



ANNOUNCEMENT OF DEPARTMENT OF INTELLECTUAL PROPERTY

Subject: Registration of Geographical Indication

SURIN HOM MALI RICE

Registration No. Sor Chor 51100023

In order that the Registration of Geographical Indications complies with the Protection of Geographical Indications Act B.E. 2546 (2003), by virtue of section 32 of the Administrative Organisation of the State Act B.E. 2534 (1991) amended by the Administrative Organisation of the State Act No. 5, B.E. 2545 (2002), the Department of Intellectual Property hereby announces that

The registration of Geographical Indication of Surin Hom Mali Rice, Application No. 48100003, Registration No. Sor Chor 51100023 has been accepted, with the particulars of registration as attached herewith.

The announcement takes effect as of 26 February 2008.

Announced on 3 June 2008

Puangrat Asavapisit
Director-General
Department of Intellectual Property

Registration of Geographical Indication

SURIN HOM MALI RICE

- (1) **Application Number** 48100003 **Registration No. Sor Chor** 51100023
(2) **Application Date:** 31 January 2005 **Registration Date:** 31 January 2005
(3) **Applicant** Surin Province
Address: Surin provincial hall, Lak Muang road, Muang,
Surin 32000

(4) Quality, Reputation, Specification or Specific Characteristics of Goods Definition

Surin Hom Mali Rice include paddy, brown rice, and white rice, which is derived from fragrant paddy, which is photosensitive including Khao Dawk Mali (KDML 105) variety and RD 15 variety. The rice is planted in Surin during the traditional farming season. It has the natural aroma.

Specification of Goods

- (1) Strain of Rice: Photo-sensitive Hom Mali Rice, Khao Dawk Mali (KDML 105) variety and RD 15 variety.
- (2) Varieties of Surin Hom Mali Rice
 - Paddy
 - Brown rice
 - White rice, which is derived from paddy
- (3) Physical Characteristics
 - Paddy color is straw color
 - Slim long grain white rice and shiny with small belly. The length is more than 7.0 mm. The ratio of length to width is more than 3.2, the belly is less than 6%, and smell fragrant.
- (4) Chemical Characteristics
 - The amount of amylose is between 13-18%
 - Breaking down at the level 6-7
- (5) Other Characteristics
Humidity is not over 14%, residual is not over 0.2. The yellow color (*grain*) is not over 0.2%, and mixture with other strain is not over 5%.

(5) Production Process

Cultivation

- (1) Planting area must be in Surin Province
- (2) The rice strain must be Khao Dawk Mali (KDML 105) and RD 15 varieties, which are high quality in themselves; or derived from reliable source and can verify the quality.
- (3) Cultivate rice during its regular season (May to August).
- (4) Harvesting rice during the Plub-Plueng period (October to December)
- (5) Rice is stored in appropriate humidity in order to keep its quality.



- (6) Hom Mali rice agriculturist must register as a member for the community of Hom Mali rice growers every year prior to starting cultivating rice. In addition, they have to apply farm recording system enabling inspection for the entire process starting from sowing up to transferring rice to mill.

Processing

- (1) Processing must be in the area of Surin province.
- (2) Processors must register as Surin Hom Mali rice processors.
- (3) Processing includes the followings:
 - 3.1 Paddy Purchase (except for transforming their own rice)
 - 1) must derive from registered producers who follows Hom Mali rice production procedure. Specify agriculturist's name, place of cultivation, date, amount, summaries of daily and monthly paddy purchase reports.
 - 2) Clearly segregate Surin Hom Mali paddy and common paddy in different stores.
 - 3) Inspect the quality of paddy like humidity, residuals, yellow color grains, and mixed strains.
 - 3.2 Milling: recording background, amount of paddy, amount of polished rice being transformed as Surin Hom Mali rice.

