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THE SUSTAINABLE MANAGEMENT PERSPECTIVE OF DAIRY COMMITTEE AND FARMERS: CASE STUDY OF THE THAI-DANISH (MITTRAPHAP) DAIRY CO-OPERATIVE LIMITED

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ABSTRACT

This study aims to discover factors, indicators, and framework for the sustainable management of the dairy businesses under the daily co-operative. Purposive sampling technique was operated to select samples from the Thai-Danish (Mittraphap) Dairy Co-operative Limited, Muak Lek district, Saraburi province. Primary data were collected with focus group technique together with the secondary data of the past three year's meeting minutes. There were 15 people in the focus group which could be divided into two groups: six co-operative commissions and nine daily farmers. The results revealed four factors of sustainable management of daily businesses. They are (1) the role of co-operative commission, including good governance and teamwork which is the most important factor, (2) the role of the co-operative which includes negotiation power, production factor acquisition, training and development, risk management, and adjustment with the competition, (3) the role of member which includes concise mind and teamwork, (4) the role of government which includes promotion and supporting from the government. There are four successful indicators for daily business management, (1) the growth in operating results which includes the amount of raw milk and the quality of raw milk, (2) the ability to make a profit which includes net profit, return on shareholder ratio, cost of improving the quality of raw milk, and interest rate, (3) co-operative reputation which is reward received by the co-operative, and (4) the strengthening of members. The factors and indicators were used to create a framework for managing sustainable dairy business.
Keyword: Sustainable Management, Sustainable Perspective, Dairy Co-Operative, Focus Group