

ROYAL PROJECT



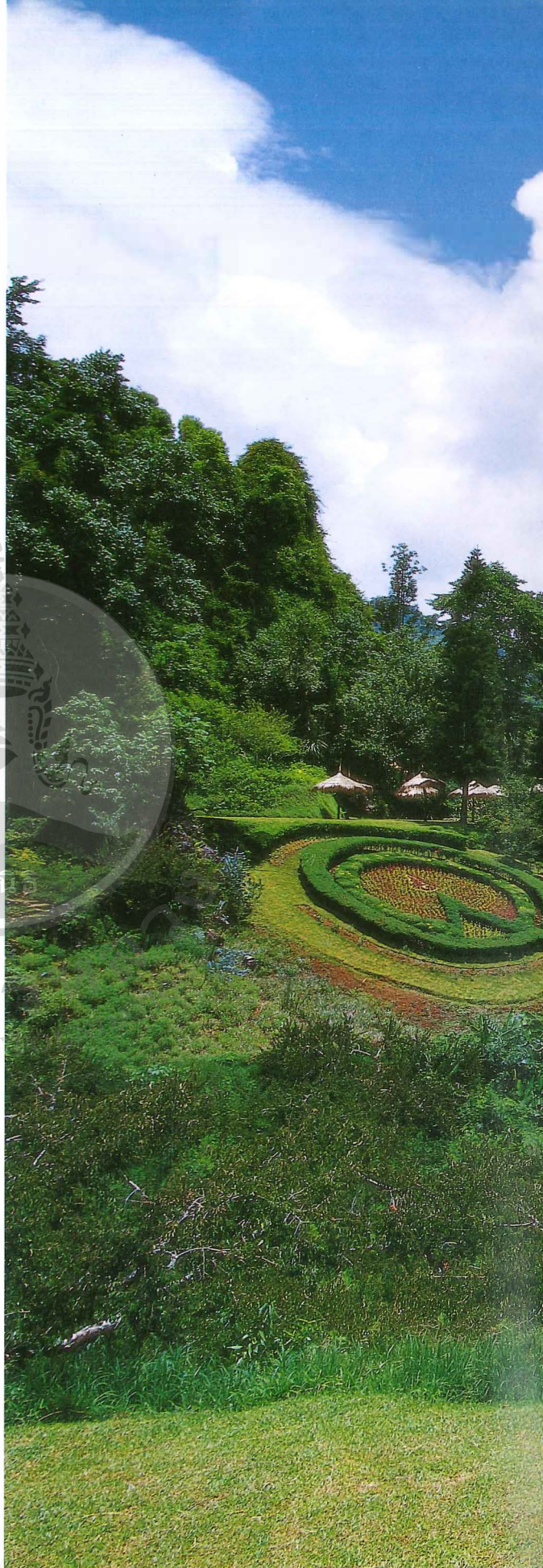
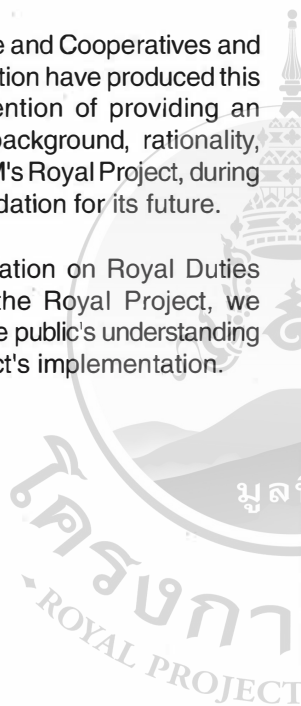
PREFACE

ROYAL PROJECT: 'HELP THE HILLTRIBES, HELP US, HELP THE EARTH'

His Majesty (HM) King Bhumibol Adulyadej founded the Royal Project Foundation to develop highland agriculture, well being of Thailand's hilltribe communities. However, HM's generosity and interest not only effects those living in the hills, His concern for agriculture, irrigation, forestry and the environment will also improve the lives of those downstream in Thailand's towns, cities and villages.

The Ministry of Agriculture and Cooperatives and the Royal Project Foundation have produced this publication with the intention of providing an overview-incorporating background, rationality, and implementation-of HM's Royal Project, during establishing a solid foundation for its future.

By disseminating information on Royal Duties and Initiatives through the Royal Project, we believe we can develop the public's understanding and interest in the Project's implementation.





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A ROYAL TRIP LEADS TO A ROYAL PROJECT

" The origins of the Royal Project lie in His Majesty the King's visit to North Thailand's hilltribe villages in 1969, from which he set up several small activities to offer villagers agriculture development. With the additional involvement of experts, government agencies, and other parties interested in developing living standards, the activities significantly grew. As the projects became more coordinated, and international organisations and foreign government bodies chose to play a part, they were inaugurated as the 'Royal Project'. "

