

Title Supply chain management of golden banana (Kluai Khai) for exporting at Chantaburi and Sukhothai province

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Abstract

Chantaburi province is one of the most important areas in the East where is grows Kluai Khai for export, mostly of the produce exported to China. To increase the export volume of banana it is important to have good management throughout the supply chain. The study was conducted during October 2009 - May 2010. Information on general management of banana was collected through interviewing farmers and the produce collectors in 5 Amphurs of Chantaburi province namely, Makhm, Pong-Nam-Ron, Tha-Mai, Khao-Kitchagut and Klung. It was found that banana had been grown as intercrop plants in the fruit orchards. The plant density was approximately 937 - 1/562 plants per hectare/depended on the spacing of the major crops. The growers normally let 2-3 suckers grow successively. Fruit bunches were not treated with chemicals before bagging, and harvested when the finger was 3/4 light full. The harvested bunches were sold to the collectors. The produces were divided into 2 grades standard grade and under grade. Normally growers obtained 31-40% of the total production as standard grade produce. The major causes of damage of the under grade produce were from insects pathogens and quality. Price of the under grade was 8-10 times less than the standard ones. Only standard grade was proceed through post harvest handling work which was handled by the collectors. Fruit combs were graded into 3 sizes, AAA, AA and A, and then packed into cardboard boxes. The boxes then were uploaded onto a refrigerated truck which inside temperature was set at 13-15 degrees Celsius. The collectors took 6-12 hours to process throughout. For under grade produces, some were sold locally and the rest were sold to wholesale markets in BBK. It was anticipate that the information obtained from this study would help to suggested to improve efficiency and effectiveness in terms of supply chain management philosophy.

Banana production and export has been increased since Japan-Thailand Economics Partnership Agreement (HEPA) was established in 2007. However, the supply has not met the demand for Japan markets. Sukhothai is one of the major production areas in the lower North that supplies Kluai Khai for export markets, both to China and Japan. The study was designed to find out the key problems that prevent the export volume of Kluai Khai to Japan from reaching the upper limit of JTEPA quota. The Kluai khai growers in Sawankalok and Tungsaliem of Sukhothai province were interviewed regarding their orchard management. The information indicated that banana had been grown as main crops at the density of 2/500 plants per hectares. The growers let

only 1 sucker grow successively when flower emerged from the mother plant. Fruit bunches were bagged without chemical treatment soon after the last comb developed and the male flowers were cut off. Harvesting index for Klui Khai is mostly considered from the corner of fruits finger. The bunch was cut when the finger was % light full. The post harvest handling was operated in the farmers' orchard by the export company. Normally 5-10% of the total production was damaged by insect and pathogen and 10-20% was judged to be under grade produce. The under grade produce was sold to local markets and wholesale markets in Bangkok. Regarding this orchard management, it can be concluded that it is important to have good management throughout the supply chain to decrease the volume of damaged produce and to increase the export volume of banana. It was anticipate that the information obtained from this study would help in implementing suitable integrated technologies so that better produces must be achieved.