ายโดย :
กลุ่มวิสาหกิจชุมชน บ้านเขากลาง
เลขที่ 7 หมู่ที่ 13 ตำบลปิ่นเต
อำเภอพนาวัน จังหวัดพิจิตร 93110
โทร. 08 7286 6446
09 3658 2240

Nutrition
information

ข้อมูลโภชนาการ Nutrition Facts

ข้าวกล้อง/เม็ด : 1/2 ถ้วยตวง (100 กรัม) หรือ 1/2 ถ้วยตวง (100 กรัม)
ข้าวกล้อง/เม็ด : 20 กรัม (100 กรัม) หรือ 20 กรัม (100 กรัม)

คุณค่าทางโภชนาการต่อถ้วยตวง (100 กรัม)

Amount per serving (100 g) (100 g) (100 g)

Total energy 170 kcal (Energy from fat 55 kcal)

Percent Daily Values (Percent Daily Values)

Total fat 1 g (2%)

Sodium 1 mg (0%)

Total carbohydrate 37 g (12%)

Dietary fiber 1 g (4%)

Sodium 1 mg (0%)

Percent Daily Values (Percent Daily Values)

Total fat 1 g (2%)

Sodium 1 mg (0%)

Total carbohydrate 37 g (12%)

Dietary fiber 1 g (4%)

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Percent Daily Values (Percent Daily Values)

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Total carbohydrate 37 g (12%)

Dietary fiber 1 g (4%)

Sodium 1 mg (0%)

Percent Daily Values (Percent Daily Values)

Total fat 1 g (2%)

Sodium 1 mg (0%)

Total carbohydrate 37 g (12%)

Dietary fiber 1 g (4%)

Expiration date

ควรบริโภคก่อน

BBF

99092563

น้ำหนักสุทธิ

Net Weight

1 กิโลกรัม

kg

Specify the weight

Table 1 (A). Comparison of Practices and Regulations of GI Rice

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

*Khao Sangyod Muang Phatthalung



Table 1 (B). Comparison of Practices and Regulations of GI Rice

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

*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





Thank You...