HM King Bhumibol Adulyadej, February 24th, 1994

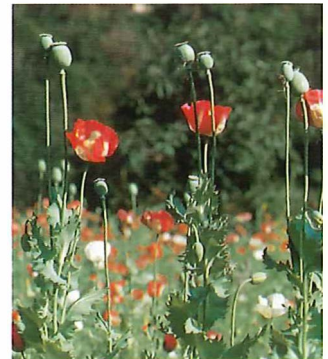
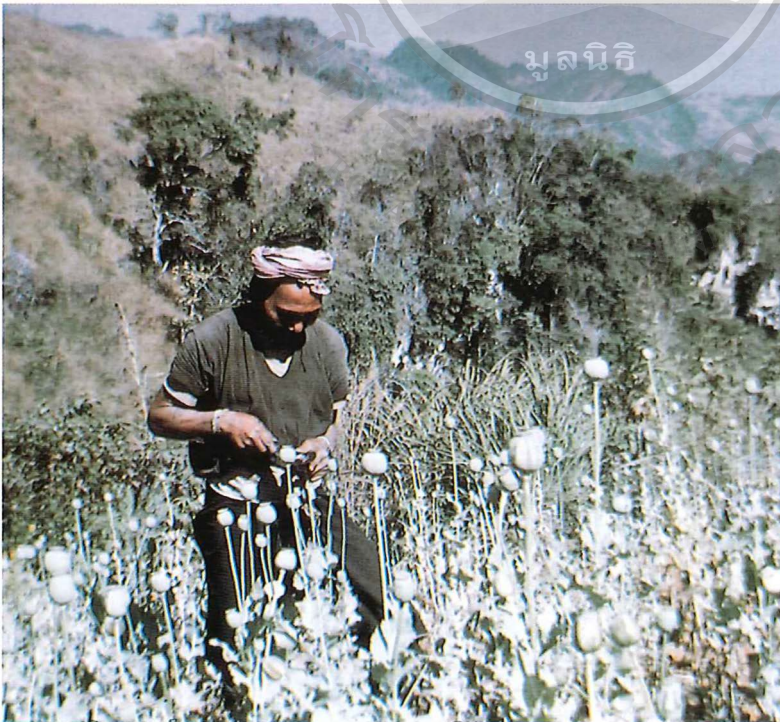
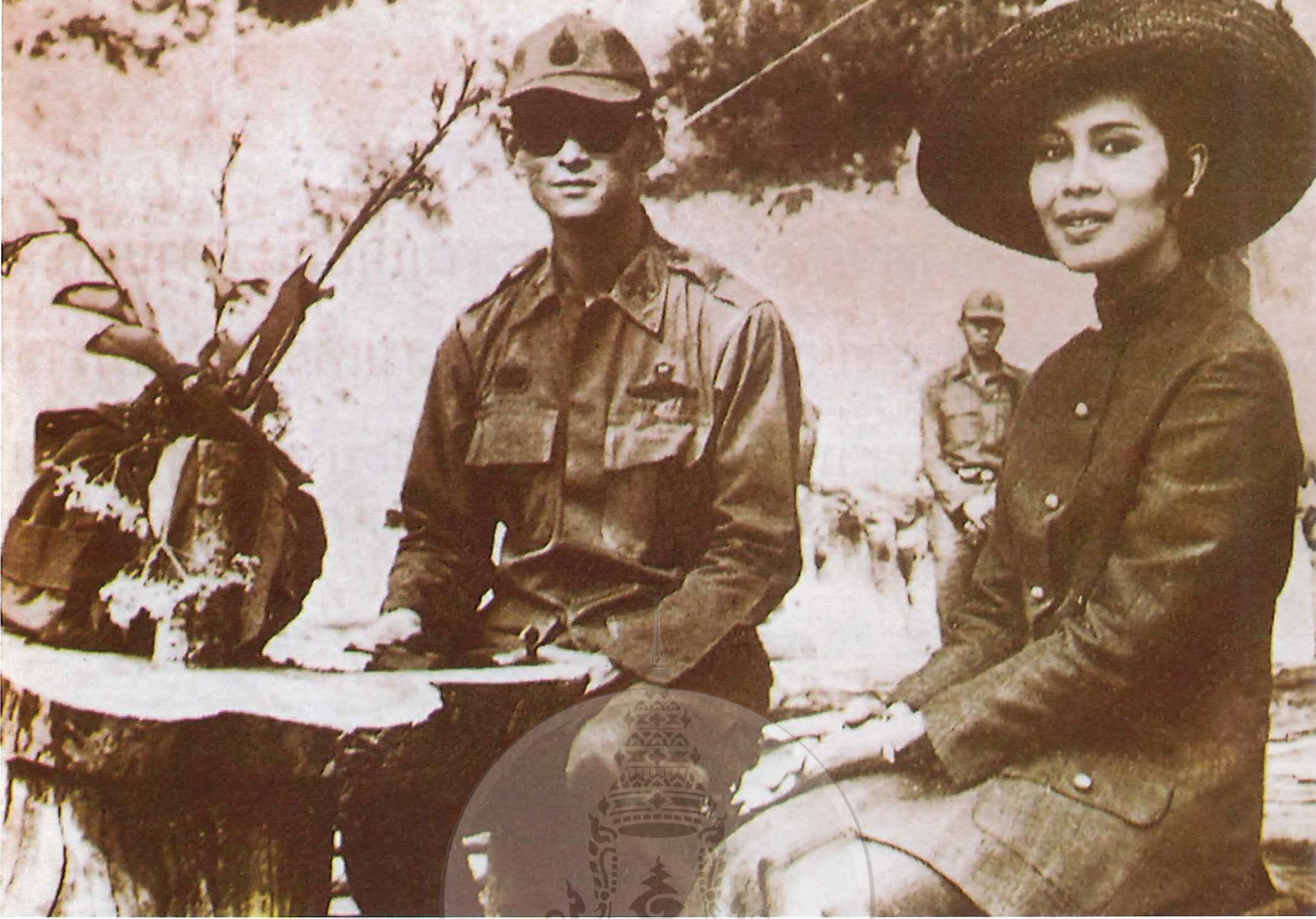
" Despite spending his spare time for relaxation, HM chose to go to the Royal Residence in Chiang Mai as he wanted to observe mountain life - once considered a world away from our own. To visit a mountain village such as the Meo village in Doi Pui, HM would have to walk, or hire a palanquin carrier. As it took so long to get there, most Thais previously considered the mountains inaccessible. "

**Quoted from HSH Prince Bhisatej Rajani;
" From the Royal Trip to Remote Highlands:
Came the Royal Project "**



The Royal Trip of 1969 saw HM the King lay the foundations of the Royal Project - He developed agriculture in the mountainous areas, reduced opium cultivation and helped preserve forests - all with a goal of helping Thai hilltribes to improve their well being. HM graciously named this first phase 'Hilltribe Projects under Royal Patronage', appointing HSH Prince Bhisatej Rajani as Project Director. The project later was renamed as respectively the Project 'Hilltribe Royal Development Projects', 'Royal Northern Projects' and finally 'Royal Project'.





