

A Study on Natural Productions of Pradu-Hangdum Chaingmai chicken in Chiang Rai Province: A Food safety to Consumers

Abstract

The study aimed to development the standard practice of Thai Native Chicken farming systems to produce safety food, guarantee quality and improve productivity. The experiment was implemented on 10 smallholder farms in Viang Chaingrung district, Chiang Rai province. Each farm was assigned to establish a standard Native Chicken rearing farm with 24 purebred “Black Tail Native Chicken” consisted of 20 hens and 4 cockerels under free range, natural breeding systems. Chicken were fed from home mixed feed contained local availability raw materials and commercial complete feed 70:30 percent by weight. The :”Good Agricultural Practice for broiler farm- GAP broiler farm” and the “Participatory Guarantee systems- PGS “ were applied to ensure product quality and safety. Intensive extension systems were provided to increase capacity of farmers and improve production efficiency including: (1) Technical training (2) GAP broiler farm inspection and accreditation (TAS6901-2552) (3) Supervise on application of Particitory Guarantee Systems (4) Laboratory analysis of chicken meat to guarantee quality and chemical free of product, and (5) Encourage niche market of safety meat products.

Results of the study, however, indicated that the existing: GAP broiler farm” was not suitable for amallholders. As a result, only on farm (10.00 percent) had fulfilled the GAP farm accreditation. On the other hand, the “Participatory Guarantee Systems” was highly adopted by participants and successful in practice. The analysis of chicken meat confirmed the suitability of the production systems due to disease and chemical free of products. The vacuum package frozen products were accepted by local consumers as well as high-end consumers. The market places for native chicken products were local markets and modern trade providing that the quality and food safety were guaranteed. Consequently, standard native chicken products enable to sell on higher price of 117.33 baht per kg. Due to participants were highly satisfied with productivity and price, availability of niche markets, numbers of farms will scaling up production on their own budget.