

Title Supply chain management of mango for exporting in eastern region
Author B. Watanawan, T. Wasusri, C. Wongs-Aree, V. Srilaong, S. Kanlayanarat
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Abstract

Mango is one of the most important tropical fruit in Thailand. The amount of mango production per year is around 2,374,165 tons and it tends to increase yearly. Nam Doc Mai is a main variety for export, volume of fresh fruit is 15,476 tons, valued 354.2 million Baht, Nam Dok Mai mango has good potential as exported Thai fruit. However, its limitation lies in the production. Mango growers are individual small farmers at a distinct disadvantage. This is due to overproduction of poor quality fruit and marketing systems that do not adequately compensate farmers for producing high quality fruit. The purpose of this study is to investigate, analysis production and marketing process, study connection of farmer to farmer group, analyze relationship between farmers group with exporter, study problems and obstacles in supply chain of mango in eastern region of Thailand. The production analysis of mango was followed the Supply Chain Operation Reference (SCOR) model that consists of 5 processes including plan, source, make, delivery and return. The survey was conducted in Eastern Region by using in-depth interview with 200 mango growers. The results showed that all of 151 growers are participated in contract farming system however, 96% of the grower follow the guideline of good agricultural practice (GAP). Most of growers (84%) have mango plantation area less than 1.5 hectare. Production Technology in field crop is based on the grower experience, the pass of knowledge by Department of Agriculture (DOA) and the extension service from Department of Agricultural Extension (DOAE). The yield of mango from GAP certified farm (6.2 ton/hectare) was not higher than non-GAP certified farm (7.8 ton/hectare). A price of mango per kg was not different between GAP and non-GAP certified farm, however GAP increases high quality mango more than non-GAP certified 39%.