ROYAL PROJECT - HM THE KING'S COMPREHENSIVE VISION

On January 10, 1969, at Faculty of Agriculture, Chiang Mai University HM spoke of supporting Thailand's hilltribes:

" Help rendered to the hilltribes people and the hilltribes development project have given direct benefits to the tribes by helping them to grow useful crops and enabling them to have a better standard of living. One of the reasons underlying the creation of the project was humanitarianism; the desire that these people living in remote areas should have education and become self-reliant and more prosperous. Another reason which has received support from all sides was to solve the problem of heroine. If we are able to help hilltribes people to grow useful crops, they will stop growing opium. Then, the implementation of the policy to prevent opium smoking and opium-trading will be successful. Furthermore, the reason which is very important is that, as generally known, hilltribes are people who use agricultural methods which, if left unchecked, could bring the country to ruin. In other words, they cut down trees and practice slash-and-burn methods which are totally wrong. If we help them, it is tantamount to country in general to have a better standard of living and security. If we can implement these projects successfully and ensure that the hilltribes stay in one place, have a reasonable standard of living and support forest and soil conservation, then the benefits occurring will be significant and long-lasting. "



From the above speech, we notice that HM's goal for the Royal Project is to facilitate " the happiness of the people and the stability of the nation." The Project Director and all members of Royal Projects have taken up this initiative-all are prepared to follow in HM's steps, are devoted to his words and determined to create the utmost happiness for Thai people.

Northern Thailand's Royal Project plays an important role in retaining the country's sovereignty. Each emphasizes improving forestry, irrigation, and developing hilltribes' well being by developing their awareness of watershed areas as " the life blood of inhabitants of both the highlands and lowlands." They also involve technical, self-sufficient, environmentally friendly farming.





The first stage of the Project was carried out with the following objectives:

1. To prevent forest destruction in the watershed areas by the hilltribes and to promote reforestation.
2. To stop slash-and-burn cultivation, to cease an illegal opium-growing and to ensure that the hilltribes stay in one place by providing them with crop replacements that are suitable for cultivation in terms of topography and climate and also can generate similar or even higher income.
3. To train and educate the hilltribes with the knowledge on the principles of highland agriculture including animal husbandry
4. To conduct research on different varieties of plants and animals which enable the farmers to obtain good breeding stock for cultivation and raising to generate higher income. The study also includes the concepts of transportation and market condition.
5. To give support to the hilltribes in terms of education, healthcare and family planning.

For the Royal Project to reach its major objectives, HM determined the following objectives:

- To help the hilltribes for humanitarianism. Thus this will enable them to have better standard of living.

- To stop opium cultivation by helping the hilltribes to grow other useful crops in order to solve the problem of narcotic drugs.
- To put the hilltribes in lone place to help reduce forest destruction in watershed areas and the destruction of natural resources.
- To conserve forest and soil and make proper use of land by avoiding the encroachment to the forest areas.
- If this project is successful, it will be one of the most compressive and sustainable development of the country.

In addition, HM determined target guidelines:

- Cut red tape.
- Hurry up.
- Help them to help themselves.
- Do thankless job.



In 1992, HM registered Royal Project as a foundation to enhance and help facilitate project implementation, with HM as Honorary Chairman, HSH Prince Bhisatej Rajani as President and nine related officers sitting on its Committee. With the new organisation, the 'Royal Project Foundation' received permanent public benefits and a new support system to encourage implementation flexibility and effectiveness. Consequently, it received extensive help from public and private sectors in initiating pilot projects, such as new research for agricultural development, product marketability, social and community development on highland, and environmental conservation, which will concentrate on developing watershed in Northern Thailand's hills.





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IMPLEMENTATION OF THE ROYAL PROJECT FOUNDATION

In *'Royal trip on the Mountains'*, HSH Prince Bhisatej Rajani explains how all of the Royal Project Foundation's work came to be fully integrated:

" From the very beginning, although we weren't aware that many plant species would grow on the mountains, we carried out research and implemented complete procedures called 'integrated cycles', " he wrote.

In his work, HSH went on to explain exactly what 'integrated cycles' are:

" The first involves soil survey and land use planning, and the second concerns forestation in appropriate areas-All areas suitable for agriculture should be implemented under proper soil and water conservation measures. This next cycle deals with transportation and also includes irrigation work as the highlands always lack water. The third cycle relates to ongoing research into temperate zone crops-a species fairly new to Thailand, the forth is concerned with distributing research results to hill farmers-crop cultivation,



community development-so as to enable them to become self-reliant and the last includes post harvest handling and marketing service."





The Royal Project Foundation's current operations are segregated into the following types of work:

Research Work

The Royal Project is mostly located away from communities-in valleys, on slope hills and on barren land around 700 m. above sea-level. As area conditions are diverse, the species of plant selected is often different from those grown in the lowlands. Thus, research into highland agriculture has become a priority. Initial research objective was to find plant and animal species to replace opium cultivation, while also replacing slash-and-burn activities. In addition, researchers must also seek species appropriate to cold areas and local culture. Finding sustainable crops for the highlands is also difficult due to transportation difficulties, while also taking care not to cause soil erosion and environmental impacts.

