In addition, Thailand still lacks a unified organization for reliable product certification (Certified Body) at the global level. For this reason, the Journal of Academic Studies, Pathum Thani University 100th Year, Volume 4, Issue 3, September – December 2012 suggests the need to study legal measures related to the protection of organic agriculture and the establishment of organic agriculture standards, especially for organic rice. This is to serve as a guideline for developing legal measures and strengthening Thailand's organic agricultural standards to be appropriate and effectively enforceable in the current situation.

The research study found that Thailand's organic agriculture still lacks legal measures for the protection of organic agricultural products, especially organic rice, in a truly effective manner. This causes confusion for Thai consumers who wish to purchase organic agricultural products, as they are uncertain about the authenticity of products labeled as "organic" or "organic agriculture" in the market. Moreover, consumers lack confidence in the certification of organic production standards due to the existence of multiple certification standards, leading to confusion. Consumers are unable to access the technical details of each standard. Additionally, organic agricultural products are more expensive than regular ones, leading to claims of being organic or the use of the term "Organic" in English on labels to falsely market products. This has significant impacts on the economy, consumer confidence, and the overall image of the country.

Organic agriculture is a production system that considers the environment, maintains ecological balance, and preserves biodiversity, with a management system that is similar to nature. It avoids the use of synthetic chemicals that could lead to environmental pollution and incorporates traditional wisdom to address the deterioration of nature caused by chemical substances. As a result, many countries have implemented measures to control organic agriculture producers and products. Currently, more than 71 countries worldwide have regulations in place for organic agricultural production. The majority of these countries are in the European Union (95%), followed by countries in the Americas and the Caribbean.

Since organic agricultural products are important to the country's economy, the development of legal measures to protect organic agriculture and enhance its competitiveness to be on par with the global market, as well as the creation of a systematic and well-organized organic agriculture standard, is essential. However, Thailand is currently facing a problem in that there are no concrete legal measures for the protection of organic agriculture or the establishment of organic agriculture standards, especially for organic rice. At the same time, there are no established standards to certify or guarantee the quality of Thai organic rice, which would help ensure genuine protection for both producers and consumers.

LIVEWORKSHEETS