Transferring, Storing, Maintaining conditions and Delivery

- (1) Develop a system in identifying, transferring, storing, packaging, maintaining conditions for the whole process starting from receiving, milling up until submitting.
- (2) Develop procedure in controlling, storing, monitoring drawing and maintaining products.
- (3) Appropriate storage in order to keep high quality of goods.

Packaging

- (1) Detailed information on the label shows the words “ข้าวหอมมะลิสุรินทร์ and/or Surin Hom Mali Rice”
- (2) Specify weight, lot number, and date of packaging.

(6) Relation between the Product and the Geographical Location

Geography Surin province is abundant with forest, natural water resources, and fields for growing rice. Soil conditions should be rich soil and sandy clay, low fertility of soil and non water bearing soil. The area is not like a basin. The water does not stagnate long and is easily drained.

Rice cultivation depends on climate and amount of rain. So they have to make the embankment and separate rice field into beds in order to keep sufficient water for the rice growing. There are two kind of rice fields, including upland rice field, which is suitable to cultivate jasmine RD 15 variety since it has a short harvesting period, while lower land rice field is suitable for Khao Dawk Mali(KDML 105) variety since it has longer harvesting period.

History Thailand is a country where people have cultivated rice for very long period of time. We can see some traces like paddy or husk, which enrooted in antiquity. We can assume that rice has been grown in Thailand for more than 5,500 years ago. But cultivating Hom Mali rice in the Northeastern part of Thailand began right after the government launched policy on improving and certifying Hom Mali rice grain in 1959 under the name “Khao Dawk Mali (KDML 105)”. The improvement also resulted in making rice grain lighter in 10 days, which was certified as RD 15 variety.

In the past, Surin gathered different ethnic groups including Thai-Kui, Thai-Lao, Thai Khmer. They cultivated mainly rice from the ancient time and had various cultures relating to rice plantation. They also raised elephants for agricultural purpose. Now it is the area famous for producing white jasmine rice 105 and RD 15 rice strain, which are the purest and with the highest amount among jasmine rice in Thailand. Moreover, the organic agriculture has been promoted continuously, in particular, the cultivation of organic jasmine rice. Therefore, farmers in Surin are famous with their Hom Mali Rice. “Fragrant, slim, white, and soft is the main characteristics of Surin Hom Mali Rice”.

- Fragrant: Surin Hom Mali Rice is fragrant since its rice sprout, up to the inflorescence stage, and fully ripe. Either it is in a form of paddy, brown rice, white rice, or even the cooked one, it still keeps aroma.
- Long: Paddy and brown rice are long grain rice with the length of not less than 7 mm. and long-lasting fragrant.
- White: The color of the rice is white, transparent, shiny, and fine-looking. When cooking, the rice color is pure white.
- Soft: When fully cooked, the rice is soft, chewy taste, and delicious.

(7) Scope of Geographical Area

Surin province is located in the lower northeastern part of Thailand between 103 and 105 eastern longitude degrees and 15 and 16 northern latitude degrees. The details are as shown in the map.