However, there are some advantages to farming in these areas-such areas allow a great variety of temperate zone, semi-temperate zone crops and herbs, to grow, and if carefully planned, plants can blossom all-year-around due to the enormous variety in micro-environment.

Research conducted under the Royal Project's 5-year framework (2002-2006) consists of:

- 1) Research into incremental effectiveness and quality of plant productivity
- 2) Research into livestock and fisheries
- 3) Research into production and marketing costs
- 4) Research into natural resource conservation and rehabilitation
- 5) Research into social/ health/ cultural factors of the hilltribe communities

So far, all Royal Project research results have been greatly accepted by hilltribe farmers. Since research began, the Royal Project has been responsible for the introduction of over 80 temperate zone crop species, over 20 flowering and ornamental plant species, 12 temperate zone fruits, rice, field crops, tea and coffee, and various species of mushrooms and fast-growing trees to the area. All have been selected for cultivation by the farmers and their communities from Royal Project research.





Research has caused a positive transformation to the hilltribe farmers. No longer are they earning their living from opium cultivation and slash-and-burn farming, they are now growing crops for their own consumption and distributing any remaining produce to generate more income. This not only benefits the farmers and their communities; it is also of great benefit to Thailand's economy.

After the first research center was established in Ang Khang Royal Agricultural Research Station, research station expanded all over the northern region. Main tasks of these research stations are:

- 1) To conduct highland agriculture research works.
- 2) To provide training services to extension staff and farmer leaders.

Research station under Royal Project supervision:





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ROYAL AGRICULTURAL STATION ANG KHANG

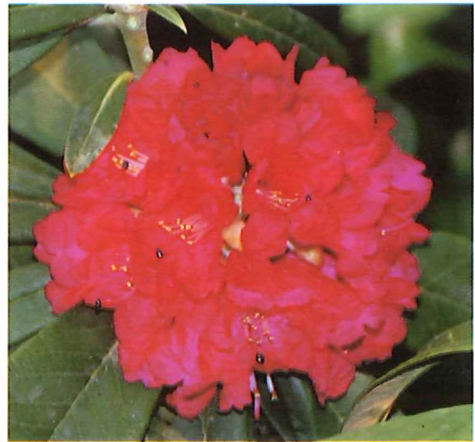
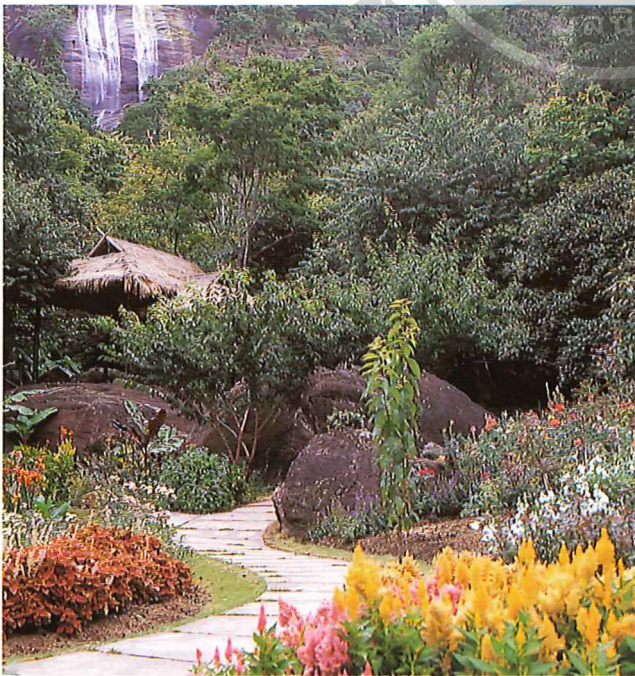
In 1969, Their Majesties the King and Queen paid a visit to Lahu hilltribe community in Baan Huay Pak Hai, Tambon Mon Pin, Amphoe Fang, Chiang Mai. There, the Royal couple found an expanse of land with a cold climate, without forest and surrounded by opium poppies perfect for a pilot project to support hilltribe development. Upon HM's initiative, the Department of Land Development provided soil preparation and soil conservation measures, then followed by the field trial of Royal Projects which cultivated trial plots for growing various species of plants, with the aim of replacing local opium cultivation.

In 1970, HSH Prince Bhisatej Rajani requested that volunteers from Kasetsart University follow HM's initiative by conducting agricultural research on several species of temperate zone plants among the hilltribes as opium substitutes. A highland agriculture research center was then established with HM naming it 'Royal Agricultural Station Ang Khang.'

Major activities of Royal Agricultural Station Ang Khang:

- Conducting research temperate-zone fruit crops, forests and highland agriculture.
- Training and disseminating research work.
- Propagating plants to hilltribes.
- Learning center on highland agriculture, tourist attractive sites.





ROYAL AGRICULTURAL STATION INTANON

Royal Agricultural Station Intanon (around 1,260 -1,400 m. above sea-level) - located at Doi Intanon National Park, Amphoe Jomthong, Chiang Mai - is surrounded by mountain ranges, which in the east supply water to the Ping River and in the west to Mae Jaem.

Most people living in the area are Thai Karen, although there is a small community of Hmong villagers. Previously agricultural policy had seen the hilltribes slash and burn forests to grow rice, corn, and opium poppies - an area classified as deteriorated forests.

