

Improvement of Thai Farmers' Livelihood through Alternative Rice Farming: A Case Study of Japonica Rice in the Northern Thailand

At present, the government and private sectors have encouraged farmers to cultivate top-quality rice or alternative rice. The majority of alternative rice cultivation is handled by rice mills, which is produced through contract farming (CF) systems. Japonica rice in the northern Thailand, especially Chiang Rai Province was selected as alternative

growers, officers of Chiang Rai Rice Research Center, distributors, retailers, managers of Japanese restaurants and Thai consumers as the respondents for in-depth interviewing. The results found that farmers obtained a high contract price and yield of paddy from Japonica rice production through CF systems, thereby increasing their income. In addition, the system had an assured market for paddy of contract farmers. Moreover, domestic consumption of Japonica rice still grow continuously, and Thai consumers indicated that THJR can be a good alternative rice for domestic consumption comparing with imported Japonica rice. Therefore, selecting Japonica rice cultivation make more benefit for farmers in selected research sites.

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