

## Research Summary

The awareness of environment quality has been growing because its effect is pretty obvious especially in term of quality of people's life. But when we have to trade off between quality of environment and poverty, it seems that there is contradiction of interest. To balance between these two important issues, an appropriate mobilization process is needed in which there are many good practices to be learned from. The Miyagitome agricultural cooperative of Japan and three case studies in different regions of Thailand: the collaboration between the Capital Rice co., ltd and the organic farmer groups in the northern region, the civil mobilization under the WOR POR ORE project of Phitchit province in the lower northern region and the farmer group of Srisawang district of Roi Et province in the northeastern region; are all examples of best practices.

The main objectives of this study was to analyze and synthesize the common factors affecting the success of mobilization of the organic and environmental friendly paddy farming in business scale from the Miyagitome Agricultural cooperative of Japan and the 3 different case studies of Thailand above.

The results of the study showed that the external factors such as economic crisis or pressure from trade liberalization agreement was an accelerating factor of changing from chemical to environmental friendly rice farming. For two cases of Thailand, the economic crisis has made cost of production increase and farmers ended up with growing debt while it was competitiveness of Japan rice with imported rice under new trading agreement. Both cases of crises were changed into opportunities. The mobilization of changing was not only based on knowledge of community context, but it also based on participation of members. The realization of problems was the expected result of this process and it became a strong base for sustainable problem alleviation. To mobilize to organic rice farming or at least environmental friendly rice farming effectively, all cases paid high attention to the development of farmer group and community as one part of the mobilization because organic rice cultivation in business scale must be based on the strengthen of group management instead of individual basis. The community saving fund and revolving fund, community or group manure compost factory, learning center, community silo and rice mill were all examples of the development of Thailand. In case of Miyagi agricultural cooperative, the collective power of cooperative members has been restored. It was also found that the risky situation of this mobilization occurred in the period of transition from chemical to environmental friendly rice cultivation which longed for 3 years. The lower yield and growing debt were factors affecting farmers in this period.

Having connection with certain market such as local stores, consumer cooperatives in case of Miyagitome agricultural cooperative and exporter, Capital Rice co., ltd in case of Thailand has created more confidence in growing organic rice to farmers. Nevertheless, relying on only the export market is risky. But demand for organic rice of Thailand seems to be narrow. It was not the higher price of organic rice, but they were the problems of accessibility and accountability in quality. While the environmental friendly rice cultivation in business scale should be more feasible than organic rice, the standard of the environmental friendly rice or the free-toxic substance rice or the safety rice of Thailand has not developed yet.

Many challenges for environmental rice farming of Thailand derived from lesson learnt both from Miyagitome agricultural cooperative and three case studies of Thailand are as follows:

1. The support to the farmers in the period of transition
2. An effective learning center for organic rice
3. The development of standard for environmental friendly rice
4. The expansion of domestic market of environmental friendly rice

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)
Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)
Book (Publisher and Date of the Book, Title and Author of the Book, etc.) December 2009, [Civil Mobilization in Large Scale of Community Enterprise: Lesson Learnt from Miyagitome Agricultural Cooperative , Miyagi Prefecture ,Japan]. Makasiri Chaowagul ,