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Thailand's Betong Misty Mangosteen gains GI status

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Thailand's Betong Misty Mangosteen has been officially registered as a Geographical Indication (GI) product, becoming the latest flagship of Yala Province.

Deputy Commerce Minister Naphinthorn Srisanpang emphasized that this GI registration reflects the governmentâ??s strategy to empower local economies. The Ministry of Commerce, through the Department of Intellectual Property, has prioritized protecting agricultural goods with unique geographic and cultural identities to increase product value, build consumer confidence, and enhance competitiveness in global markets.

The Betong Misty Mangosteen is the fourth GI-certified item from Yala, joining Bannang Sata Banana, Sa-Ded Nam Yala Durian, and Betong Shogun Orange. This native fruit is grown exclusively in Betong and Than To Districts, where a rare microclimate plays a crucial role in shaping its superior quality. The area experiences three distinct weather patterns dailyâ??morning fog, midday sun, and evening rain. These conditions, combined with fertile highland terrain and the flow of the Pattani River, create an environment ideal for mangosteen cultivation.

Characterized by its thick skin, round shape, deep purplish-red rind, and soft, cotton-white flesh, the Betong Misty Mangosteen offers a balanced sweet-tart taste with a floral aroma. Its dense flesh develops in layers due to constant fog cover, which slows the ripening process and enhances texture and flavor. This signature fruit has gained a reputation among Thai and international consumers for its premium quality.

The mangosteen earned national acclaim in 2021 when a local farming group in Yala won first prize in the provincial Outstanding Large-Scale Agricultural Plot competition. Their transparent supply chain and strict quality control earned consumer trust, which translated into strong domestic sales and growing international demand. So far, the Betong Misty Mangosteen has generated over 62 million baht in economic value.

Nationwide, Thailand has now registered GI products in all 77 provinces, ranging from tropical fruits to handicrafts. These designations not only help local producers protect intellectual property but also ensure sustainable income generation, job creation, and stronger community identity.