HM, determined to save the forests and educate the farmers with modern agricultural methods, and thus help them put an end to opium farming, established Royal Research Center Intanon in 1978. Here, the station conduct research into flowering plants, ornamental plants, vegetables and fruits. Through transferring research work, which will lead to agriculture development as a source of income for Karen and Hmong farmers. Also it has developed the necessary local infrastructure, community development and natural conservation.



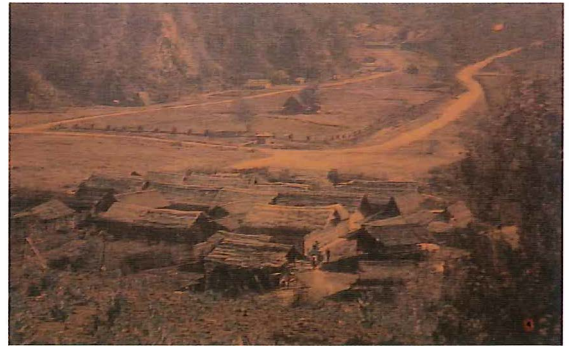


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ROYAL AGRICULTURAL STATION PANG DA

In 1978, the Royal Project selected the Department of Agriculture in Chiang Mai's Pang Da Village, Tambon Samoeng Tai, Amphoe Samoeng, as a place to conduct trials on upland rice and cereals crops and propagate plants rootstocks. In 1982, with demand for plantlets increasing, and the center's plant propagation insufficient, a new 25-rai center adjacent to Huay Pla Gang reservoir was founded. This center was later expanded to 65-rai to cope with demand for Royal Project plant propagation activities and named 'Royal Project Plant Propagating Center Pang Da.'



On February 12, 1987, during a visit by HM and HRH Princess Maha Chakri Sirindhorn to the new center, the center was renamed as 'Royal Agricultural Station Pang Da' - a name bestowed by HM the King.



Major activities of Royal Agricultural Station Pang Da :

- Research and plant propagation of temperate zone and semi - temperate zone fruits.
- Vegetable and field crops research.
- Propagate temperate zone fruits, semi - temperate zone fruits, potatoes, strawberries and etc.
- Train extension officers and farmers leaders.





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MAE LOD ARABICA COFFEE RESEARCH STATION

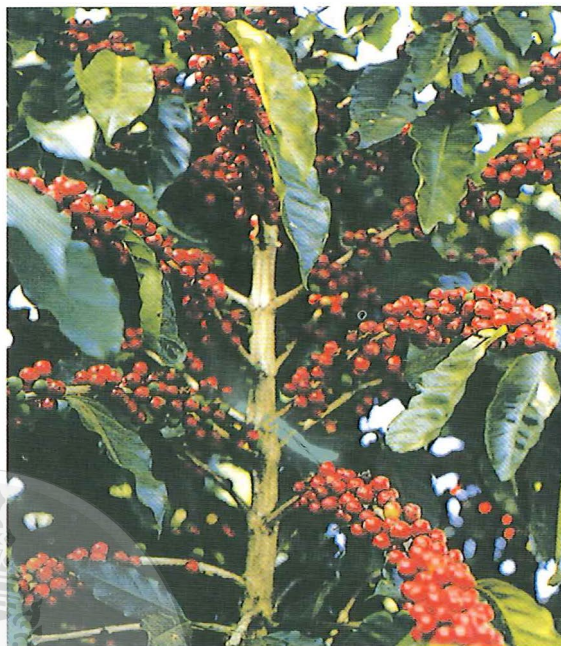
The Mae Lod Arabica Coffee Research Station - a small Royal Project Research Center founded in 1974 on 50-rai in Mae Lod Village, Amphoe Mae Taeng, Chiang Mai - is surrounded by mountainous areas, with plains and valleys nestled in between.

The Center conducts mainly on Arabica coffee research programme as follows:

- Research into rust-resistant varieties
- Research into stem borer-protection
- Arabica coffee seed multiplication

Extension Activities:

- Multiply coffee seedlings for farmers living in the villages nearby and other Royal Project Development Centers.
- Motivate nearby farmers to grow vegetables, fruits and field crops.





Development Work

From the Royal Project's inauguration to present day, agriculture development has always gone hand-in-hand with research work. The initial Project started with a visitor village, without any definite development center, however, once HSH Prince Bhisatej Rajani and volunteer groups from several organisations began to visit and render help, the centers began to grow.

There are now 36 Royal Project Development Centers, covering over 108,400 people from 13 Thai hilltribes, spread out over five provinces in Thailand's most northern region. Each of these centers differs according to the local topography, culture, geography, climate, eco-structure, vegetation and transportation infrastructure.

Major Royal Project Development Center operations:

- 1) Promotion of agriculture and non-agriculture development: Disseminate research-including demonstrations, coordinating cultivation planning, providing advice, product gathering and packaging-to farmers in each area.
- 2) Watershed conservation: collaborate with the public sector to participate in watershed conservation system management, while promoting the rehabilitation of forests and water sources and supporting farmers' activities in cultivating of forests.

- 3) Promote farmer's self-reliance: Encourage farmer participation in farmer groups, supporting youth activities, setting up community organisation in various forms.
- 4) Collaboration and Cooperation: The Royal Project Development Center will co-ordinate with government agencies and local organisations to accomplish objectives.

Initial Royal Project Development Center operations focused on finding alternative crops for the farmers to grow other than opium poppies. As research grew, academics assumed roles as advisors and transferring research finding. A plant protection center was then set up to advise farmers to protect their crops from damage caused by insects and plant diseases and to provide appropriate method that would not be harmful to the environment.



