

The Study of Feasibility of Thai Native Chickens for Commercial in Community Level (Sakon Nakhon Province)

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ABSTRACT

The aim of this study was carried out to investigate feasibility of Thai native chicken for commercial market in Sakon Nakhon province, Thailand. Textures of meat of Thai native chickens are famous for Thai consumers. The quantitative and qualitative data were collected to clarify the feasibility of Thai native chicken. Data were collected from dissected chicken in 4 local markets (1 from Phangkhon district and 3 from Muang district in Sakon Nakhon province, Thailand) and chicken profile data were collected from 12 chicken purchasers who bought chicken from village. It was showed that there are 3 groups of people who involved in Thai native chicken production chain as follows: 1) stock raiser 2) collector/dissector/seller (same person) and 3) consumer. Demand of Thai native chickens of consumer was increased 11.93 % or 8,360 birds per year, especially on December to February and May to July 7.90 and 4.03 % (5,533 and 2,827 birds). So that opportunity of Thai native chickens can increase the production scale in this area.

Keywords: Thai native chicken, feasibility, demand, consumer

Introduction

Native chickens have play an important role in the nutrition and protein supply of the people in the Thai region, especially of pregnant women, babies and children (Hutanuwatr, 1988; Kajarern et al., 1989; Polpak et al., 1992; Thitisak et al., 1989). Native chickens also play an important role as a food reserve for the households, they serve as an important source of protein (Udomsieng, 1985).

Native chickens are usually raised in extensive system, often with supplementary feeding of rice by-products of low quality. The market demand for native chickens is relatively high but the supply is rather limited because the farmer is not interested in systematic. Sheldon (2000) recommended that an improving of local chicken production should be based on two principles. First, on the selection of genotypes better suited to the specific environments of small farms. Second, on better exploitation of low-cost feed and feed supplementation base on the locally grown crops and their by-products, which are not in competition with human nutrition.

Sakon Nakhon is one of the north-eastern provinces of Thailand. Neighboring provinces are (from north clockwise) Nong Khai, Nakhon Phanom, Mukdahan, Kalasin and Udon Thani. The capital is Sakon Nakhon. The chicken market in Sakon Nakhon was increased however the information on the markets in Sakon Nakhon is limited. The aim of this study was to evaluate feasibility of Thai Native Chickens for commercial in community level of Sakon Nakhon Province.

Material and methods

The quantitative and qualitative data were collected to clarify the feasibility of Thai native chicken. Data were collected from dissected chicken in 4 local markets (1 from Phangkhn district and 3 from Muang district in Sakon Nakhon province, Thailand) and chicken profile data were collected from 12 chicken purchasers who bought chicken from village.

Data collection as follows:

- 1) Survey on the dissected chicken market in Phangkhn and Muang district of Sakon Nakhon province.
- 2) Development of descriptive form in fieldwork and test descriptive form.
- 3) Collecting data in individual/shop by questionnaire.

Results

Supply chain

Supply chain of native chickens in community level of Sakon Nakhon province is presented in Figure 1. It was founded that most of stock raiser are male, age more than 60 Year, at least Primary School diploma, and occupation for income. Within one year, they can sell native chicken approximate 25 birds. Average weight was 1.2 kilogram and price 65 bath per kilogram then they sell to collector and seller.

Most of collector and seller was collected chickens by every four months for each village and they can sell 100-120 bath per kilogram.

Two-hundred and four consumers of Thai native chickens are interested in native chicken meat because less fat, favored and texture are famous for Thai consumers.



Figure 1. Supply chain of indigenous native chickens in community level

Feasibility of Thai Native Chickens for Commercial in Community Level

Analyzed results of distribution of native chicken in both district (Phangkhn and Muang districts) of Sakon Nakhon province founded that demand of native chicken is not enough on December to February. The total of chicken demand enhances in both districts (Table 1).

Table 1. Demand of Thai native chicken in fresh market

Items	District		Sum
	Phangkhn	Muang	
Amount of chicken sell (bird/yr)	23,800	37,920	61,720
Demanded of chicken (bird/yr)	29,333	40,747	70,080
Chicken market expand (bird/yr)	5,533	2,827	8,360
Chicken market expand (%)	18.86	6.94	11.93

Conclusion and suggestion

Two-hundred and four consumers of Thai native chickens are interested in native chicken meat. The demand of native chicken in both district (Phangkon and Moung districts) of Sakon Nakhon province increases 11.93% or 8,360 birds per year. So that opportunity of Thai native chickens can increase the production scale in this area.

The target of native chicken production should clarify and the productive planning is not affect on people lifestyle in community. Also government should support information and promotion to create an indentify and to enhance the value added of native chicken for alternative market from broiler chicken market.

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