

Building up Management Network of Non-Toxic Agricultural Products Flea Market

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Abstract

This research aimed (1) to obtain primary information on the non-toxic agricultural product production of farmers within the area of Chombueng district, Ratchaburi; (2) to examine demand and consuming behavior of consumers for the non-toxic agricultural products; and (3) to build up management network of non-toxic agricultural products flea market in Chombueng district, Ratchaburi. Research instruments were field questionnaire, individual and group in-depth interviews, participant observation, and focus group. Primary information on the producers of the non-toxic agricultural products revealed that in Chombueng there were 14 producers, who were socially accepted and have been continuously producing the products, both fresh and processing ones. Most of them are currently acquiring the guaranteed certificate from authorities. In examining demand and consuming behavior for the products from the sample of 591 accidentally drawn consumers, the study found that most of consumers of the products were female, 45 – 54 years old, government and government enterprise officials. Most of them earned 20,001 – 25,000 Baht a month, and purchased the products for the reason of having a good health. Most influencing person on product purchasing decision was themselves. Kind of products frequently purchased were vegetable. Rate of purchasing is every 2 – 3 days from community market. All samples preferred to have non – toxic agricultural product market in communities, preferably on Saturday during 07.00 – 11.00 am. Factors most influencing purchasing decision at the market are availability of different kinds of the products and the cost of it. In terms of demand, the study found that current demand level for the products was high. In building up management network of the non-toxic agricultural products flea market, the study discovered that the actual network consisted of three parties working cooperatively. The first party was the market management committee, which consisted of chairman, vice-chairman, public relations and recruitment committee, product quality control committee, treasurer, and secretary. They were elected from the group of producers. The second party was advisory committees, a group of resource persons who were nominated and selected by the management committee. The third one was supportive units, which composed of District Administrative office, Municipality, District Administrative Office of Agriculture, District Administrative Office of Community Development, District Administrative Office of Public Health, Tambon Administrative Organization, District Police Station, and Muban Chombueng Rajabhat University.