

Thanachart Boonmee 2014: Production Process and Network of Thai Farmers for Entering the Global Organic Beef Market. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Ms. Yodmanee Tepanon, Ph.D. 134 pages.

This research aims to study 1) Macro environment as an opportunity or a threat to organic beef production. 2) Process of organic beef cattle farm which has been certified internationally. 3) Comparison of factors in between organic beef production and conventional beef production. 4) Comparison of production cost between organic beef and conventional beef for export to overseas markets. 5) Integration approach to minimize the disadvantage of selling cattle to brokers and strengthening the organic beef cattle farmers in Thailand. This research is qualitative and the population in this study is beef cattle farmers in Suphanburi province. Tools used for data collection consisted of research using depth interviews with beef cattle farmer and observation.

The result shows that the adjustment of manufacturing process in production of organic beef can provide higher returns. Thailand has appropriate environment factor which can produce according to international standard. For the sustainable production, farmers need to be associated to create a network of organic beef production industry in order to produce and export organic beef in world market.

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