

Chidchanok Sastranont 2007: Strategic Planning for Implementation of Traceability System in Fruits and Vegetables Commodity. Master of Science (Agro-Industry Technology Management), Major Field: Agro-Industry Technology Management, Department of Agro-Industry Technology Establishment Project. Thesis Advisor: Ms. Chutima Waisarayutt, Ph.D. 139 pages.

Traceability system is the key for the reliability of safety management in food supply chain. The implementation of traceability system will be successful if all units in the chain have the awareness on quality and safety in their products. Moreover, there are some incentive factors for them to implement food safety management system. This research conducted the survey on fruit and vegetable commodity. The data were collected on the implementation of safety and quality management system in the food chain, quality certifying process by Department of Agriculture, the problems found in the quality management system implementation and Quality (Q) sign on food products. These data can be analyzed and used to conclude for fruit supply chain structure, traceability model and factors for the success of traceability system implementation. The recommendations for strategic plan using SWOT analysis and TOWS matrix were provided.

The study suggested eight strategic issues in order to promote the implementation of traceability system. There are Increase the demands for safety and quality product, Create the value added through supply chain management, Develop the fruit business cluster who have a good quality and safety product, Facilitate the system and infrastructure development for integrated traceability system, Create the quality practice in the entire food chain, Transfer the concept of safety and quality management system to all related unit in supply chain, Issue the law and regulation for protecting the people who implement the food safety and quality management system, and Provide the incentive policy for traceability system implementation. To implement all 8 strategic issues, strategic plans with the project action plans are recommended to National Bureau of Agricultural Commodity and Food Stranded (ACFS) and office of Agriculture Economics. These organization should be the one who decide for the resource allocation.

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