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### Abstract

The objectives of this study are to review the General Situation of Production, the capital and cash return, the marketing system and Problems of Straw Mushroom indoor cultivation production in Amphoe Wangyai, Wangnoi and Pon Changwat Khon Kaen, within these Tambons : Khonchim ; Ban Dongbang and Ban Donjod, Huatung ; Ban Nongchanplan , Kanlueng ; Ban Kogyai.

The findings are: Straw Mushroom farmers are males more than females at the average age of 41.3 years. Most of them graduated from Pratom 4. There are farm size of  $5 \times 11 \times 2.50$  meter. The most and  $4 \times 8 \times 2.50$  meter the average. These farmers can produce 10.93 crops per year or amount 11 crops per year. Total revenue in one crop of  $4 \times 8 \times 2.50$  meter farm size is at 3,334.72 baht per house which has cash cost at 966.20 baht per house and non cash cost at 1,131.82 baht per house. The total cost is at 2,098.02 baht per house. So, the net profit is at 1,236.70 baht per house. For  $5 \times 11 \times 2.50$  meter farm size, there is a total revenue at 4,846.72 baht per house which the cash cost is at 1,527.81 baht per house and non cash cost is at 1,366.06 baht per house. The total cost is at 2,893.87 baht per house. So the net profit is at 1,952.85 baht per house. For  $6 \times 13 \times 2.50$  meter farm size, there is a total revenue 6,453.44 baht per house which the cash cost is at 1,801.28 baht per house and non cash cost is at 1,762.50 baht per house. The total cost is at 3,563.78 baht per house and the net profit is at 2,889.66 baht per house. Total cost is at 17.67 baht per kilogram and the net profit is at 14.33 baht per kilogram. The most important problems for farmers are : non-fixed price of mushroom ; not enough market; high price of cassava cake, cost lacking and old or damaged farm.

Most middlemen have experience only 2-3 years in this business. Each of them can sell straw mushroom at the average of 472.50 kilogram per day. There are more wholesale than retail. The price is fixed by the middlemen the most. The factors of fixing the price of straw mushroom are : the quality of straw mushroom, the competition in the market, the amount of other mushroom and other vegetables in the market.

The second line of mushroom marketing has the margin at 18 baht per kilogram. The retail merchants have the market cost at 0.87 baht per kilogram. So they get the profit at 17.13 baht per kilogram.

The third line of mushroom marketing has the margin at 23 baht per kilogram. The first hand merchants have the margin at 8.00 baht per kilogram. The cost of marketing at 0.73 baht per kilogram. They also have the net profit at 7.27 baht per kilogram. The retail merchants have the margin at 14.92 baht per kilogram and the cost of marketing at 0.83 baht per kilogram. They also have the net profit at 14.17 baht per kilogram which is the highest margin price. In case the farmers cooperate in purchasing cassava cake, they will get the lower price. The straw mushroom farmer group should provide the quality material to their members or they can join the government division in holding the seminar in making straw mushroom culture in order that they will get high quality of mushroom culture which can reduce the cost and increase the profit. The big problem of the merchants is lack the cost. The others are: not enough mushroom and high competition in the market.

Apart from that, the farmers should take care and manage their farm with the correct instruction. The government should provide the course of production and marketing for farmers. The farmer groups should cooperate with the government division to support enough market for the production, advertise the products to the consumers around their areas which can increase the wide market including finding the way to preserve mushroom that can be kept for a long time. It may increase the price of such mushroom.