

Title Strengthening the Arabica Coffee Production and Marketing Potentials in the Highland Area

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Abstract

This research, “Strengthening the Arabica Coffee Production and Marketing Potentials in the Highland Area” intended to; 1) investigate the production and marketing potentials of Arabica coffee in the Royal Project area 2) identify and analyze Arabica Coffee production potentials in the Royal Project area 3) to study and analyze the Arabica Coffee market potentials in the Royal Project area ; and 4) to propose recommendations and guidelines in order to enhance Arabica coffee production and marketing potentials in the Royal Project area. Which conducts research in the 15 Centers / Stations of the Arabica coffee promoting area of the Royal Project between January and September 2015.

The sample used in this study were 333 Arabica coffee farmers in the 15 Royal Project development centers/research stations. Of the 1,984 population of Arabica Coffee farmers were randomly selected based on the .05 level of statistical significance. The samples size were calculated by proportion allocation technique in each of the Royal Project development centers / research stations.

Research instruments used in collect the data were interview schedule, focus group discussion and questionnaire. Data were analyzed by percentage, average, maximum-minimum values, standard deviation. Five Likert Scales was used to evaluate and analyze Arabica coffee production potentials with the Radar diagram. Meanwhile, Reveal comparative advantage (RCA), simple regression analysis and SWOT Analysis/ TOWS Matrix were used to evaluate and analyze Arabica coffee marketing potentials. In addition, the study derived appropriate recommendations, guidelines and marketing strategies for the development/improvement of Arabica coffee production and marketing potentials of the Royal Project

Keywords: Strengthening the Arabica Coffee Production and Marketing Potentials, Highland Area,
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Five Likert Scales was used to evaluate the Arabica coffee production potentials in the 15 Royal Project areas. Results from the analysis could divide Arabica coffee growers into 3 groups according to the total average mean scores; 1) Centers / Stations that have highest production potentials level was 1 area; Teen Tok Royal Project Development Center 2) Centers / Stations that have high production potentials level area totally 11 areas; (1) Pa Meang Royal Project Development Center (2) Huay Num Khun Royal Project Development Center (3) Ang khang Royal Agricultural Research Station; (4) Inthanon Royal Agricultural Research Station (5) Mae La Noi Royal Project Development Center (6) Huay Phong Royal Project Development Center (7) Mon Ngao Royal Project Development Center (8) Pang Oung Royal Project Development Center (9) Huay Som Poi Royal Project Development Center (10) Nong Hoi Royal Project Development Center, and (11) Khun Wang Royal Project Development Center; respectively; 3) Centers / Stations that have moderate production potentials level with the total of 3 areas, (1) Mae Pae Royal Project Development Center (2) Kae Noi Royal Project Development Center (3) Wat Chan Royal Project Development Center, respectively.

To enhance and strengthen Arabica coffee production potentials in the Highland Area, this research give some appropriate recommendations, guidelines and approaches that the Royal Project should focus on promoting the Arabica coffee production in 9 centers / stations that have high production potentials with the chance/opportunity to expand their production area and should consider several approaches of enhancing the Arabica coffee production efficiency including improving geographical conditions of Arabica coffee planted area, Arabica coffee seed/variety and their growth rate; management of cropping, cultivating and harvesting system; quality control and inspection; product development; promoting industrial production and farm investment; enhancing farmer's marketing skill/ability and marketing management of the Royal Project Development Centers/Stations, improving farmer's knowledge and their ability in producing and processing Arabica coffee, knowledge and technology transfer to strengthening farmer groups and their communities; continuously promoting research and development of Arabica coffee; adjusting Arabica coffee policy of the Royal Project to address important issues and problems related to production and marketing development of the Royal Project development centers/research stations.

The study on marketing competitive of Thai Arabica coffee in the world market indicated that Thailand have less marketing competitive in the world coffee market. This was predominantly due to Thai coffee production, especially Arabica coffee production was aimed to support domestic consumption. For market potential of Thai Arabica coffee in domestic market, it can be strongly concluded that Thai Arabica coffee had its potential in the domestic market. Its market potential has been obviously increasing since 2010. Lastly, the Royal Project has high market value and well market potential in distributing roasted coffee.