

Thailand government prepares for 2025 fruit export surge

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Thailand's Commerce Minister Pichai Nariphaphan has convened a high-level meeting to oversee preparations for the 2025 fruit production season as the country anticipates a surge in yields nationwide. The session brought together commercial attachés from overseas Thai Trade Offices and provincial commerce officers, in coordination with the ministries of Agriculture, Finance, Transport, and Foreign Affairs, to align efforts across sectors.

The Ministry of Commerce has introduced seven strategic measures supported by 25 operational plans. These include boosting domestic consumption, expanding access to export markets, improving logistics, and strengthening quality control systems. The campaign seeks to secure higher fruit prices and generate greater income for more than 1.15 million farming households across the country.

The government has identified 2025 as a key year for elevating Thailand's global fruit trade, with Prime Minister Paetongtarn Shinawatra prioritising support for agricultural communities and farmer livelihoods. Provincial commerce officers and overseas trade representatives have been instructed to work closely with growers and exporters to build resilient market networks and ensure price stability throughout the harvest season.

Minister Pichai has ordered daily situation reports from commerce offices to enable quick responses to emerging issues. Trade officials based at border crossings are closely monitoring traffic flow, regulatory developments, and logistical constraints that could disrupt supply chains.

As harvests begin, the ministry is working to streamline export processes and resolve any transport-related challenges. The coordinated approach is expected to help expand Thailand's agricultural footprint internationally while supporting long-term economic growth in rural areas.