Agricultural Year-Round Planning Model for Market-oriented Farms

Publisher: IEEE

Cite This PDF

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Abstract:
Nowadays farmers face agricultural product price problem because tradesmen offer low prices, and grow plants without plans and market demand examination. This results in lack and over-supply of some products. In addition, most of farmers lack of processing knowledge suitable for market demand. Therefore, agricultural year-round planning should be organized as market demands in order to increase the farm potentiality for the market competition. This paper proposes an agricultural year-round planning model for market-oriented farms which analyzes agricultural raw materials for year-round planning and farmer abilities categorized by plants based on the market demands. The model is available to access via web application. It is tested and evaluated by 5 heads of farmer union in different areas and 2 agriculture entrepreneurs. The evaluated results show that the model can decide the results of year-round planning as farmer abilities, areas, and quantity as the demands correctly. It also provides 4.46 average satisfaction score from 7 users.

Published in: 2021 Joint International Conference on Digital Arts, Media and Technology with ECTI Northern Section Conference on Electrical, Electronics, Computer and Telecommunication Engineering

Date of Conference: 03-06 March 2021

Date Added to IEEE *Xplore*: 11 May 2021

ISBN Information:

DOI: 10.1109/ECTIDAMTNCON51128.2021.9425758

Publisher: IEEE

Conference Location: Cha-am, Thailand

Funding Agency:

I. Introduction

A number of farmers, especially in Thailand, normally grow their plants as their experts, family consumption, or store ability like non-commercial farms. The farmers always suffer with-over-supply products and uncontrollable underpriced products. This results in a lot of poor people in agricultural sector. To avoid oversupply products and uncontrollable underpriced products, year-round planning model as market d e model analyzes-agricultural raw materials from va rized by plants, and market demands for deciding year-round planning. The market demand is the important variable because it is indicator of resource use and management performance for planning. Some demands aim to buy finished products while a lot of demands need raw material. Therefore,

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