

RAOT launches digital platform to strengthen coordination among Thailand's rubber plantations

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The Rubber Authority of Thailand (RAOT) launches a new application, "RAOT GIS", upgrading data to a Digital Platform, linking information on rubber plantations across the country to support traceability measures, deep into the coordinates of rubber plantation plots. The application will be available in August 2023 for download and use. The mobile app facilitates rubber farmers and rubber business operators to access information through a digital platform.

Nakorn Tagonwirapat, Governor of the Rubber Authority of the country, stated that RAOT places a high priority on the preparation of traceability measures for rubber products.

The purpose of this project is to support the EUDR law of the European Union by managing information from rubber farmers in conjunction with purchasing rubber members for processing and collecting information from rubber traders through the Central Rubber Market of RAOT. The platform enables the traceability of rubber production and the connectivity of data to maximize efficiency.

RAOT has developed a satellite imagery data service system via the "RAOT GIS" application, to upgrade the data to a digital platform by farmers who have registered with RAOT. By using this application, farmers can access and update their rubber plantation information, upload photos and documents of rubber plantations by themselves.

RAOT GIS will help find the location of rubber plantations across the country more conveniently and faster by linking the rubber plantation plots across the country. It is another tool that RAOT uses to support operations in accordance with the

traceability guidelines for Thai para rubber products, "said Nakorn.

Governor RAOT added that the "RAOT GIS" application can help analyze rubber plantation data in various dimensions. Both the management and analysis of plantation information as well as spatial reporting on planting of rubber according to age and type. Soil suitability for rubber, insurance, fertilizer use, crops forecasts including the analysis of transportation data will be accessible over the platform to assist farmers in more agricultural products that can be distributed to increase competitiveness in the rubber market.

"RAOT GIS" is made available to download and use on both Android and iOS smartphones from August 1st. Users can search for the location of RAOT in each area across the country.