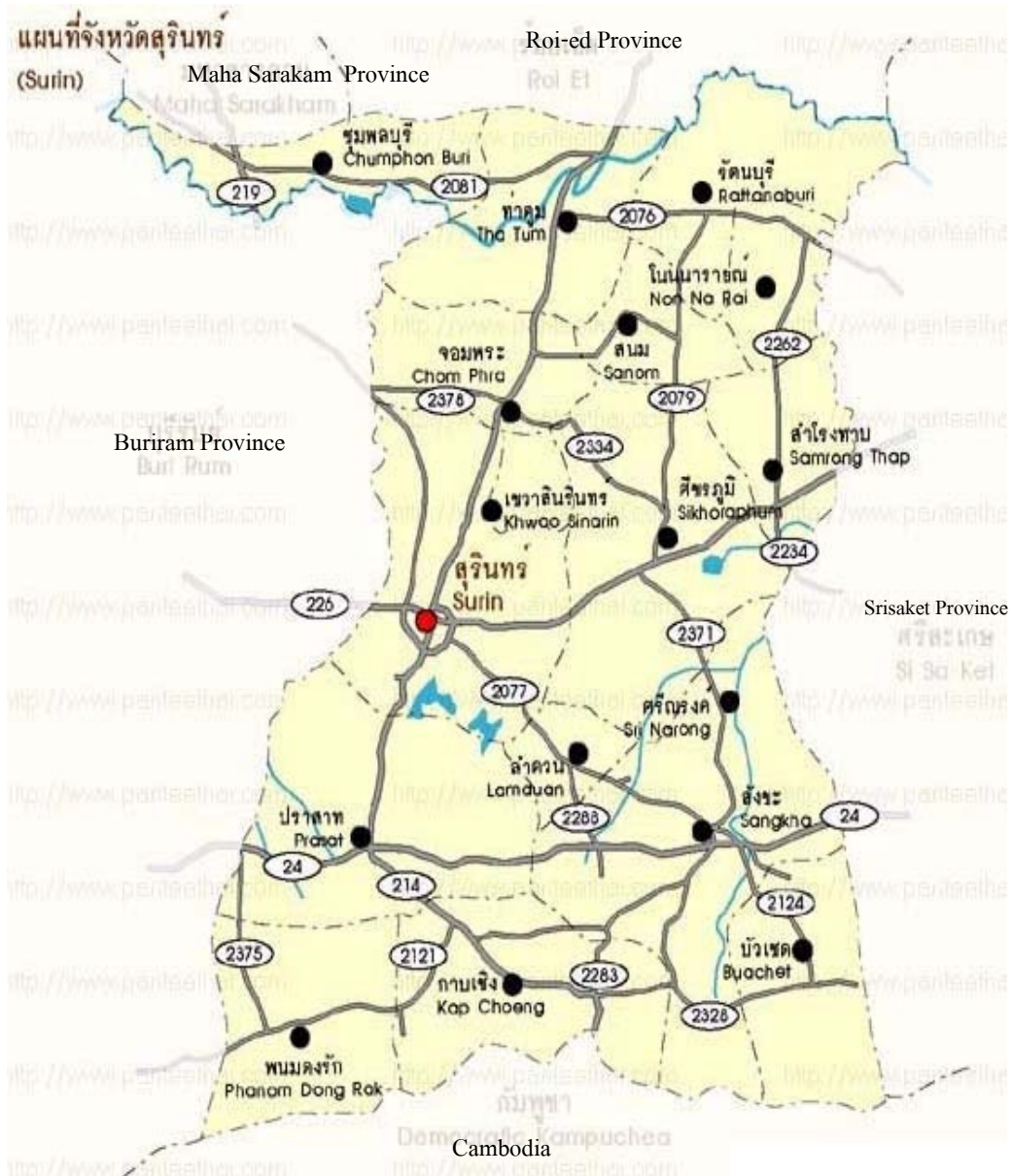
(8) Proof of Origin

- (1) Rice must grow, processed, and packed in the area of Surin province.
- (2) Production process must be inspected and controlled, which are to register producers who cultivate Hom Mali rice and process Hom Mali rice, as well as must have farm recording system and documents to recheck the traceability.

(9) Conditions for Registration under Section 15

- (1) Develop inspection and control system for the entire process, both at the manufacturers and provincial levels.
- (2) Register producers, who cultivate and/or transform Surin Hom Mali rice and request application for geographical indications for Surin Hom Mali rice.
- (3) Registered applicants have to develop operating manual for members requesting for Surin Hom Mali rice.

แผนที่แสดงแหล่งภูมิศาสตร์ - ข้าวหอมมะลีสурินทร์
 Map showing geographical areas for
 Surin Hom Mali Rice



The areas cultivating Surin Hom Mali Rice in Surin province are between 103 and 105 eastern longitude degrees and 15 and 16 northern latitude degrees.