



## บันทึกข้อความ

คณะกรรมการการเกษตร	
เลขที่ 2169	เวลา 13.21
วันที่ 30 เม.ย. 2557	

ส่วนราชการ สาขาวิชาการพัฒนาส่งเสริมและนิเทศศาสตร์เกษตร คณะผลิตกรรมการเกษตร โทร ๓๒๙๔  
ที่ ศธ ๐๕๒๓.๓.๕/๖๖๔ วันที่ ๓๐ เมษายน ๒๕๕๗

เรื่อง ขอสันับสนุนงบประมาณเสนอผลงานทางวิชาการ

เรียน คณบดีคณะผลิตกรรมการเกษตร

คณบดีคณะผลิตกรรมการเกษตร	
เลขที่ ๐๖๐	
วันที่ 1 พ.ค. 2557	

ข้าพเจ้านายจักรพงษ์ พวงงามชื่น พนักงานมหาวิทยาลัย ตำแหน่งผู้ช่วยศาสตราจารย์ สังกัดคณะผลิตกรรมการเกษตร ได้รับการพิจารณาให้เข้าร่วมนำเสนอผลงานทางวิชาการในหัวข้อ “The Marketing System Analysis of Selected Fresh Vegetables Passing the Gold Agricultural Practice (GAP) System Leading To Organic Farming In Chiang Mai, Thailand ในการประชุม “๕๗<sup>TH</sup> Clute International Academic Conference” ระหว่างวันที่ ๘-๑๒ มิถุนายน ๒๕๕๗ ณ เมือง Munich ประเทศ Germany นั้น ซึ่งมีค่าใช้จ่ายทั้งหมด ดังนี้

๑. ค่าลงทะเบียน (๔๒๕ US X๓๓) เป็นเงิน ๑๔,๘๗๕ บาท (ได้รับสนับสนุนจากเงินกองทุนสนับสนุนงานวิชาการคณะผลิตกรรมการเกษตร ในส่วนของสาขาวิชาส่งเสริมฯ)
  ๒. ค่าพาหนะ เป็นเงิน ๖๕,๔๗๕ บาท (ได้รับสนับสนุนจากสำนักวิจัยและส่งเสริมวิชาการเกษตร เป็นจำนวนเงิน ๓๐,๐๐๐ บาท คงเหลือ ๓๕,๔๗๕ บาท)
  ๓. ค่าที่พัก จำนวน ๔ คืนๆ ละ ๗,๕๐๐ บาท เป็นเงิน ๓๐,๐๐๐ บาท
  ๔. ค่าเบี้ยเลี้ยง ๕ วันๆ ละ ๒,๑๐๐ บาท เป็นเงิน ๑๐,๕๐๐ บาท
- รวมเป็นเงินทั้งสิ้น ๑๒๐,๘๕๐ บาท (หนึ่งแสนสองหมื่นแปดร้อยห้าสิบบาทถ้วน)

ดังนั้น ข้าพเจ้าจึงขอสันับสนุนงบประมาณจากคณะผลิตกรรมการเกษตรเป็นจำนวน ๓๐,๐๐๐ บาท (สามหมื่นบาทถ้วน) เพื่อเป็นค่าพาหนะเดินทางในครั้งนี้

จึงเรียนมาเพื่อโปรดทราบและพิจารณา

(ผู้ช่วยศาสตราจารย์ ดร.จักรพงษ์ พวงงามชื่น)

ผู้ช่วยคณบดีคณะผลิตกรรมการเกษตร

เรียน คณบดี  
เพื่อโปรดทราบและพิจารณา  
ที่ประชุมคณะกรรมการประจำคณะ  
เพื่อรับทราบและพิจารณาต่อไป  
30/4/57

๕๐๐/๑๐ paper  
๕๐๐/๑๐๐ Abs  
Date  
Ante

(รองศาสตราจารย์ประวิตร พุทธิานนท์)  
คณบดีคณะผลิตกรรมการเกษตร  
E-1 พ.ค. 2557





## บันทึกข้อความ

ส่วนราชการ สาขาวิชาการพัฒนาส่งเสริมและนิเทศศาสตร์เกษตร คณะผลิตกรรมการเกษตร โทร ๓๒๙๔  
ที่ ศธ ๐๕๒๓.๓.๕/ ๗๒ วันที่ ๒๗ มกราคม ๒๕๕๗  
เรื่อง ขอสับสนุนงบประมาณเสนอผลงานทางวิชาการ  
เรียน ผู้อำนวยการสำนักวิจัยและส่งเสริมวิชาการการเกษตร

ข้าพเจ้านายจักรพงษ์ พวงงามชื่น พนักงานมหาวิทยาลัย ตำแหน่งผู้ช่วยศาสตราจารย์  
สังกัดคณะผลิตกรรมการเกษตร ได้รับการพิจารณาให้เข้าร่วมนำเสนอผลงานทางวิชาการในหัวข้อ  
"The Marketing System Analysis of Selected Fresh Vegetables Passing the Gold Agricultural  
Practice (GAP) System Leading To Organic Farming In Chiang Mai, Thailand ในการ ประชุม  
"๕๓<sup>TH</sup> Clute International Academic Conference" ระหว่างวันที่ ๘-๑๒ มิถุนายน ๒๕๕๗  
ณ เมือง Munich ประเทศ Germany นั้น ข้าพเจ้าจึงขอสับสนุนงบประมาณเพื่อเป็นค่าตัวเครื่องบิน  
ไป-กลับ เป็นเงิน ๓๐,๐๐๐ บาท (สามหมื่นบาทถ้วน)

จึงเรียนมาเพื่อโปรดทราบและพิจารณา

เรียน ผู้อำนวยการกองส่งเสริมและพัฒนา

- ด่วนส่งกองส่งเสริมและพัฒนา ภายใน 14,๕๖5 บาท

- ตามมติที่ประชุม กองส่งเสริมและพัฒนา

ไม่เกิน 30,000 บาท

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12 ก.พ. 57

๑๖/๑

(ผู้ช่วยศาสตราจารย์ ดร.จักรพงษ์ พวงงามชื่น)

อาจารย์ประจำหลักสูตรวิทยาศาสตรบัณฑิต

สาขาวิชาการพัฒนาส่งเสริมและนิเทศศาสตร์เกษตร

27/1/57

(นายอัมพร เทพศิริ)

เจ้าหน้าที่บริหารงานทั่วไป ชำนาญการ

หัวหน้างานบริหารและธุรการ

(อาจารย์ ดร.จิต อินปราง)

รองคณบดีฝ่ายบริหาร

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คณบดีคณะสิ่งแวดล้อมและการเกษตร  
เลขที่ ๑๔๒  
วันที่ 27 มี.ค. 2557

คณะผลิตกรรมการเกษตร  
เลขที่ 0528 วันที่ 11.24 น.  
วันที่ 27 มี.ค. 2557

## บันทึกข้อความ

ส่วนราชการ สาขาวิชาการพัฒนาส่งเสริมและนิเทศศาสตร์เกษตร คณะผลิตกรรมการเกษตร โทร ๓๒๙๔

ที่ ศธ ๐๕๒๓.๓.๕/๗๑

วันที่ ๒๗ มกราคม ๒๕๕๗

เรื่อง ขอสันับสนุนงบประมาณเสนอผลงานทางวิชาการ

เรียน คณบดีคณะผลิตกรรมการเกษตร

ข้าพเจ้านายจักรพงษ์ พวงงามชื่น พนักงานมหาวิทยาลัย ตำแหน่งผู้ช่วยศาสตราจารย์  
สังกัดคณะผลิตกรรมการเกษตร ได้รับการพิจารณาให้เข้าร่วมนำเสนอผลงานทางวิชาการในหัวข้อ  
“The Marketing System Analysis of Selected Fresh Vegetables Passing the Gold Agricultural  
Practice (GAP) System Leading To Organic Farming In Chiang Mai, Thailand ในการประชุม  
“๕๓<sup>TH</sup> Clute International Academic Conference” ระหว่างวันที่ ๘-๑๒ มิถุนายน ๒๕๕๗  
ณ เมือง Munich ประเทศ Germany นั้น ข้าพเจ้าจึงขอสันสนับสนุนงบประมาณเพื่อค่าลงทะเบียน  
(๔๒๕US\$ x ๓๓) เป็นเงิน ๑๔,๘๓๕ บาท (หนึ่งหมื่นสี่พันแปดร้อยเจ็ดสิบห้าบาทถ้วน)  
จากเงินกองทุนสนับสนุนงานวิชาการของคณะผลิตกรรมการเกษตร

จึงเรียนมาเพื่อโปรดทราบและพิจารณา

(ผู้ช่วยศาสตราจารย์ ดร.จักรพงษ์ พวงงามชื่น)

อาจารย์ประจำหลักสูตรวิทยาศาสตรบัณฑิต

สาขาวิชาการพัฒนาส่งเสริมและนิเทศศาสตร์เกษตร

เรียน คณบดี

เพื่อโปรดพิจารณาอนุมัติให้เสนอผลงานทางวิชาการ  
ให้คณบดีคณะผลิตกรรมการเกษตรพิจารณาต่อไป

(นายสัมพันธ์ เทพศิริ)

เจ้าหน้าที่บริหารงานทั่วไป สำนักงานอธิการบดี  
หัวหน้างานบริหารและธุรการ

ศาสตราจารย์ ดร. ชิต อินทร์  
รองคณบดีฝ่ายบริหาร

ศาสตราจารย์ ประวีตร พุทธานนท์

คณบดีคณะผลิตกรรมการเกษตร

27 มี.ค. 2557



# The Clute Institute

6901 South Pierce Street, Suite 239, Littleton, Colorado 80128, USA  
www.CluteInstitute.com \* Telephone: 303-904-4750 \* Fax: 720-259-2420 \* Email: Staff@CluteInstitute.com

Dear **Munich** Conference Attendee,

The **Munich** conference is scheduled for **June 8-12, 2014** with a reception and pre-conference registration on **Sunday, June 8<sup>th</sup>** in the early evening and conference sessions during the day on **June 9<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup>**. **June 12<sup>th</sup>** will be an optional tour day (information on the tour and where/how to make reservation will be announced later on our website).

If you have not paid your conference registration fees, the registration fee may be paid at [http://www.cluteinstitute.com/conferences/2014MUconf.html#Registration\\_Fees](http://www.cluteinstitute.com/conferences/2014MUconf.html#Registration_Fees). Conference registration fees must be prepaid in order to have your presentation scheduled and included in the conference program. All attendees (including at least one author for each paper) must register and pay the registration fee in order to be scheduled. There is no fee for non-attending co-authors or for non-presenting spouses or children.

We will have Macbook Air laptops with Microsoft PowerPoint and Apple Keynote, so you may bring your presentation on a flash drive using either software. Prezi presentations must be downloaded to your flash drive and brought to the conference (we have found that internet connections are not always reliable in the conference areas, so please do not rely on "cloud" access for your presentation). Presenters are allowed 15-20 minutes per presentation and the presentations are arranged within two hour sessions.

## Munich Conference Information

Please make your room reservations soon. We have some very reasonable room rates at the **Eden Hotel Wolff**. This rate is in effect until one month prior to the start of our conference or until our room block is sold out. Reservation information (and additional conference information) is available on our website, just scroll down at: <http://www.cluteinstitute.com/conferences/2014MUconf.html>.

## Conference Activities:

<b>Sunday</b>	5:30 PM – 7:00 PM	Pre-conference registration and reception with appetizers and cash bar
<b>Monday</b>	PM	Clute Institute board member meeting with complimentary dinner for board members
<b>Monday - Wednesday</b>	7:30 AM – about 11:00 AM	Coffee, tea and pastries near the conference registration table
<b>Monday - Wednesday</b>	8:00 AM – 5:00 PM	Concurrent sessions scheduled in two hour increments

## Recommendations For Your Free Time In Munich:

In Munich:

- For more information, <http://www.muenchen.de/int/en/sights/attractions.html>
- The Glockenspiel in the tower balcony of the Neues Rathaus in Marienplatz
- Marienplatz, the heart of old town Munich



# The Clute Institute

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www.CluteInstitute.com \* Telephone: 303-904-4750 \* Fax: 720-259-2420 \* Email: Staff@CluteInstitute.com

- Hofbräuhaus, the most famous of Germany's many biergartens
- Schloss Nymphenburg
- Viktualienmarkt
- BMW Welt and Museum Munich
- Zoo (Tierpark Hellabrunn)

In the Munich area:

- For more day trip information, <http://www.muenchen.de/int/en/culture-leisure/daytrips.html>
- Lake Königssee
- Germany's Romantic Road
- Rothenburg ob der Tauber
- Neuschwanstein Castle
- City of Oberammergau
- Salzburg, Austria (2 hours away)
- Dachau Concentration Camp Memorial

*We look forward to seeing you in Munich!*

## *Ron Clute & Staff*

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Ronald C. Clute, Ph.D., Director  
The Clute Institute  
6901 S. Pierce St., Suite 239  
Littleton, CO 80128 USA  
[www.CluteInstitute.com](http://www.CluteInstitute.com)  
[Facebook](#)  
[Twitter](#)  
Tel: 303-904-4750

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*Promoting and publishing quality academic research since 1985*



The Clute Institute was founded in 1985 for the purpose of promoting and disseminating the latest scientific research in various academic fields. We publish high quality academic journals and sponsor excellent academic conferences.

We are committed to upholding the highest standards for journal publication and conference presentation ethics. Our editors, board members, and reviewers are committed to an objective and fair double-blind peer-review of submitted journal manuscripts. All submitted manuscripts are evaluated for their intellectual content without regard to race, gender, sexual orientation, religious belief, ethnic origin, citizenship, or political philosophy.

Benefits of the Clute Institute:

- **28 years** of publishing experience
- **15** academic journals published (available **open access** on our website and permanently through the **CLOCKSS** repository free of charge)
- Over **7,400** journal manuscripts published
- Over **4.3 million** published manuscripts downloaded
- **15 years** of conference experience
- Over **50** conferences hosted
- Over **15,000** conference papers presented
- Average of **50 countries** represented at each conference
- Published or presented papers by authors from **7 of the top 10** US colleges (Forbes 2013)
- Published or presented papers by authors from **64 of the top 100** US colleges (Forbes 2013)
- **Creative Commons** copyright license CC-BY used to maximize exposure
- Faculty from **86%** of AACSB Accredited Schools worldwide have presented or published with the Clute Institute

Revised October 2013





Call Us: 1 303 904 4750 | E-mail: [Staff@CluteInstitute.com](mailto:Staff@CluteInstitute.com)

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## Important Dates & Information



### Weekly Conference Update

Find the latest news about our upcoming conferences [here](#) >



### Post-Conference Tour

Join us for a post-conference tour! For details click [here](#) >



**Final Papers/Abstracts are due** by May 7, 2014. For full details & late submissions click [here](#) >



**Conference Registration Fees** must be received by May 7, 2014 for the early payment discount. For full details click [here](#) >



**Our Conference Registration Form** is available [here](#) >



**The Clute Institute Advantage**  
Discover the many benefits of working with the Clute Institute [here](#) >



**Call for Papers**  
To view our latest Call for Papers click [here](#) >

## Munich, Germany

June 8 - 12, 2014

Sophisticated Munich. This capital of Bavaria offers a staggering array of museums, a vibrant arts scene, and yes... more than a few *Biertagens* to enjoy its famous beverages. Wander historic Marienplatz, the heart of old town Munich. Visit its many parks, cathedrals, palaces - even a castle or two!



Please join us for our 2014 Clute Institute International Academic Conference in Munich. Our June conference will be hosted at the Eden Hotel Wolff, centrally located within short walking distance of Munich's historic old town.

Our conferences have a distinctive international flavor. Typically we have participants representing 30 to 50 different countries in attendance.

We offer six tracks at our conference: Arts & Humanities, Business & Economics, Education, Energy Policy, Engineering Education, and Health Sciences.

The Arts & Humanities track provides a forum for faculty from all over the world to address the impact of culture on social and economic development.

The Business & Economics track provides a forum for faculty to present their research on any accounting, CIS/CMS, economics, finance, management, marketing, related teaching, or other business-related topics.

The Education track provides a forum for faculty and administrators to share proven and innovative methods in teaching at all levels of education. All teaching or academic related topics are welcome, such as teaching methods, distance-learning, tenure, curriculum, accreditation, ESL, K-12 education, higher education, or other education-related topics.

The Energy Policy track provides a forum for faculty to present papers that contribute to the understanding of international energy policy. Papers from all aspects of international energy development and usage and related fields are welcome and may include, but are not limited to, fields that impact on energy policy, such as international business, foreign trade, foreign currency, and international politics.

The Engineering Education track provides a forum for faculty to present papers that focus on theory, practice, assessment, and mainstreaming of innovative engineering education strategies.

The Health Sciences track provides a forum for faculty to share health science practice, research, and education knowledge. Health science educators, medical doctors, and nurses often present here.

## Attendee Checklist

If you would like to present a paper at our 2014 Clute Institute International Academic Conference in Munich, please review these steps:

1. Review our Style Guidelines
2. Submit your proposal/abstract or full paper
3. Receive email notification of acceptance (or rejection) from The Clute Institute
4. Complete a registration form
5. Obtain a visa (if required)
6. Submit payment for conference fees
7. Finalize your hotel and travel plans
8. Complete your presentation

Further details are outlined below.

## Other Ways to Participate

If you cannot attend our conference but still wish to have your paper presented, we offer an E-session for your convenience. Your paper will be presented electronically via MacBook computer for viewing and discussion using PowerPoint or Keynote with narration (voice-over). You are still required to submit a proposal/abstract or full paper and one author must pay the registration fee.

You are also invited to attend the conference, even if you choose not to present a paper.



## Submission Guidelines

For consideration, your submissions should include your name, institutional affiliation, mailing address, and email address for all authors, and should not exceed 1000 words in length.

For conference proceedings manuscripts, the preparation instructions are:

- Manuscript will appear in the proceedings as submitted
- Paper size: letter (8.5 X 11 inches)
- One inch margins
- Microsoft Word or compatible software
- Times New Roman, 10 points
- Single-spaced
- 10 page maximum - \$10 per page if over 10 pages

## Submit Your Proposal/Abstract or Full Paper

Submit your proposal/abstract or full paper electronically via email attachment to [Staff@CluteInstitute.com](mailto:Staff@CluteInstitute.com)

Please indicate the specific conference track and conference venue for which the paper is being submitted.

To ensure that your presentation appears in the Munich conference proceedings, please submit the final version by May 7, 2014. For final versions and new submissions submitted after this date, please contact us to make arrangements. Attending only registrations are welcome at any time.

## Acceptance

Within one week of receiving your proposal/abstract or full paper we will email to you a notification of acceptance or rejection. If accepted, additional conference and registration-specific information will be included.

All accepted papers/abstracts are reviewed and will be published in our online conference proceedings (unless otherwise requested).

## Conference Registration

Please complete the conference registration form below. Attending only and non-presenting conference participants should also submit a registration form (one per participant).

- Register for our 2014 Clute Institute International Academic Conference in Munich [here >](#)

## Visa

We recommend that attendees living outside of Germany obtain a travel visa before paying the registration fees.

## Registration Fees

Fees for our 2014 Clute Institute International Academic Conference in Munich are as follows:

- \$425.00 (US\$) per individual to attend the conference for payments received on or before May 7, 2014
- \$475.00 (US\$) per individual to attend the conference for payments received after May 7, 2014
- \$150.00 (US\$) per additional paper if presenting more than one paper at the conference

The conference registration fee includes: admission to the conference, an approximate 20-minute time slot to present one paper at the conference, a printed copy of the conference program, a copy of the proceedings on a USB flash drive, and admission to all receptions, coffee breaks, etc. All attending conference participants must pay the registration fee and at least one author per paper must attend, unless the paper is being presented in an e-session. Spouses whose names do not appear in the program and children are not required to pay the registration fee.

The registration fee also includes a complimentary standard journal review of your conference paper for up to one year from the date of the conference.

The conference registration fee must be prepaid.

## Online Payment

Our preferred payment method is via online transaction. We use PayPal Merchant Services as our payment processor. They accept Visa, MasterCard, American Express, Discover, or PayPal account payments. Note: a PayPal account is not required for online credit card payments (though you are welcome to use one) nor are you required to create an account to complete the process.

Fill in the requested information below, then click on the Pay Now button to securely enter your payment information. PayPal Merchant Services transactions are protected using modern encrypted SSL security measures.

### Registration Fees

Registration (including 1 paper) - \$425.00 USD

\* contact The Clute Institute directly if you have more than 3 papers \*

### Participant Type

Presenter

### Participant Name



### Other Payment Methods

We take all check payments to The Clute Institute address listed below, or call our office directly at 1-303-904-4750 with your MasterCard or Visa credit card information. For security reasons, we strongly discourage sending credit card information via email or postal mail.

If you would like to make payment via Western Union, please email [Payments@CluteInstitute.com](mailto:Payments@CluteInstitute.com) for more information.

### Cancellation

- A full refund will be given for cancellations received on or before May 7, 2014.
- A \$50 fee is assessed if notice of cancellation is received after May 7, 2014 and on or before June 1, 2014.
- No refund will be given for cancellations received after June 1, 2014.
- A pre-paid \$25 fee is imposed on conference transfers from one conference to another.
- The Clute Institute reserves the right to cancel a conference in the event of a natural disaster, terrorist act, strike, government regulation, act of God, or any other emergency making it illegal or impossible to hold the conference. In the event of a conference cancellation, the Clute Institute will only be responsible for returning the attendee's conference registration fees.

### Hotel & Travel Information

The location for our 2014 Clute Institute International Academic Conference in Munich is the Eden Hotel Wolff.

We have very good room rates for the Eden Hotel Wolff: 169 Euros per night for a double room with complimentary breakfast. Free Internet access is available in each guest room.

Eden Hotel Wolff  
Amulfstrasse 4  
80335 Munich Germany

There are a limited number of rooms available at the group rate, so book your room as soon as possible. This rate is in effect until May 7, 2014 or until sold out.

Reservations and additional information can be obtained by calling Eden Hotel Wolff directly at +49 (89) 55 11 5-0 or via email at [info@ehw.de](mailto:info@ehw.de) - please mention your affiliation with the Clute Institute.

More information about the Eden Hotel Wolff can also be found on their website at [www.eden-hotel-wolff.de/english/](http://www.eden-hotel-wolff.de/english/).

### Post Conference Tour

We will be taking a tour of the Royal Castles of Neuschwanstein and Linderhof on Thursday, June 12, 2014 with the time TBD.

The cost of this tour is 72 Euros per person (includes entrance fees). A bus will leave the conference hotel, Eden Hotel Wolff, time TBD, go to the castles and after the tour return to the conference hotel.

To participate in this tour, please sign up by sending an email to [domenico.zoccali@ehw.de](mailto:domenico.zoccali@ehw.de) by June 9, 2014.

### Your Presentation

Please bring your presentation on a USB flash drive.

Each presentation room will be equipped with a MacBook computer and data projector for PowerPoint or Keynote presentations. Transparency projectors are not provided.

Internet service is not provided by the Clute Institute.

### Conference Schedule & Proceedings

The Clute Institute will make every effort to accommodate, but cannot guarantee, your preferred presentation dates and times.

Proceedings for our 2014 Clute Institute International Academic Conference in Munich will be available on our website after the conference.

### FAQ's

Find answers to your most frequently asked questions [here >](#)

### We're Here To Help

Feel free to contact us if there are any questions!

The Clute Institute  
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**Keep in touch!**



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**2014 Clute Institute International Academic Conference  
June 8-12, 2014 Munich, Germany**

**The Marketing System Analysis of Selected Fresh Vegetables Passing the Good Agricultural Practice (GAP) System Leading to Organic Farming in Chiang Mai, Thailand**

**Ayooth Yooyen<sup>1</sup>, Jukkaphong Pong-ngamchuen<sup>2</sup> and Kunsavee Klomthongjareon<sup>1</sup>**

<sup>1</sup> Faculty of Business Administration, Maejo University, Chiang Mai, Thailand

<sup>2</sup> Faculty of Agricultural Production, Maejo University, Chiang Mai, Thailand

**Abstract**

The marketing system, cost, and margin of selected fresh vegetables passing the Good Agricultural Practice (GAP) system as well as obstacles for development to organic farming have been studied. Questionnaire, field survey, and In-depth interview technique were used for data collection from 210 farmers in Fang district who were practice in GAP and certified by Office of Agriculture Research Development Region 1 (OARD1). Ten of middlemen who were bought and distributed vegetables to the wholesale market also considered as a sample group. Obtained data were analyzed by using content analysis. Findings reveal that, chili and onions were selected for the study since it was the important vegetables for people consumption of the country. However, Chiang Mai had the biggest area for onion cultivation, besides, Thailand ranking the top-ten of chili exporter in the world. According to the marketing system, 94.76 percent of both chili and onions were sold to the local middlemen. Quantity distribution of chili was approximately 2,000-5,000 kilograms per day at 14 baht per kilogram. Marketing margin was 20 baht per kilogram, calculated from the difference between retailing price (34 baht per kilogram) and farming price (14 baht per kilogram). However, chili selling was independent and caused the lack of bargaining power. In terms of onion, it had 3 marketing channels to distribute namely: local agricultural cooperative, local middlemen and retailer. Red-net bags were prepared for the packaging and cost 3 baht of each bag. Marketing margin is 14.25 baht per kilogram with retailing price of 20 baht and farming price of 5.75 baht per kilogram. However, an onion selling was operated by agricultural cooperative. The local middlemen bought and distributed both of chili and onion to the 3 biggest wholesale markets in Bangkok by passing another middlemen. Furthermore, farmers sold some of those vegetables to the provincial wholesale market such as Chiang Mai and Chiang Rai province. Marketing margin of both chili and onion showed marketing cost from transportation, packaging, and labor. The quality and quantity of production were considered as serious problem for the development to organic farming. Therefore, the government should play the important role in the reinforcement of standard of organic production process in the country level.

**Key words:** Good Agricultural Practice (GAP), Middlemen, Marketing System, Marketing Margin, Organic Farming

**Conference Track:** Business and Economics

**Conference Venue:** Clute Institute International Academic Conference in Munich, Eden Hotel Wolff



อัตราแลกเปลี่ยนเงินตราต่างประเทศ ประจำวันที่ 23 มกราคม 2557  
อัตราแลกเปลี่ยนกึ่งเฉลี่ยถ่วงน้ำหนักระหว่างธนาคาร = 32.969 บาท ต่อ 1 ดอลลาร์ สรอ.

1. อัตราแลกเปลี่ยนกึ่งเฉลี่ยที่ธนาคารพาณิชย์ใช้ซื้อขายกับลูกค้า

(บาท ต่อ 1 หน่วยเงินตราต่างประเทศ)

ประเทศ	สกุลเงิน	อัตราซื้อกึ่งเฉลี่ย		อัตราขายกึ่งเฉลี่ย
		ตัวเงิน	เงินโอน	
สหรัฐอเมริกา	USD	32.7175	32.8147	33.0935
สหราชอาณาจักร	GBP	54.0675	54.2333	54.9309
ยูโรโซน	EUR	44.2109	44.3308	44.9436
ญี่ปุ่น (ต่อ 100 เยน)	JPY	31.1455	31.2396	31.8045
ฮ่องกง	HKD	4.2038	4.2198	4.2766
มาเลเซีย	MYR	9.7057	9.7493	10.0484
สิงคโปร์	SGD	25.4016	25.4815	25.9572
บรูไนดารุสซาลาม	BND	24.9475	25.3860	26.0191
ฟิลิปปินส์	PHP	0.7028	0.7153	0.7431
อินโดนีเซีย (ต่อ 1000 รูเปีย)	IDR	2.4655	2.5056	2.8974
อินเดีย	INR	0.4709	0.4994	0.5652
วิตเซอร์แลนด์	CHF	35.7452	35.8424	36.4311
ออสเตรเลีย	AUD	28.6902	28.7812	29.3265
นิวซีแลนด์	NZD	26.9721	27.0567	27.5376
ปากีสถาน	PKR	0.2978	0.3028	0.3228
แคนาดา	CAD	29.2899	29.3826	29.8615
สวีเดน	SEK	5.0239	5.0438	5.1263
เดนมาร์ก	DKK	5.9206	5.9394	6.0275
นอร์เวย์	NOK	5.2853	5.3029	5.3866
จีน	CNY	5.3584	5.3873	5.5190

แพร่วันที่ 23 มกราคม 2557



# The Clute Institute

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January 22, 2014

Ayooth Yooyen  
Jukkaphong Pong-ngamchuen  
Kunsasee Klomthongjareon  
Maejo University  
Chiang Mai, Thailand

Reference: MU14-177

Dear Authors:

Based on the decision of the reviewers and the recommendation of the conference chair, your proposal entitled "The Marketing System Analysis Of Selected Fresh Vegetables Passing The Good Agricultural Practice (GAP) System Leading To Organic Farming In Chiang Mai, Thailand" has been accepted for oral presentation and publication in the refereed conference proceedings of the *2014 Munich, Germany Clute International Academic Conference*, our 57<sup>th</sup> international conference. This conference offers presentation tracks in Business & Economics, Education, Arts & Humanities, Energy Policy Issues, Engineering Education, and Health Sciences.

The *2014 Munich, Germany Clute International Academic Conference* will be held at the wonderful Eden Hotel Wolff, June 8-12, 2014. —the reception and early registration are on June 8<sup>th</sup> in the early evening and the conference sessions are scheduled during the day June 9<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup>. June 12<sup>th</sup> will be an optional tour day.

Eden Hotel Wolff  
Arnulfstrasse 4  
80335 Munich Germany

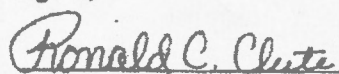
In order to receive conference rates for the hotel (and more reasonable rates for airfare), please book early. We have a limited room block reserved for conference rates.

Please visit our website for this conference and complete the registration process. Weekly conference updates are posted each Friday. To receive these updates, we recommend that you follow us on Twitter, like us on Facebook, or go to the main page of our website.

Congratulations on your successful research efforts, and thank you for considering the *2014 Munich, Germany Clute International Academic Conference* as your research outlet.

Please use your reference number listed above in all future correspondence. We look forward to seeing you there!

Regards,



Ronald C. Clute, Ph.D.  
Director and Conference Chair



**2014 Clute Institute International Academic Conference  
June 8-12, 2014 Munich, Germany**

**The Marketing System Analysis of Selected Fresh Vegetables Passing the Good Agricultural Practice (GAP) System Leading to Organic Farming in Chiang Mai, Thailand**

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