

Thesis Title: The solutions to productivity improvement of mussel farming in Banlaem district, Petchaburi province **Researcher:** Mr. Kanok Nuchniyom **Major:** General Management
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Abstract

The purposes of this research were to 1) study the situation of the mussel business; 2) study the key factors of the business; and 3) find out which is to help improve mussel farming production. The research sampling includes 50 mussel farmers in the district, 2 Banlaem's fishery officers, and a mussel farming group leader. The research methodology were both quantitative and qualitative methods. The structured interview was used for the quantitative method and in - depth interview was used for the qualitative one. Statistics used in this research were mean, percentage and the content analysis was used to analyse the qualitative data.

Findings of the research were as follows:

1) Most mussel farmers were raising the mussels by applying bamboo post technique, placing 1,600 bamboo sticks with 3-4 meters long in one rai. The average output per farm is more than 30,000 kilograms per year with 10-12 month nurturing period. Most farmers are having about 10 rais of farming area, mostly located at lower area of estuary. Labors employed are from both family members and general labor market. The research also suggested that most farmers are not interested in competing with each other, rather they very much concern on its selling price, quality and productivity. 2) Five main factors contributing to mussel farming business were: (1) accessibility to capital investment; (2) quality of water which was affected by industrial waste water; (3) productivity management was also important to make selling price more predictable and acceptable; (4) experience gained also played an important roles in improving farming technique/skill which in turn help reducing damage; last factor is consumers' preference in bigger than 9-cm size of mussel which quality of water is the key. 3) Suggested solutions to the improvement of mussel's productivity includes: (1) forming a group of farmers and key stakeholders to raise awareness of waste water problem; (2) making adjustment on the concentration of bamboo mussel sticks per rai to not over 1,200 as it will help reduce problem of mussel disease; (3) mussel processing or harvesting during festive season can help shore up the price.