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ABSTRACT

The aim of the independent study is for - 1) Study about production condition, production costs and returns as well as addition benefits from fighting-cock raising. 2) Study about business administration on fighting-cock raising in terms of labour management, production, marketing and finance of fighting-cock raisers in Amphore Phol, Khon Kaen Province. 3) Study about problems and suggestions in fighting-cock raising. People and sampling groups used in the study are from fighting-cock raisers in Amphore Phol, Khon Kaen Province, 12 sub-districts, 127 villages. Sample are drawn from 3 groups of samples : 1) Small size of fighting-cock raisers, 18 farms. 2) Medium size of fighting-cock raisers, 12 farms. 3) Large size of fighting-cock raisers, 6 farms. Study-tool employed in this study is the questionnaires on business management of fighting-cock raisers in Amphore Phol, Khon Kaen Province, which is developed by researcher which consist of following details:- Part 1 : Economical and social background of fighting-cock raisers. Part 2 : Condition and knowledge in fighting-cock raising. Part 3 : Problems and suggestions in fighting-cock raising.

The study result reveals that - Production Cost ; For the small size of fighting-cock raisers, the production cost shows that fighting-cock with 0-3 months has total cost at 76.11 Bath/cock, 4-6 months at 161.84 Bath/cock, 7-9 months at 303.66 Bath/cock and over 10 months at 534.27 bath/cock. For the medium size of fighting-cock raisers, the production cost shows that fighting-cock with 0-3 months has total cost at 88.24 Bath/cock, 4-6 months at 183.24 Bath/cock, 7-9 months at 422.76 Bath/cock and over 10 months at 802.72 bath/cock. For the large size of fighting-cock raisers, the production cost shows that fighting-cock with 0-3 months has total cost at 95.60 Bath/cock, 4-6 months at 183.47 Bath/cock, 7-9 months at 466.38 Bath/cock and over 10 months at 983.95 bath/cock. Returns ; the small size of fighting-cock raisers has average profit at 4,536.72 Baht/year/household Disappointingly, a return is very less and unfit for the medium size of fighting-cock raisers has average profit at

28,486.22 Baht/year/household whereas an average profit at 107,113.03 Baht/year/household is for the large size of fighting-cock raisers. The additional benefit from raising fighting-cock is that there is no any fighting characteristic in fighting cock with 7-9 months and over 10 months which passed the selection. Labour management ; Main labor force in household for the small group of fighting-cock raisers is at 44.44%, the medium group is at 50.00% and 66.67% is for the large group. Permanent labor force for the small group of fighting-cock raisers is 33.33%, the medium group is at 100.00% and 50.00% is for the large group. Temporary labor force for the small group of fighting-cock raisers is at 72.22%, the medium group is at 100.00% whereas the figure for the large group is at 66.67%. Production management, it found that the small group of fighting-cock raisers tends to breed the cock by themselves, the figure shows at 44.44% as same as the medium group which has 41.67%. For the large group, the proportion of breeding the cock by themselves and purchasing from the private farm in same and different location has similar figure, 33.33%. Marketing administration ; the study shows that all 3 groups like to supply their fighting-cocks to farm. According to the price setting, the small group of fighting-cock raisers and buyers fix the price together. In the contrast, the medium and large group can fix the price by themselves. Payment is in the form of cash only. The production problems, marketing and others, it found 3 problems happen in production – 1) epidemic 2) the high price in breeding cocks and 3) small output in production. In the aspect of marketing the market demand is higher than supply. Other problems are non-understanding and un-accepting that cock fighting is a type of sports.