Marketing Activities

In 1981, the Royal Project began marketing and distributing products such as lettuces and other hilltribe farm products, aiming to generate income for the hilltribes. Initially, people were not aware of the temperate zone crops, yet, as productivity increased, an integrated marketing approach was introduced. This marketing involves the promotions of all the various products to gain consumer popularity. This includes the grading, packaging processing for value-added at the Royal Project cannery and sales distribution.



Current marketing activities carried out by the Royal Project Foundation include:

- 1) Chiang Mai Market (located in Chiang Mai University compound) incorporating:
 - Packing Department - Chiang Mai
 - Sales Department - Chiang Mai
 - Food Processing Factory
- 2) Bangkok Market (located in Kasetsart University compound in Bangkok) incorporating:
 - Packing Department - Bangkok
 - Sales Department - Bangkok





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COLLABORATION BETWEEN THE ROYAL PROJECT AND THE GOVERNMENT

On January 27, 1992, the Royal Secretary notified the Prime Minister that His Majesty the King had been authorized to change the Royal Project's status to that of a foundation. As the new foundation would be affected by organisation legislation, a board of persons from strategic, operational, and governmental levels would have to be elected to work with the management and co-ordinating Committee of the Royal Project Foundation.

On March 17, 1992, Thailand's Cabinet decided on the following resolutions:

- a. The management and co-ordinating committee of the Royal Project Foundation should be set up and has the Prime Minister as the chairman and the permanent secretary of Ministry of Agriculture and Cooperatives is the secretary. The other component of the committee as well as its authorities and duties are to be considered by the Prime Minister.
- b. The office of the permanent secretary of the Ministry of Agriculture and Cooperatives should function as the secretariat and a new division should be set up to coordinate with the Royal Project Foundation and also to transfer some of these activities to the government for further action.
- c. The Bureau of Budget should allocate an annual government subsidies to the Royal Project Foundation through the office of His Majesty's Principal Private Secretary.



In 1999, an announcement of the Office of the Prime Minister directed the implementation of Royal Project work by setting a clear operating framework for public sector and state enterprises. Bureau of Highland Agriculture Development, the Office of the Permanent Secretary for Agriculture and Cooperatives, hence became Office of the Secretary for the management and co-ordinating Committee of the Royal Project Foundation.





THE ROYAL PROJECT FOUNDATION...TOWARDS PROFESSIONAL MANAGEMENT

As the Royal Project Foundation grew, the management structure of the foundation was changed and introduced the Executive Committee to provide strategic supervision and direct organisation management and operations by dividing jobs into various departments for implementation-Office Department, Finance and Accounting Department, Research Department, Development Department, and Marketing Department.

The Royal Project Foundation has improved to become an extremely prosperous organisation. This has been done through:

- Doi Kham Food Processing Factory. After the Royal Project was established as a foundation, HM the King authorized the Royal Food Processing Factories-incorporating Fang Food Processing Factory, Mae Chan Food Processing Factory, Dao Ngoi Food Processing Factory , and Laharn Sai Food Processing Factory-to change its status from a project system into a company with the Bureau of the Crown Property as the major shareholder, thus enabling farmers to generate income through business.

- The Dry Flowers Project-Operations were upgraded for flexible management, and self-reliable commercial practice.
- Establish research and development on plant tissue culture through the collaboration with Chiang Mai University's Faculty of Agriculture.
- Coordinating with the Bank for Agriculture and Agricultural Cooperatives in order to improve credit procedures, so farmers in Royal Project areas can receive the same financial system as other land farmers.
- Coordination with various government agencies via the Management and Co-ordinating Committee.





ROYAL PROJECT... THE FUTURE FOR HILLTRIBES AND THAIS

" The Royal Project was first started from a small activities that was unlikely to be a project but it was merely a journey through remote villages. This encouraged us to help the people for supplementary occupations whereby things were provided for the development as such. Later on, the assistance of experts, government agencies and some interested individuals were added to promote the well being of the people then followed by the cooperation of international organisations and foreign experts. This led to the formation of the Royal Projects which composed of many volunteers, government officials from different ministries and departments as well as foreign experts. The project was eventually extended from assisting only limited number of communities to the level of regional assistance. It was the considered necessary to

have better administration system while certain things were provided to the project to help implement its objective regarding the well-being of the people. The status of the people was changed to " The Royal Project Foundation " in order to constantly and effectively operate all activities towards its objectives with the good cooperation from various government agencies in terms of personnel and budget.

From a speech by HM the King at Chitralada Palace on February 24, 1994

In helping to implement the Royal Project, parties are not just helping a good cause; they are also fulfilling HM's request for cooperation, assistance and support to maintain " the people's happiness and the nation's stability."





PRESENT AND FUTURE OPERATING GUIDELINES

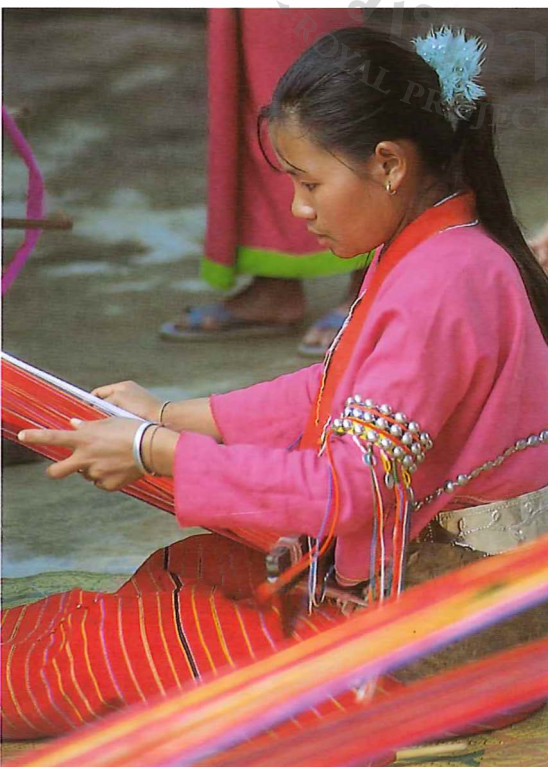
Ever since HM the King first donated His own property to fund the Royal Project, the Project has been subject to HM's guidelines. Initial emphasis is on plant and animal research in an effort to acquire species that can contribute to the hilltribes welfare. Also, with respect to the fact that several organisations are now involved in the running of the projects, HM's edicts of February 24, 1994 request that " all unnecessary procedures are cut back " and work is carried out with the co-ordination to facilitate the smooth running of the projects. This has resulted in a more concise and immediate workflow.

