

# TABLE OF CONTENTS

	Page
LIST OF TABLES . . . . .	vi
LIST OF MAPS . . . . .	vii
PREFACE . . . . .	viii
A SYNOPSIS . . . . .	ix
 <b>Chapter</b>	
<b>I. INTRODUCTION . . . . .</b>	<b>1</b>
Objective . . . . .	1
Definition of Marketing . . . . .	1
Method of Survey . . . . .	1
Scope of Investigation . . . . .	3
Difficulties Encountered . . . . .	3
Experiences Gained . . . . .	4
Acknowledgements . . . . .	4
 <b>II. GENERAL BACKGROUND KNOWLEDGE . . . . .</b>	 <b>5</b>
<b>(A) SEKINCHAN IRRIGATION AREA . . . . .</b>	<b>5</b>
Location . . . . .	5
Size . . . . .	5
Communications . . . . .	8
Agricultural Production and Marketing . . . . .	9
Fish Production and Marketing . . . . .	11
Livestock Rearing and Marketing . . . . .	12
<b>(B) BLOCK S4 . . . . .</b>	<b>13</b>
Choice of a Block Study . . . . .	13
Location . . . . .	14
Size . . . . .	14
Communication . . . . .	14
Structure of Agriculture . . . . .	14
Fish Production . . . . .	17
Selected Commodities for Detail Study . . . . .	17
 <b>III. MARKETING OF PADI IN BLOCK S4 . . . . .</b>	 <b>18</b>
<b>PRODUCT AND PRODUCTION . . . . .</b>	<b>18</b>
Characteristics . . . . .	18
Quality and Uses . . . . .	18
Nature of Production . . . . .	19

SUPPLY . . . . .	19
Gross Yield and Amount Marketed . . . . .	19
Frequency and Time of Supply . . . . .	20
Variation and Trend of Volume Marketed . . . . .	20
Supply and Demand . . . . .	20
SELLING . . . . .	21
Local Cooperative Rice Mill Societies Limited . . . . .	21
Private Padi Dealers . . . . .	21
PRICING . . . . .	21
Price Fixation . . . . .	22
Actual Price on the Farm . . . . .	22
Private Padi Dealers and the Price . . . . .	23
FINANCING . . . . .	23
Financing the Farmers . . . . .	23
Financing the Private Padi Dealers . . . . .	24
Financing the Cooperatives . . . . .	24
GRADING, CLEANING AND DRYING . . . . .	24
PACKING, STORING, WEIGHING AND HANDLING	
TRANSPORTING . . . . .	25
Means of Transport from Field to Houses . . . . .	25
Means of Transport from Houses to Tanjong Karang . . . . .	26
Cost of Transport . . . . .	26
IV. MARKETING OF VEGETABLES IN BLOCK S4 . . . . .	27
PRODUCT AND PRODUCTION . . . . .	27
Characteristics . . . . .	27
Quality and Uses . . . . .	27
Nature of Production . . . . .	28
SUPPLY . . . . .	31
Gross Yield and Amount Marketed . . . . .	31
Frequency and Time of Supply . . . . .	31
Variation and Trend of Volume Marketed . . . . .	31
Supply and Demand . . . . .	33
SELLING . . . . .	34
Direct Selling . . . . .	34
Indirect Selling . . . . .	34
PRICING . . . . .	35
Price Fixation . . . . .	35
Maximum Price . . . . .	36
Minimum Price . . . . .	37
Second Maximum Price . . . . .	37

FINANCING . . . . .	37
Financing the Farmers . . . . .	37
Financing the Dealers . . . . .	39
CLEANING AND GRADING . . . . .	39
PACKING, STORING, WEIGHING AND HANDLING . . . . .	40
TRANSPORTING . . . . .	40
Means of Transport from Field to Sekinchan Town . . . . .	40
Means of Transport from Sekinchan Town to K.L. . . . .	41
Cost of Transport . . . . .	41

