

## Abstract

The study on the production and marketing of fattening goats in the Upper Central Province aimed to study the production cost of fattening goat products and to study marketing cost, marketing channel and marketing efficiency. Data were collected by questionnaires and interviews from fattening goats farmers and entrepreneurs as a sample in Chainart, Lopburi, and Saraburi province.

The study found that the average cost of fattening goats was 1,476.36 bath/body. It was an average variable cost of 1,327.55 baht per body around 89.92 percent and fixed cost of 148.81 baht per body around 10.08 percent and having a net return of 1,414.68 baht/body. Explain that producing 1 kg of the fattening goat had an average production cost of 71.70 baht. Farmers were sold produce for a price of 140.04 baht per kilogram, making farmers profitable at 68.70 baht per kilogram.

For the marketing channel, most of the individual fattening goats farmers sold their production to big collectors 48.28 percent and big collectors sold fattening goats to Vietnam a wholesaler 68.75 percent, a wholesaler in the South 27.25 percent, wholesaler in Bangkok 3.00 percent and wholesaler in Northeastern Region 1.00 percent, respectively. Farmers sold fattening goats to farmer groups about 32.76 percent and sold to small collectors 18.97 percent and then farmer group and small collector sold their fattening goats to big collectors. For the analysis of marketing margin and marketing cost including, if big collectors bought goats from farmers, it was found that marketing margin of big collectors was 345.91 bath/body, marketing cost of big collectors was 163.28 bath/body. If big collectors bought goats from small collectors, it was found that the marketing margin of small collectors was 104.81 bath/body, marketing margin of big collectors was 241.12 bath/body, marketing cost of small collectors was 67.54 bath/body and marketing cost of big collectors was 163.28 bath/body.

The recommendations for this study suggested that the farmers should be formed a group to help reduce production costs and increase marketing bargaining power. The government agency should be supported export to China and promote domestic goat consumption.

**Keywords:** Production, Marketing, fattening goats