

Abstract

The objectives of this research are to study the potential of green production and marketing systems of Arabica coffee in Khun Tuen Noi Area and study the marketing of green products in domestic and abroad. The data is collected by interviewing the growers and stakeholders in the value chain of green Arabica coffee. Descriptive statistics and content analysis are used for analyzing the production and marketing potentiality whereas Conjoint Analysis and Contingent Value Method (are applied for evaluate consumers' perception and willing to pay for coffee in green systems. In addition, this research brings the concept of Poter (1985) to explain the value chain of Arabica coffee in green production systems.

The results reveal that, there are many agricultural standards certifying green concept, such as organic certification, UTZ, Bird Friendly, Rainforest, Fairtrade, Green and GAP. These certifications are difference in the aims of implement. For production potentiality of growers, the result shows that Khun Tuen Noi Area is suitable for growing the coffee because of the reasonable geography, climate, soil and nutrients and water source. Moreover, Khun Tuen Noi is the closed area so that the promoting of green production systems is easier than the other areas. Considering the marketing potentiality, the result represents that the price of parchment coffee in this area is higher than the other by the reason of the selling via the community enterprise. Furthermore, the unique of coffee taste and the certifications of Organic Thailand and Rainforest Alliance lead to enhance the quality level of Khun Tuen Noi coffee. The findings of consumers' perception and willingness to pay for the coffee in green production systems reveal that their perceptions are in the low level. The final consumers emphasize on product reputation for increasing their utility whereas the coffee shop entrepreneurs focus on the origin of products. In willingness to pay perspective, the results display that the consumers are willing to pay 73.30 bath per cup of coffee and 348.03 baht per 250 gram bag of roast/blend coffee. In terms of coffee value chain, the green domestic market is very small, approximately 10%. However, the demand of coffee in green production systems continuously increase. The price of them accepted by the roasting plants and the consumers does not exceed from 30%.

Keywords: Arabica coffee, Green production systems, Marketing potentiality, Value chain