

Peewara Promaksorn 2013: The Study of Chili Supply Chain for Sustainable Development.
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Assistant Professor Pornthipa Ongkunaruk, Ph.D. 169 pages.

Chili is an important ingredient in Thai food. There are two types of chili usage: fresh and dried. Besides, chili can be processed to be chili paste and chili source for value added. The demand for chili is from both household and industry and we found that the supply is not adequate for domestic consumption. Therefore, Thailand imports of chili to fulfill the supply shortage. Between 2008 and 2009, Thailand imported 23,832 and 29,958 tons of dried chili of value 393 and 521 million bath, respectively. The imported chili is cheaper than Thai chili. Hence, there is a direct impact to the domestic chili stakeholders. This study aimed to investigate a supply chain of chili in order to analyze the processes and problems. Then, we proposed a guideline to improve a chili supply chain. We collected the information by interviewing the stakeholders such as farmers, collectors, cooperatives, central markets, wholesalers, retailers and manufacturers. The results shown that most farmers owned or rent small-sized farms and there was no collaboration among them. Hence, their production cost was quite high. Farmers started cultivating at different time, thus there were chili year-round. We categorized farmers into two types: chili gardeners and chili farmers. Chili gardeners outperformed chili farmer due to good planning for cultivation. However, most of chili gardeners did not grade their produce before selling. While chili farmers graded and dried chili before selling. Both chili gardeners farmers sold their product to local collectors and had lower bargaining power. In general, local collectors gathered chili at the farms. They graded and quoted the price referred by the central market. After that, they distributed products to other collectors without demand forecast and temperature control. If there was defect product, it would be returned to the seller or received it with lower price. For manufactures, they faced similar problems such as inadequate raw materials and high price. Moreover, some time the quality was under specification. In summary, we proposed some guidelines to improve the chili supply chain such that customer satisfaction was maximized in both quality and quantity point of view. In addition, the guidelines also lead to the sustainable development in social, economic and environment of chili stakeholders.

Student's signature

Thesis Advisor's signature