

Most (90%) of the industry is controlled by the "Big 7" (CP Group, Sri-Thai, Laemthong, General Foods, Central Group, Beta Group and Saha Farm). The remaining 10% are compact farms.

The commercialization of the poultry industry has been assisted by the animal feed producers who are operating the processing plants and cold storage facilities. The industries' expansion has lowered the price of chicken, thus encouraging domestic consumption, as well as enabling Thailand to export fresh and frozen chicken.

The industry has also been promoted by the government in both production and marketing. The Department of Livestock Development is the main governmental agency that is responsible for the quality control of exported chicken. All processing plants must comply to the government slaughtering and sanitary regulations; and all frozen broilers must be certified for export.

Table 18

Production of Livestock Products, Thailand 1976-1986 ('000m.t.)					
Year	Milk	Eggs	Beef/Veal	Pork	Chicken Meat
1976	13	88	131	170	240
1983	40	120	143	200	375
1984	45	126	146	205	356
1985	41	127	152	205	393
1986	43	128	154	205	430
Avg. Growth Rate (%)	13.4	4.2	1.4	2.6	5.3

Source of data: Selected Indicators of Food and Agriculture Development in Asia-Pacific Region, 1976-1986; FAO, Bangkok.

Constraints

1. High cost of production makes Thailand less competitive in the international market.
2. Import tariffs on ingredients such as soybean meal have raised the cost of animal feed and consequently the cost of chicken.
3. Shortage of refrigerated containers and a lack of modern shipping technology have caused problems in the handling of frozen chicken.