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### **ABSTRACT**

The objectives of the research are ; (1) to study general socio-economic conditions of households producing fermented fish, (2) to study production condition, marketing situation, production cost, the generated income from fermented fish production in order to determine an appropriate fermented fish production system as well as marketing management. The data was collected from 20 minor entrepreneurs and 40 major entrepreneurs located in 3 districts and sub – district by area of the Ubolratana Dam by accidental sampling method.

The results of the study showed that the major entrepreneurs in fermented fish production business earn a living from fish trade while the minor entrepreneurs' revenue was mainly from fisheries. Moreover ,the rest fish from trading and fisheries were turned into fermented fish. Since mixed fish needed no size and kind selections, it was frequently used as a raw material of fermented fish production. The popular fermented fish could be divided into 3 formulae by the ingredients including the salt formula, the salt and toasted rice formula ,and the salt ,toasted rice, and rice bran formula. The process of three fermented fish formulae took approximately 60 days long in the minor fermented fish production entrepreneurs and 30 days long in the major entrepreneurs. Jars of primary processed fermented fish were sold and purchased in cash or with bartering system to local consumers and intermediate merchants. Production capacity of minor entrepreneurs was estimatedly 1,0324.00 kilograms/household. The production cost was 10.06 bath/kilograms an average selling price was 11.47 bath/kilogram a profit was 1.41 bath/kilograms and the internal rate of return (IRR) was 14.02 %. The average production capacity of major entrepreneurs in the fermented fish business was 28,540.00 kilograms/household, with the production cost of 11.42 bath/kilograms an average selling price at 12.05 bath/kilogram a profit of 1.08 bath/kilogram and the internal rate of return (IRR) was 9.46 %. respectively. Problems and obstacles found in fermented fish production including using primitive method in production

process and lacking of selecting standard of requirable fish quality resulted in different fermented fish quality,mostly in low quality ; consequently, the selling price could not reach in high level. In addition, the non-great number of fermented fish producing househokds brought about uncertain marketing, and small number of regular customers; thus, production plans in both quality and quantity issue could not be laid out conveniently.

Recommendations were that; the concerned agencies like those that deal with community development and food technology should assist in training on food processing to get good quality fermented fish accepted by the market, that the small entrepreneurs should form production groups that works systematically as well as develop the product to be part of the one Tambon one product.