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### **Abstract**

The objective of this research was to study the general situation of community liquor production, management and marketing as well as producers' problems. The sample population for this study consisted of 20 producers through purposive sampling.

The results of the study:

Most producers were farmers, all male, with average age of 53.80 years, married and living together, having finished Matthayom Suksa VI. Most did farming as chief occupation and liquor production as minor, with investment of 50,000 baht. The main source of loan was the Bank of Agriculture and Cooperatives with average debt of 87,676.50 baht. The common type of plant was of small size, made of concrete with the construction cost of 15,000 baht. The plant had an average number of 1.8 distillers, 50.98 barrels of fermentation, 7.6 barrels to store liquor before filling. Plaited caps were used to seal bottles, 188.50 averagely a month. Producers had experience in liquor production but never underwent training. They had top sales of 8,576.75 baht averagely a month, with average capital for plant equipment and materials at 22,680 baht and 7,485.13 baht for each production of 189 bottles. The average constant capital was 4,511.14 baht per production; 2,973.99 baht for variable capital; 15.73 baht for variable capital per bottle; 39.60 baht for total capital per bottle; 45.50 baht for average price per bottle, 9.44 baht for profit above cash investment per bottle and 5.90 baht for profit per bottle. Most producers bought yeast from dealers, used sticky rice as raw material, with capacity of 188.50 bottles averagely an month, using wood as fuel and recycled bottles as containers. They paid 4,500 baht for electricity installation, 280 baht for electricity bill monthly. Most used tap water for production with 250 baht for water bill. They sold 42

baht a bottle at wholesale and 45 baht at retail, directly to consumers in cash and on credit mainly.

With its availability, liquor marketing at community or village level was found with a lower price. The group of community liquor producers had to compete highly to meet the marketing system. Finally, most would not compete with former liquor producers because of high investment. In case of lowering production costs, technology had to be changed. That is the reason why many producers have to stop their business nowadays, causing the liquor price to increase as a consequence.