The term 'Sufficient Economy' covers another significant guideline for advanced and appropriate farming, animal raising, and economic survival amidst the areas covered by the Royal Project. The Royal Projects had been always suggested to wait for one to two years' research to take place before a decision was made on what will best grow in the area as an alternative to opium farming. Consequently, no opium cultivation exists in Royal Project areas.



Another important guideline- 'Consciousness motivation', refers to the hilltribes having belief in what they are doing and understanding the significance it has on the natural resources surrounding areas and Thailand as a whole. By understanding why they have to do reforestation and soil and watershed conservation, the hilltribes will become capable guardians of the forests and water resources.

It is worth mentioning here that many of the activities implemented today are the work of government agencies located in the north. The organisations assisting with the projects out of respect for HM include the office of Permanent Secretary, Ministry of Agriculture and Cooperatives, the Royal Forest Department, Land Development Department, Department of Agriculture Extension, Department of the cooperative promotion, Department of Agriculture, Department of Irrigation, Department of Public Welfare, Kasetsart University, Chiang Mai University, Maejo University, the Brooder Patrol Police, Department of Highways, Office of Accelerated Rural Development, and Department of Community Development and etc.





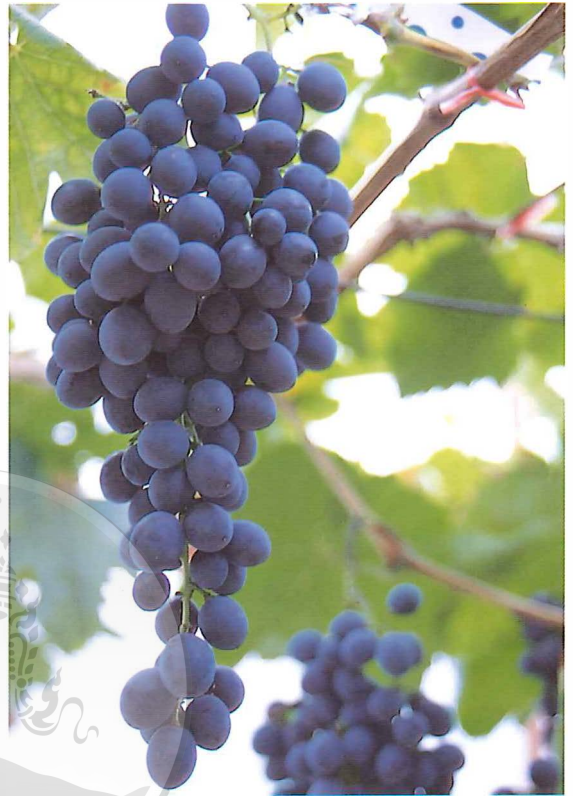
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ROYAL PROJECT... A STEP TO SUCCESS

In the 30 years since HM the King initiated guidelines for the proper natural resource utilization in the highlands, the situation has greatly changed. Where farmers once carried out deforestation and slash-and-burn activities to create opium farms, today conserved forests stand abundant with fertile and beautiful species of plants, vegetables and flowers. However, the Royal Project is not just ridding the world of the Opium menace and restoring the splendor of the land, they have also developed local infrastructure, society, education, and public health, all increasing the hilltribes well being.

Every year the productivity of the people and hilltribes living in the areas covered by the Royal Project Foundation increases. Their products are distributed via the Royal Project Foundation's Marketing Department, which make more than Baht 250 million per year, while Doi Kham Food Products annual turnover is Baht 300 million. In 1988, Thai Expo Award 1998 gave Doi Kham the 'Honourable Thai Exported Products Award' in the 'Exported Vegetable, Fruits, and Canned Fruits category'.



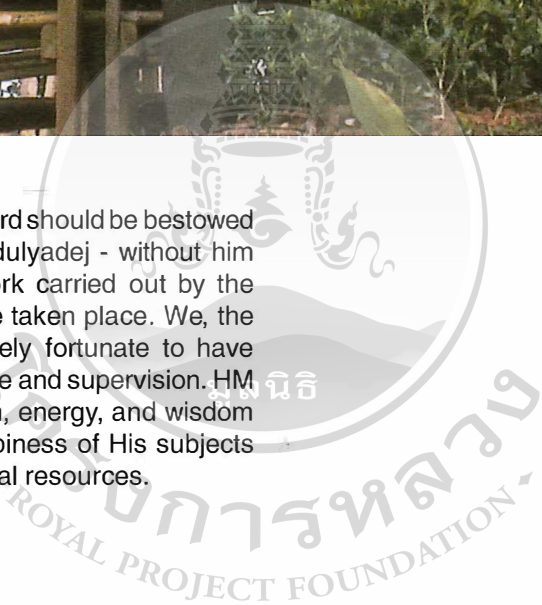


The Royal Project Foundation's efforts have also been recognized around the world. On August 31, 1988, it was awarded the Magsaysay Award under the 'International Understanding Category' for its work in coordinating activities to rid the world of addictive plants using peaceful methods.





