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SGOOLKAN NIYOMPLOY : DEVELOPMENT GUIDELINES FOR BROILER INDUSTRY  
IN LOPBURI. THESIS ADVISOR : ASSO. PROF. DARANEE THAVINPIPATKUL, Ph.d.,  
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The purposes of this research are to study the physical, economic, population and social factors that promote the development of broiler industry in Lopburi Province, and to study the structure and the operation of broiler industry as well as its linkages in order to find out the problems, limitation, and development prospect to be able to specify guidelines to develop broiler industry in Lopburi. Research method includes existing data analysis, field survey and informal interview.

Research result reveals that the important factors promoting the development of broiler industry in Lopburi Province are geographical and locational advantages, and the government policy. These factors generate growth in this industry, thus, it becomes the important source of employment in the province. The operation of broiler industry in Lopburi is in the form of the agro-business linking with the broiler chick production, the chicken production, the slaughter house, the food production, and the feed meal production.

Problems found in broiler industry can be classified as : (1) physical problem especially incomplete transportation network in the province, and lack of water supply for agriculture ; (2) production problem, i.e., lack of the chicken raisers' knowledge concerning modern technology ; (3) marketing problem due to high competition in the world market and non-tariff barrier problem. Three guidelines for the development of broiler industry are purposed ; (1) the physical guideline focusing on irrigation system development and improvement of transportation network ; (2) the production guideline aiming at increasing production volume according to the potential and the suitability of land ; (3) the marketing guideline aiming at increasing the opportunity to enlarge the export market. Important recommendations in accordance with the guidelines include ; (1) development of small scale irrigation system ; (2) improvement of road network in the province and between neighbouring provinces; (3) development of waste water treatment system ; (4) promotion of the feed meal crop cultivation in the districts of Pattanikom and Chaibadal where agglomeration of broiler industry occurs.