

## Initiatives

# Connecting Thai farmers to international markets

## Challenge:

To get access to the market that will improve their living standards. Many farmers cannot get access, because they lack the training to grow their produce in a sustainable manner and meet the necessary requirements

## What did we do?

- // Internal training for Bayer and the local working teams from our local partner in the principles of Good Agricultural Practices, together with a GLOBALG.A.P. expert
- // Conducted customized training for potatoes producers global & local in the area of Mae Sot, after a zone evaluation.
- // Provided farm advice by conducting regular field visits and monitoring of pests and diseases.
- // Achievement of the localg.a.p. Letter of Conformance through customized farm assessments.



Location:  
Thailand

## Benefits:

- // Increasing average and exportable yield and thus the producer's income
- // Access to international markets, meeting consumer demands
- // Controlled quality and traceability through the GLOBALG.A.P. database