

## The developing for sustainable of local cattle and buffalo markets in Udon Thani

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**ABSTRACT:** This study aims to seek a development of business market of cattle and buffalo to sustainable. Local cattle and buffalo markets (LCBMs) have been a successful business managed by local people for over 50 years. Successful management of the market is very interesting. This study, therefore, investigated 11 LCBMs in Udon Thani; marketing systems; the amount, sex and age of animals passing through the market; and the purchasing price of live animals and that in relation to meat price. It was found that necessary components in the LCBMs were similar. Traders inside the LCBM included sellers, buyers, and dual-purpose traders who are trading were facilitated by the owner or the manager of the market. A bargaining system based on an eye judgment was used for trading and payment was in cash. The attitude of traders for future use of a live-mass basis for animal purchase was negative. A cropping season influenced the numbers of animals brought to the market. Mostly, sold animals were around the age 3 to 5 years with higher number of females than males. Prices of live animals varied due to their size and appearance. Relatively, the retail price per kg of lean meat sold in a lower-class consumer market was 5 to 10 times of live animal price per kg. Furthermore, the sustainability of LCBMs was analyzed.

**Keywords:** cattle and buffalo market, development business, Udon Thani.

### Introduction

Manufactured cattle in Thailand mainly carried out by small farmers. The livestock farming systems as part of a crop is a major problem that at present is important. The number of cattle and buffalo likely decreases. The buffaloes, there were in critical statistics from the Department of livestock during the 2007 to 2013, in Udon Thani, the number of beef cattle and buffalo average of 163,206 and 59,379, but in 2556 the number of cattle and buffaloes reduced to 68,862 and 29,235 options, respectively seen as a period of 6 years, cattle and buffalo in Udon Thani province to reduce the high rate of 5.78 percent. Buffalo has reduced the demand of 5.08 percent per year. One major factor that causes cattle dropped

because of the price of live cattle, poorer farmers. Although today was postponed for a higher price due to a shortage. Farmers who sell animals from the farm, there may not have enough money to buy back the stock, cattle feed them live mainly implemented through local cattle market, which are scattered throughout the province. Market cattle may be a reflection. The number of cattle, and economic status of the community were one reason the cattle market affects the development of the country's cattle and the occupation of the rural population. Government has rated the importance of the cattle market into one of the eight strategic plans to develop comprehensive beef cattle. However, researcher studies on this subject, so that there is very few researches in this area that has to weapon purposes.

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1) to study the market value of cattle in various sectors.

2) to study the market is traded by weighing animal identification and appraisal

### Material and Methods

1) A survey for the number of cattle markets across the country, location and size of secondary data.

2) Select a cattle market in different sizes, 11 of the secondary by the ease of travel and the open area.

3) Who is the target audience who is the person in the cattle market.

4) How to collect data using surveys, interviews, observations and interviews by creating.

5) Use a descriptive analysis of trends and statistical analysis were mean the range of percentages.

6) That the ranch staff for animal health certificate issued free of disease by the Ear marks.

7) Store classification and create a permanent store. Shops hawking consumer.  
8) Animal pen only large market where buyers and sellers come from a place far away from the market.

9) With merchants distance only market large sellers and buyers need to spend many hours and often buyers, sellers, major buyers are waiting for a number of animals, Welch went apply and then return.

10) Bathrooms for personnel responsible for the internal market in relation to the market size and number of animals that come into the market in general, each of the owners or managers, groups or everybody on the board. Market and the issuance of stock market for large animals may have facilitated the world. Security Administrator Depositary animals makes it thoroughly.

### Results and Discussions

#### General characteristics of the cattle market:

Characteristics of the market generally consists of

1) Entrance into the observation of the operator market.

2) Truck Parking

3) up to the cattle.

4) The court as a fur trading market provided for aquatic animals tied to the buyer to see and deal with each other.

5) That the market is for the authorities of the issuing stock market traders.

### Trading in the Market

Current transport animals to market most sizes of trucks such as the number of animals that traders may be taken alone or in groups. If the seller is a group to include cattle trucks full of cars together for save costs by one vendor owns the truck, minority vendors hired vehicles, animals, lost wages per unit. More or less, depending on the distance (100-350 baht per unit) for cattle trailers and sold on the market is often the only vendors are farmers who live nearby. Generally, the cattle market in market will not pay any fees. However, the seller must pay a fee to the stock market when selling animals, except that only a

few of all the incoming charge. Vendors are divided into two categories: 1) those occasional, mostly farmers whose main occupation in the field. The cattle came to the market from time to time. 2) The seller is an animals merchant is a major seller of nature. This is often the buyers in the market along. Each animal are sold in the market to another. Buyers are classified by purpose of buying into various categories as follows.

1) The buyer of cattle to buy a merchant plant most major purchase a large number of animals to buy mostly buffalo, which was purchased for slaughter. 2) Buyer to feed the benefit to the farm. Farmers often use them to buy cattle on the farm that is used for animal feed or breed labor time, they were sold out. Some of the food and feed in order to restore health and lead to higher prices in the resale market, as a way to sell to neighbors or resold in other markets. 3) The buyer to sell the animals to the nature of the buyer to a seller to buy a renewable resold in other market traders who buy and sell in the same market, by speculation from the animal to be resold and 4) the buyer to be beautiful. The characteristics of this group will be the most beautiful party to contest the collection and preservation of capital is one of the few.