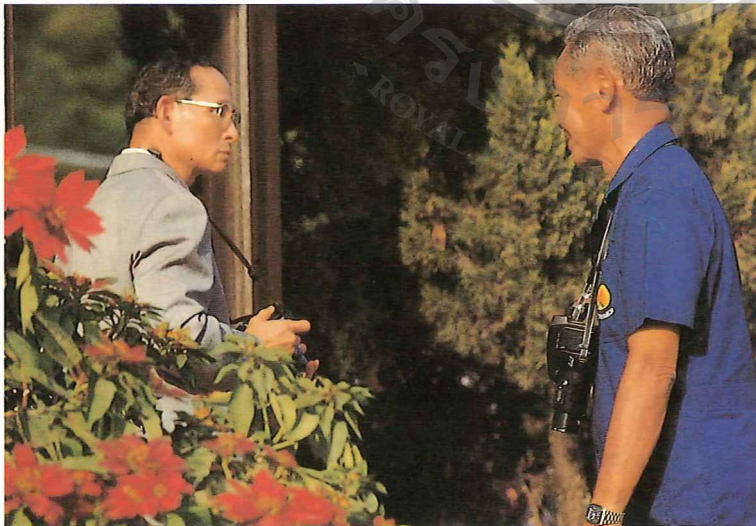
However, the ultimate award should be bestowed on HM King Bhumibol Adulyadej - without him none of the valuable work carried out by the Royal Project would have taken place. We, the Thai people, are extremely fortunate to have been born under HM's care and supervision. HM has put all of His strength, energy, and wisdom into maintaining the happiness of His subjects and the stability of national resources.

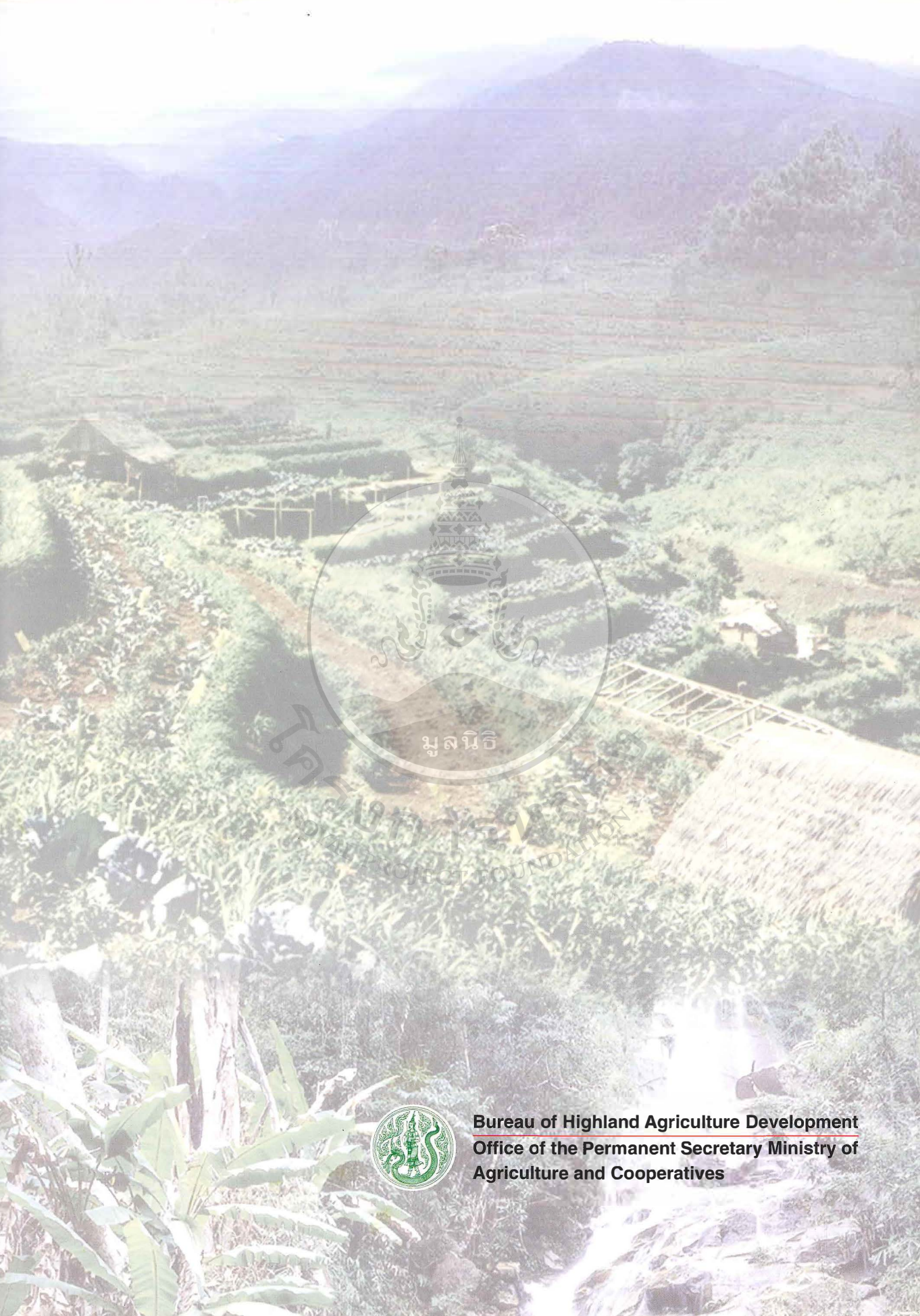


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