

## ABSTRACT

The main purposes of this research project were to study the principle techniques, problems and obstacles in longan production and marketing. Longan is one of the economic crops which helps Thai farmers, especially those in the northern region, to earn a high income from domestic and international trade.

The methodology used for this study were based on secondary data: books, periodicals, documents, research reports and articles written by the government and private sectors. In addition, direct observations and interviews were conducted with the people involved: farmers, traders and the authorities concerned to confirm the results obtainable from the secondary sources. The study covered the issues in production, marketing and problems in growing and trading of longans. Regarding the production aspect, the study examined in detail the main longan-planting areas, the total planted areas, bearing areas, planting technologies, amount produced and cost of production. For the marketing aspect, this study discussed domestic and international trade of longan, its marketing channels of distribution, pricing, packaging and transportation as well as the longan processing industry. The final section of the study was a summary of some problems and recommendations of longan production and marketing. The solutions were aimed at augmenting the effectiveness of production and marketing of longans.

A brief conclusion of some of the findings was that the planting of longan and the amount produced has tended to

increase. In 1990/91 the total longan planting areas were 199,096 rai yielding the total production of 86,563 tons. Chiang Mai is the largest longan-growing province and is by far the highest in terms of production. In 1987, the cost of longan production in the northern region was not very high and farmers could make a profit after cost reduction of 4,821.40 Baht per rai. Such earnings were quite a good incentive and thus it is the motive for farmers to expand their farms. As for the marketing side, the prospect of longan is quite good both domestically and internationally. Longans are popular among the domestic consumers and there are many ways to export longans. They can be exported fresh, frozen, dried or processed in the form of canned longans. In 1992 the total export of these various kinds of longans was 725.4 million Baht in value.

Several problems relating to the longan production and marketing have been raised and some solutions were also suggested. Among many suggestions were to encourage the farmers to form an agricultural cooperative group among themselves so as to build a stronger power of negotiation in the market and to benefit from the sharing of techniques available as well as to make it easier for the government to pass on new technologies and know-how to them. As for the government's role, they should try to expand and open new international markets and develop and establish a more powerful transportation system as well as to promote the research and development at a higher level so as to help boost the potential of longan production and marketing in the future.