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Abstract

The aim of this report is to study the general features of farmers who cultivate Kradang Mushroom, capital and returns, marketing, business administration as well as problems and difficulties on production and marketing. With simple sampling, there are 20 households of farmers from Ban Noansoung, Tambon Noansoung, Amphoe Yangtalad, Changwat Kalasin.

The study shows the general features of those farmers that almost of household leaders are male with average age at 44.15 years, married and living with family, their educational level is Prathomsuksa 4 and the average number of family member is at 4.05 persons. Most of them sustained their lives with cultivating Kradang Mushroom and general employment respectively. The average of their land-holding is 7.7 Rai with average 2 Ngan used for cultivating Kradang Mushroom. All households had 3.8 buildings on the average and have had cultivated Kradang Mushroom for 3.65 years on the average. Their income in the form of cash was from cultivating Kradang Mushroom on the average at 127,000 Bath/household which falls 30,240 Bath/building. Their average loan was at 52,000 Baht/household. In 2002, the average production cost for cultivating Kradang Mushrooms was at 43.35 Bath/Kg./household and varied production cost was at 38.53 Bath/Kg. The average output was at 545.28 Kg./building with average cost at 66.30 Baht/Kg. The profit after deducting the production cost was at 25.04 Baht/Kg. and 22.95 Baht/Kg. is the net profit. 93.58 percentage of their product was sold to wholesaler. The cost is determined by broker, 80 percentage of the cost falls at 65-70 baht/Kg. According to pick and choose the size and quality, the figure shows that 90 percentage of them does not do it. There are 3 ways in distributing their product – to sale to wholesaler, retailer and general consumer. The marketing cost of wholesaler is at 3.16 Baht/Kg. and their profit is at 10.54 Baht/Kg. For retailer, their marketing cost falls at 1.59

Bath/Kg. whereas the profit is at 8.41 Bath/Kg. The overlapping cost is at 23.70 Baht/Kg. There was an average 2.5 persons/household worked in cultivating Kradang Mushroom and did it mostly 3 times/household in the year 2002 with the average output of mushroom agent 26,500 bags. Most of them started the cultivating in September and October, the average productivity is at 545.28 Kg./building/period.

The problems and difficulties in cultivating Kradang Mushroom - the good management, over inventory of mushroom agent after cultivating, shortage of qualified manpower, quality of the product, bargaining power with broker and the good co-operation between farmers, brokers and general consumers.

For the suggestion, farmers have to have the good management in accordance with market situation in order that they can distribute Kradang Mushroom to the market all the year. To have the good administration with good working environment in order to stimulate the good work from manpower. To encourage grouping or co-operative society to build the bargaining power. To find more market places to have the choice in product distribution such as market center etc. On the other hand, government official should have the complement in advising and training about cultivating Kradang mushroom effectively.