<b>V.</b>	MARKETING OF MAIZE AND SWEET POTATO IN BLOCK S4 . . . . .	42
	PRODUCT AND PRODUCTION . . . . .	42
	Characteristics . . . . .	42
	Quality and Uses . . . . .	43
	Nature of Production . . . . .	44
	SUPPLY . . . . .	45
	Gross Yield and Amount Marketed . . . . .	45
	Frequency and Time of Supply . . . . .	45
	Variation and Trend of Volume Marketed . . . . .	45
	Supply and Demand . . . . .	46
	SELLING . . . . .	46
	PRICING . . . . .	46
	FINANCING . . . . .	46
	Financing the Farmers . . . . .	46
	Financing the Dealers . . . . .	50
	CLEANING AND GRADING . . . . .	50
	PACKING, STORING, WEIGHING AND HANDLING . . . . .	51
	TRANSPORTING . . . . .	51

<b>VI.</b>	CONCLUSION: PROBLEMS AND RECOMMENDATIONS FROM PRODUCERS' PERSPECTIVE . . . . .	52
	(A) ACCUTE MARKETING PROBLEMS . . . . .	52
	Pricing of Padi . . . . .	52
	Pricing of Off-season Crops . . . . .	54
	Financing and Marketing . . . . .	55
	(B) LESS ACCUTE MARKETING PROBLEMS . . . . .	56
	Product and Production and their Relation to Marketing . . . . .	56
	Supply and Marketing . . . . .	57
	Selling . . . . .	58
	Grading, Cleaning and Drying . . . . .	58
	Packing, Storing, Weighing and Handling . . . . .	59
	Transporting . . . . .	60
	Risk-taking . . . . .	61
	Market Information . . . . .	62

	Page
(C) RECOMMENDATIONS . . . . .	62
Padi . . . . .	62
Off-Season Crops . . . . .	63

**Appendix**

I.	A List of 25 Farmers Interviewed in Block S4 . .	65
II.	A List of Private Padi Dealers (Provision Shops) in Sekinchan . . . . .	66
III.	A List of Cooperative Rice Mill Societies Limited in Sekinchan . . . . .	67
IV.	A List of Licensed Vegetable Dealers in Sekinchan	68

## LIST OF TABLES

Table		Page
2.1	Number and Size of Blocks in Sekinchan Irrigation Area . . . . .	8
2.2	Acreage and Average Yields of Main Season Padi Crop from 1960/61 to 1964/65 - Sekinchan . .	9
2.3	Acreage under off-season Crops from 1963 - 1965 - Sekinchan . . . . .	10
2.4	Prices of Sepat Siam (Salted and Dried) Sold in Sekinchan in February and March, 1966 . . . .	12
2.5	Prices of Hen, Duck and Goose Sold in Sekinchan in March, 1966 . . . . .	13
4.1	Size of Operating Units of Off-season Crops in Block S4 . . . . .	29
4.2	Size of Vegetable Plots Investigated in Block S4	30
4.3	Gross Yield and Amounted Marketed for An Acre of Vegetables in Block S4 . . . . .	31
4.4	Stages in Harvesting Period for Vegetables on a Normal Plot . . . . .	32
4.5	Variation and Trend of Volume Marketed per Harvest from an Acre of Vegetables . . . . .	33
4.6	Price of Vegetables sold in Sekinchan . . . .	38
5.1	Size of Maize and Sweet Potato Plots investigated in Block S4 . . . . .	44
5.2	Stages in Harvesting Period for Maize and Sweet Potato on all Plots Combined . . . . .	47
5.3	Price of Maize Sold in Sekinchan . . . . .	48
5.4	Price of Sweet Potato Sold in Sekinchan . . .	49

LIST OF MAPS

Map		Page
1.	Geographical Location of Sekinchan Irrigation Area . . . . .	6
2.	Sekinchan Irrigation Area is shown in A Portion of Tanjung Karang Irrigation Area . . . . .	7
3	Sekinchan Irrigation Area and the Settlement Sites . . . . .	15
4.	Block S4 Showing the Lots Covered in the Survey	16