### Trade and Payments

In the transaction, the seller will be the bid package to the person interested. Buyers will have a way to buy a bargain by assessing the situation. With one eye only And the Agreement, have the cash to pay for the health certificate and when the animal leaves stock. Cattle in the trade market is usually done in the morning complete

market failure and market livestock officers after authorities issued a trading service. Health certificate and a movement, and the open market in the afternoon, cattle, and most buyers will come with a truck and a group of 2-7 people, for the people who have no truck with. When buying animals, it needed to rent a truck to take animals out of the market to its destination.

### Financial liabilities within the market

Each shot in the open market through a cash out. Large amounts of money from the buyer to the seller. Money is through the stock market owners from filing fee and a share of the store. Conventional money into government agencies from issuing health certificates to animals sold within the market and moving animal case studies of current financial market Banphue market, Banphue district, Udon Thani. This is one of the largest cattle market in the province. Market is opened 2 days a week. The average cattle to market one thousand per match has provided evenue and market owners

Expenditure (Table 1.) follows.

Revenues are 1) Fees for selling animals for 20 baht / unit.

2) Shop for permanent 15 restaurant at 100 baht / day.

3) Pet (5-6 hours), half of the animals 10 baht / head / day.

4) Karen several shops, including an average of 200 baht / day (estimated minimum).

Expenditure (estimated from the query), each representing a year, including.

1) Rent 46 acres 20,000 baht.

2) Market share of 6 people (10,000 Baht / person / month) 720,000 baht.

3) Senior Market 4 (100 baht / person / day) 83,200 baht.

4) Low Survey 2 (600 baht / person / day) and 115,200 baht.

5) The water / fire (4,000 baht / month) 48,000 baht total cost of 986,400 baht per year.

**Table 1** An analysis of revenues and expenses in the case of Banphue market.

Sources of revenues in an open market day	Estimated expenses per year (baht)
1) Fee from one animal sold (20 baht)	1) Land rent (46 rais) 20,000
2) Fee from 15 permanent shops (100 baht/shop/day)	2) Market shareholders 720,000
3) Fee from 5-6 hr. animal care (10 baht/head/day)	3) Market personnel 83,200
4) Mobile shops (approx. 200 baht/day)	4) Policemen 115,200
	5) Electricity and water 72,000

#### **Feedback from buyers and sellers in the cattle weighing method used in trading systems.**

Raising cattle is a profession that has the potential to develop and expand production to meet the Domestic consumption Import substitution and export to overseas markets are needed. Central market with standard quality, it is the policy of the Department of Livestock ideally Livestock Market under the action plan of the Ministry of Agriculture. Property and Economic Development Plan The edge of the No. 8 by the establishment of the central market and slaughter cattle prices are fair, and a method of killing animals for hygienic services to farmers, agricultural and Cooperatives. The goal for the establishment of a landscape for 9 locations nationwide (Sophon and honors, 1999), with the construction and implementation of the Company's operating. The operation of the cattle market since the year 1995 has two main principles used to weigh animals and pricing middle animals susceptible to the local market.

According to the study, 133 people in the market who are the buyers, sellers, owners and marketers who are actively involved in the management of the market. There is only a comment the remaining 31 percent of the market, therefore, no experience, no comment on the matter. Who agree to deal with animals weighing both buyers and sellers a reason? The only means one thing. A fair price for those who do not agree that the reason for many different reasons.

1) Seller disadvantage Due to the animals to sell some animals need a truck traveling long distances.

Animal weight loss may result in the sale of uneconomic.

2) The water balance Weight may cause a delay of a market for large animals.

3) Scales, which are expensive and have to pay the cost of repair to take care of it all.

4) The buyer and the seller do not ensure the accuracy of the scale. And that the cheating scales can be done.

5) The seller cannot set the price of their

animals because the animals have a beautiful shape. Pricing for higher sales and the satisfaction of the buyer, not the heavy alone. But the appearance of body shape, which was not possible with the heaviest weighing.

6) There is a trick to make the animals more quickly heavy increase in the short term. You can do this before the weigh in. Buyers cannot be detected by sight.

#### **Analysis of the sustainability of the cattle market.**

Market cattle, along with Thailand for more than 60 years, the model and the mechanism do not differ from the original time. The government has developed rules. In order to facilitate the prevention of technological progress, the trade has modified the technology to transport cattle from the trailer or the trade used trucks convenient. And faster wireless communication system allows greater flexibility in dealing effectively ensure that buyers will not even buy animals without animal back to save travel costs, however.

Factors that lead to a sustainable market cattle as follows.

1) The government must solve the cattle likely decline the number increases. Closing the border issue may have an impact on the number of domestic animals which are related to trading market animals in cattle.

2) The role of government in the promotion of livestock farmers.

3) The price of cattle and the share of profits incentive market mechanism in relation to the supports the production of beef cattle farmers and live cattle trade.

4) The demand for the benefit of cattle and business continuity in various meat products.

5) The role of government in supporting local cattle market. The direction is needs of individuals in the development of the overall market cattle.

#### **Acknowledgements**

The authors would like to express sincere thanks to the faculty of Technology, Udon Thani Rajabhat University for providing financial support for this research and thanks to all of research assistant and the people who gave an advantage information to completed this research.

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