

Case Study No. 1

Sri Muang Central Market, Ratchaburi Province, Thailand

Background

The Sri Muang Central Market is the largest Market in South Thailand. It serves as a wholesale and retail market in the area for fresh agricultural produces. The market provides facilities to the farmers to bring their agricultural produces and sell directly to the consumers. This practice aims to reduce middleman interventions during buying and selling. The administration, moreover, makes sure the smooth functioning of the market with high service standards. They, also, inspects the goods according to the standards set forth by the Royal Thai Government for best public health.

Strengths

The main strengths of the Market is as follows:

1. Best management practices to ensure smooth marketing operations
2. Provision of enough physical infrastructure at affordable rate
3. Reliable infrastructure to maintain good quality after harvesting produce.
4. Farmers control price. No interference by Market or any other players.
5. No middleman
6. Access to information: Pricing data over a period time.
7. Cooperation and networking in-between all stakeholders.
8. Quality and hygiene control
9. Scaling-up market as per requirement

Challenges

The market has been dealing with the challenges like as the import of the cheap agricultural produce from the China. This has a huge impact on the local producer and it's been difficult for them to compete with the imported products. After implementation of AEC 2015, the farming community may find difficult time to survive in the market, without more economy of scale in the production.

Quick Facts	
Establishment	1994
Business Type	Provide facilities to the farmers to sell their farm produce
Number of Employee	150 (50 Skilled & 100 Non-skilled)
Products and Services	Fruits, Flower, Vegetables, Meat, Fish, etc.
Area	200 Rai (80 Acres)
Organization Type	Run by private Company with rules set by Ministry of Commerce.
Stakeholders Actors	Agri Commerce Co. Ltd. ; Ministry of Commerce; Ministry of Public Health; Farmers; Buyers; Distributors.

Extension services provided to farmers

- Awareness Camp about ASEAN Economic Community and its impact on the farming community
- Capacity building programmes run by Sri Muang Central Market in cooperation with various partners such as Royal Thai Government, Private Banks, etc.
- Provides a market price data to predict a price trend for particular product over a time period.
- Radio service to share latest news.

Stakeholders

Sri Muang Central Market works closely with following agencies:

1. Department of Trade, Ministry of Commerce, Royal Thai Government, Thailand.
2. Private and Government Banks.
3. Farmer's Cooperatives.
4. Private Companies in the field of Agribusiness and Agriculture.

Key Learning Objectives

1. Role of Central Market facilities in the development of Agricultural Products
2. Knowledge Dissemination and Integrated Market Development
3. Creating a Central Market Facilities for Farmer based on PPP Mode



*Photo: Sri Muang Central Market, Ratchaburi, Thailand.
Photo by: Shankar Tagad, AIT Extension, Thailand.*