

Surat Luecha 2005. *Production and Marketing Business Management of Honey in Changwat Chaiyaphum*. An Independent Study Report for the Master of Science in Agribusiness, Graduate School, Khon Kaen University

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ABSTRACT

The objectives of this research were to investigate 1) production management and marketing of honey producers in Chaiyaphum province 2) income from honeybee keeping 3) problems and solutions in production and marketing of honey products in Chaiyaphum province. In order to measure the financial return the net present value (NPV), benefit-cost ratio (B/C) , and internal rate of return (IRR) were analyzed. The samples of the study were 15 beekeepers in Kangkor and Phukiew districts, which were under beekeeping promotion and development project, supported by Bee Conservation and Breeding Region 3, Khon Kaen. The data were collected by interview and presented in terms of frequency, percentage, means, highest and lowest values.

Results of the study

Out of the total samples of the study 11 were men (72.33%). The major occupation of the sample households (66.66%) was agriculture and beekeeping was secondary one. Household income from agriculture was 51.15% of the total household income whereas 32.25% was from beekeeping. On average each beekeeping household used one worker for beekeeping. 60 percent of the beekeepers possessed forty hives and average product of honey per household was 522.33 kgs. 60 percent of the bee keepers were trained by the center's staff. Most of them kept Italian yellow bee, 20 percent keeping bee by natural feeding with special supply of drinking water for bee while 73.34% of them provided supplementary concentrated feed. Before the flower blossom season all farmers kept the bee at home but during the flower blossom season farmers would leave the bee hives at the flower rich areas particularly in Konsarn district where they would come to visit regularly 2 hours per week.

On average, the beekeepers who produced honey more than 1,000 kgs had the total cost of 65.51 Baht/kg. Farmers who produced between 500- 1,000 kgs had the total cost

at 77.07 Baht/kg while those who produced less than 500 kgs had the total cost of 77.78 Baht/ kg. It was found that 46.67% of farmers sold the honey themselves.

Regarding the return to investment, from the interview data taking from the samples, the NPV was 11,886.73 Baht, B/C ratio was 1.10, and IRR was 51.60. This indicated that if the farmers were able to deal with the confronting problems and working along with the project plan, keeping the production cost under their control they would be a successful beekeepers and this enterprise could be the secondary occupation after rice growing.

As far as the marketing of the honey was concerned, there were 3 marketing channels as follows:

(1) From producers to consumers directly (2) From producers to middlemen and then to consumers (3) From producers to wholesaler, then to retailers and consumers, respectively. In general the consumers paid 150 Baht/kg. It was found in the marketing management of the beekeepers that 7 of them did marketing through their group establishment whereas 6 of them did a direct marketing of their own. The other 2 beekeepers did both channels, group marketing and well as direct selling. According to the investigation, it showed that the most appropriate time for product marketing was in April since it was the time when honey was most abundant. Regarding the method of selling it was found that market promotion through posters and brochures were not significantly effective, but the good location for the outlet of the honey products was more important.