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Development of Avocado-Based Products for Sustainable Commercialization: A Community-Based Approach in Northern Thailand

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Abstract

This research aims to develop value-added avocado products for commercial purposes while promoting sustainable income for the Ban Huay Had community in Nan province. The objectives include: (a) examining consumer purchasing behavior and product feasibility, (b) developing at least one avocado-based product for commercialization, and (c) analyzing the influence of the marketing mix on purchasing decisions. Data were collected from 385 participants through surveys, in-depth interviews, and focus groups. Findings identified avocado chips and avocado instant powder drinks as high-potential products due to increasing demand for health-conscious foods. Avocado chips were selected for further development, resulting in a high-quality product in terms of taste, texture, and crispiness, using locally sourced avocados. The estimated production cost was 25 THB (~0.70 USD) per 30-gram bag, with a retail price of 59 THB (~1.65 USD), yielding a gross profit of 34 THB (~0.95 USD) per bag (57.6%). Shelf-life testing indicated that avocado chips retain optimal quality for up to six months when stored at ≤30°C in airtight packaging. