Learning Promotion Trends Based on Problem and Need of Thai Farmers

WandeeSutthinarakorn, Kasetsart University, Thailand

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Abstract
Since Thailand has been applying green resolution which is the development path, Thai farmers are unsuccessful in term of stable income. Objective of this research is to study farmer's situationboth current problems and need, this objective lead to learning promotion trends in order to build a success in occupation. This research is studied by survey research with Thai farmer 742 people in Bangkok and surrounding, central area, east area, north area and south area. Furthermore, tool is applied by open end and close end questionnaire. There is analyzed by the frequency, percentage, mean and standard deviation, while the open end data is analyzed by content analysis.

The result of this research found that the average age of Thai farmer is increased as 54.93 %, most of them graduated from level of primary school to secondary school. 59.8% of the farmers are acquainting with monoculture, have smaller area to be owner and count on water resource to crop. When they face with disease and insect, they apply lots of chemical. Agricultural product distribution still passes through middleman and there is small gap between income and outcome. Performance in occupation is evaluated and found that the result is in medium range (mean = 3.48). Farmers need a support which is cost reduction system and marketing knowledge. Thus the problem solving is promoting the learning ways, which are production management and marketing for increasing independence performance. As solution, the ministry of agriculture and cooperative is suggested to provide short course in order to increase production performance and marketing management performance. To be successful in bargaining power of farmers, group and network connection is supported to apply in this area.

Keywords: Learning Promotion Trends, Problem and Need of Farmers, Thailand

Introduction

Since 1961 until present, Thailand has been applying green resolution which is the development path as the National Economic and Social Development plan volume 1. Although the Development plan volume 7, Thailand has been applying the Sustainable Agriculture way where is the origin point of self-sufficient economy theory. (Sutthinarakorn and other, 2014) Thai farmers are unsuccessful in term of stable income. This leads to the economic crisis which is the basic problems of Thai farmers. Last decades ago, Thai farmers' problem became politics problem when the product can't be reached the proposed price. Thai farmers usually beg for government helping and close the road for attention from who has power to solving the problems such as income compensating, subsidy paying. Eventually, the economic problems became politics problems. Since the politicians use the Populism policy as the country development path, this affects tomarketing mechanism distorting and addiction of giving by population then there is losing of self reliance. (Sutthinarakorn, 2013) Objective of this research is to study farmer's situation both current problems and need.

Objective of the Study

This objective lead to learning promotion trends in order to build a success in occupation.

Research Method

This research was studied by survey research with Thai farmer 742 people from population 2,000 people. It was applied Stratified Random Sampling, divided by the areas which are Bangkok and surrounding, central area, east area, north area and south area. Furthermore, tool is applied by open end and close end questionnaire. There is analyzed by the frequency, percentage, mean and standard deviation, while the open end data is analyzed by content analysis.

Result

The result of this research found that most of famers are 29-80 years old (average 54.93%). They graduated from level of primary school to secondary school 443 people (59.7%), diploma level 74 people (10.0%) and bachelor degree and above 225 people (30.3%). 420 people of the farmers are acquainting with monoculture (59.7%) which is more than integrated farming (332 people, 44.7%). In term of certification of food safety, found that the ratio of certified is 194 people (26.1%) while the ratio of uncertified is 548 people (73.9%). Moreover there is chemical fertilizer applying in their crop 454 people (61.2%). Assumed the certification of good agricultural practices, 248 people of Thai farmers (33.4%) conform to this certification while another is not (Table 1)

Table 1 Background of Thai Farmers

(n = 742)

Background	Amount	Percentage
1. Age		
35 years old and below	18	2.4
36-45 years old	92	12.4
46-55 years old	261	35.2
56-65 years old	263	35.4
66 years old and above	108	14.6
Minimum age is 29 years old, maximum age is 80 years old and average age is 54.93 years old		
2. Education		
Secondary school and lower	443	59.7
Diploma	74	10.0
Bachelor degree and above	225	30.3
3. Planting		
Monoculture	420	56.3
Integrated farming	322	44.7
4. Food safety certification		
Certified	194	26.1
Uncertified	548	73.9
5. Chemical fertilizer applying		
Yes	454	61.2
No	288	38.8
6. Certification of Good Agriculture Practice		
Practiced	248	33.4
Non-Practice	494	66.6

In term of land tenure, found that the farmers own their land from 1 rai to 598 rai. 17.4% of the farmers own their land without certificate of owner ship, refer to open questionnaire, the farmers argue the trend of land tenure in Thailand that it could be owned in smaller scale due to land management for family member and sell the land to outsider. There is lacking of land maintenance knowledge. So when they want to increase their productivity, they will trespass public area and rent the land (28.7%). The cropping with natural water source by farmers 294 people (33.6%), there is cropping with rain water supply by farmers 298 people (40.1%) and cropping with irrigation supply by farmers 150 people (20.2%). Only 108 people of farmers (14.6%) have result of water analysis (Table 2).

Table 2Land use
(n = 742)

Land tenure and Land use	Amount	Percentage
1. Land owner with certificate of ownership		
10 rai and lower	170	22.9
11 – 20 rai	129	17.4
21 – 30 rai	87	11.7
31 – 40 rai	59	8.0
41 – 50 rai	55	7.4
More than 50 rai	113	15.2
No certificate of ownership	129	17.4
Minimum area is 1 rai, maximum area is 598 rai and average 36.20 rai with S.D. 48.977		
2. Rental		
10 rai and lower	61	8.2
11 – 20 rai	42	5.7
21 – 30 rai	40	5.4
31 – 40 rai	11	1.5
41 – 50 rai	19	2.6
More than 50 rai	40	5.4
No rental land	259	71.3
Minimum area is 1 rai, maximum area is 500 rai and average is 37.7 rai with S.D. 55.30		
3. Water resource		
Natural water resource	294	33.6
Rain water supply	298	40.1
irrigation supply	150	20.2
4. Water quality		
Have water analysis	108	14.6
Don't have water analysis	634	85.4

In term of product distribution, found that 122 people of farmer (16.4%) directly distributed to market, while 620 farmers passed through middleman. Average income from the annual product distribution is 283,804.1 THB. Whereas the average of agricultural expense is 195,289 THB per family and others expense is 193,547.6 THB per family. The comparison of income and expense shown the income is more than expense with a little gap. Nevertheless, when assumed at deviation of income and expense, it is in high level, this means a lot of farmers have income lower than expense. Considering the percentage of income and expense, there are in lowest level (Table 3).

Table 3Product distribution, income and expense
(n = 742)

Product distribution	Amount	Percentage
1. Market distribution		
Directly supply market	122	16.4
Pass through middleman	620	83.6
2. Annual agricultural income (from crop and domesticate animals)	206	27.8
100,000 THB and lower	174	23.5
100,001 – 200,000 THB	99	13.3
200,001 – 300,000 THB	40	5.4
300,001 – 400,000 THB	165	22.2
Upper than 400,000 THB	58	7.8
Lowest is 1,000 THB, highest is 1,000,000 THB and average 286,110 THB withS.D. 1,024.084		
3. Other income		
50,000 THB and lower	346	46.6
50,001 – 150,000 THB	191	25.7
150,001 – 250,000 THB	72	9.7
250,001 – 350,000 THB	41	5.5
More than 350,000 THB	92	12.5
Lowest3,000 THB, highest1,000,000 THB, average283,804.1 THBwith S.D. 1,034.615		
4. Annual agricultural expense		
50,000 THBand lower	378	51.0
50,001 – 150,000 THB	196	26.4
150,001 – 250,000 THB	69	9.3
250,001 – 350,000 THB	35	4.7
More than350,000 THB	64	8.6
Lowest 1,100 THB, highest 1,740,000 THB, average 195,189 THBwith S.D. 8,358.504		
5. Annual expense in household		
50,000 THBand lower	147	19.8
50,001 – 150,000 THB	283	38.1
150,001 – 250,000 THB	159	21.4
250,001 – 350,000 THB	58	7.8
More than350,000 THB	95	12.8
Lowest 1,000 THB, highest 2,000,000 THB, average 193,247.6THBwith S.D. 1,884.466		

As the current situation of Thai farmers, it was found that the farmer's problem is lacking of knowledge and production technology which affects to the management and income,. Including the connection between production line and marketing system, it leads to middleman opportunity increasing in the market nowadays. When surveying the demand in term of upgrading career ability, it was found that what farmers have highly demand is knowledge. The knowledge they mentioned are agricultural academic principle and skill, supply chain management, knowhow and technology adaptation for production efficiency increasing, production and distribution planning, data analysis for production cost reduction and applying

knowledge and technology in order to extent former wisdom in term of agricultural production. However farmers are less considering to the marketing planning and risk control, their needs is in medium level (Table 4).

Table4 Occupation performance
(n = 742)

Occupation performance	$\bar{X}$	S.D.	Level
1. Knowledge and technology adaptation of production efficiency increasing	3.75	.802	high
2. Satisfy of agricultural income	3.57	1.00	high
3. Annual planning for cropping and domesticate animals	3.60	.944	high
4. Studying market demand before planning the production	3.49	.920	medium
5.Have emergency plan (agricultural crisis such as over demand, slumped price, natural disaster and epidemic and etc.)	3.29	1.006	medium
6. Agriculture group which has the authority of bargaining (such as agricultural input, price and etc.)	2.95	1.095	medium
7. Production planning and distribution by considering environment preservation. (soil, water, forest, air, human, residence and neighbor)	3.84	.880	high
8. Data analysis for production cost reduction.	3.84	.828	high
9. Planning the production follows the alter market situation	3.51	.909	high
10. Adapted agricultural academic principle and skill and applied supply chain management (such as soil preparation, seed selection and etc.)	3.91	.815	high
11. To apply knowledge and technology for extending former wisdom in agricultural production.	3.77	.852	high

Discussion

As the result of this research, the researcher noticed as follow:
1. Agricultural cropping is going to the step of modernize agriculture in monoculture system. There is still the same production style which is subsistence farming, it leads to the unsuccessful in their career.
2. Thai farmers are not able to access the market share. While the demand level of organized by grouping is not high, it shown the low opportunity of income successful due to the less power of bargaining.
3. The production performance problem is highlighted by farmers due to the lacking of knowledge and technology, including affects to the good management conditions.

Suggestions

1.Thai farmers should be acknowledged in term of supporting non-formal education by related government such as ministry of agriculture and cooperative with short course institutein order to provide the learning for farmers as below:

1.1 Production knowledge and technology: soil analysis, soil maintenance, fertilized method, disease and insect management, seed selection in order to increasing production performance.
1.2 Knowledge of marketing and information accessibility: to connect the production planning and marketing.
1.3 Apply knowledge of management, authority of bargaining by group and connection process, cost analysis, fund sourcing and internal, external supporting connection building and etc.
2. Policy term
2.1 Government should identify zoning of production and determine production volume which is connected between export and domestic term.
2.2 To support the value added of agricultural product both food product and non-food product by specify the community enterprise as the key of process.
2.3Finding the way to create the value of agricultural product based on the history and culture in order to build the higher value especially the customer group which has buying power such as tourist, middle level customers both domestic and international customers.

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Contact email: feduwdsu@ku.ac.th