

Abstract

The study on the production and marketing of rice field crabs (Poo Naa) in the Upper Central provincial cluster of Thailand aimed to study the production cost and returns, marketing channel, and marketing margin of rice field crab production, which surveyed and gathered data from crab farmers and in-depth interviews from entrepreneurs in Chainat, Lopburi, Angthong, and Phra Nakhon Si Ayutthaya provinces.

The result of the study showed that the average total cost of rice field crab production was 4,076.12 baht/pond or 54.35 baht/kilogram, which was an average variable cost accounted for 3,944.05 baht/pond or 88.69% of the total cost, the average fixed cost was 132.07 baht/pond or 3.24% of the total cost. Crab farmers sold rice field crab products at an average price of 7,542.00 baht/pond or 100.56 baht/kilogram then crab farmer's net return was 3,465.88 baht/pond or 46.21 baht/kilogram

For the rice field crab marketing channel in the Upper Central provincial cluster of Thailand. The study indicated that it started with crab farmers selling rice field crabs products to local small collectors was 59.90%. Then the local small collector will resell rice field crabs to large collectors both inside and outside the central region, crab farmers who sell their product directly to the large collectors both inside and outside the central region accounted for 39.50%, and crab farmers sold crab directly to consumers in central region area. In the case of large collectors, when purchasing rice field crabs from both local small collectors or farmers then large collectors sold rice field crabs to wholesalers, of which 80% were wholesalers in the northeast region because there were many consumers in this region, 15% were wholesalers in the north region, the rest 5% were wholesalers in the central region for consumption and mainly for food processing

The findings on the marketing margin of rice field crabs in the Upper Central provincial cluster of Thailand indicated that the Case 1 farmers sold rice field crabs to local small collectors and then resell to large collectors, wholesalers, retailers, and consumers. The marketing margin of local small collector was 19.44 baht/kilogram, and the total cost of a local small collectors was 109.56 baht/kilogram with a marketing cost was 9.00 baht/kilogram. Later the large collectors will resell rice field crabs to wholesalers, the marketing margin of large collectors was 30.00 baht/kilogram, the total cost of large collectors was 136.00 baht/kilogram and the marketing with the marketing cost was 16.00 baht/kilogram. Then the wholesalers sold the crabs to the retailers. The market margin of the wholesaler was 20.00 baht/kg. The average total cost of the wholesaler was 159.13 baht/kg, of which the marketing cost was 9.13 baht/kg. Finally, the retailer sold the crabs to consumers. The market margin of retailers was 10.00

baht/kg. The average total cost of wholesalers was 174.40 baht/kg, which was a marketing cost of 4.40 baht/kg. In case 2 farmers sold rice field crabs to large collectors and then resell to wholesalers, retailers, and consumers. The marketing margin of the large collectors was 49.44 baht/kilogram, and the total cost of the large collector was 126.56 baht/kilogram with a marketing cost was 26.00 baht/kilogram. Then the wholesalers sold the crabs to the retailers. The market margin of the wholesaler was 20.00 baht/kg. The average total cost of the wholesaler was 157.61 baht/kg, of which the marketing cost was 7.61 baht/kg. Finally, the retailer sells the crab to consumers. The market margin of retailers was 10.00 baht/kg. The average total cost of wholesalers was 172.89 baht/kg, which was a marketing cost of 2.89 baht/kg.

The recommendations of this study suggested there should be a standardized manual that is theoretically correct for rice field crab farming along with training and advising on farmers or interested people. There should be support and developing groups of rice field crab farmers to be strong in knowledge of marketing, food processing, and product certification including the knowledge of marketing according to production so that farmers could produce their rice field crabs product that meets the consumers' requirements in the area.

Keywords: production, marketing, rice field crabs