**The 5-year agricultural and cooperative development plan (2023-2027) for the Upper Central Region**

**Development Goals :** Sustainable agriculture through technology and innovation, market connectivity, and strengthening the agricultural sector.

**Success Indicators for the Agricultural and Cooperative Development Goals in the Upper Central Region**

1. The growth rate of gross provincial product in the agricultural sector in the Upper Central Region increases by at least 4.5% per year.

2. The net cash income of agricultural households increases by at least 10% per year.

3. The ratio of debt to net cash income of agricultural households decreases by 5% per year.

**Development Issues consist of 3 key issues and 19 development approaches:**

**Issue 1: Enhancing agricultural sector competitiveness**

1) Promoting the use of technology and innovation to increase production efficiency, processing, and the production of standard agricultural products to add value.

2) Developing agricultural technology and innovation, such as Smart Farming, to enhance production efficiency and environmentally friendly processing.

3) Supporting agricultural groups and institutions to provide Agricultural Service Providers (ASP) and promote the use of machinery in agriculture (crop, livestock, and fishery) to replace labor.

4) Encouraging farmers and groups to adopt product and farm standards that meet consumer and business requirements.

5) Developing agricultural knowledge in an integrated manner at the local level, involving all sectors.

6) Promoting unique agricultural products to become recognized, increase value, and modernize with stories.

7) Developing an agricultural information system, creating Big Data, and an agricultural monitoring and warning system that is current and timely, linking all sectors at all levels.

8) Connecting agricultural groups with agribusiness under a balanced management between demand and supply.

9) Linking domestic and sub-regional markets using the advantage of location and opportunities.

10) Developing collaboration networks between agricultural groups and institutions, including links to private sector businesses.

11) Supporting farmers to increase sales channels for products, distribution centers, and online marketing.

12) Promoting and developing agro-tourism in the area to be interesting and safe.

**Issue 2: Promoting balanced and sustainable agricultural and environmental resource management**

1) Promoting eco-friendly agriculture, making appropriate and efficient use of resources, achieving Zero Waste, and considering ecological balance.

2) Developing water resources and irrigation systems as crucial infrastructure to address flooding and drought issues and meet agricultural water needs.

3) Promoting pollution control in agriculture and the use of chemicals according to international standards.

**Issue 3: Promoting agricultural sector resilience**

1) Promoting integrated farming based on sufficiency economy principles to reduce reliance on monoculture crops and build resilience for farmers.

2) Encouraging sustainable consumption and production, driving sustainable agricultural systems (crop, livestock, and fishery) to enhance food safety and security.

3) Shaping new attitudes and values recognizing agriculture as a primary occupation and the foundation of the country.

4) Enhancing the capability of farmers, groups, and agricultural institutions to manage effectively and strengthen their resilience.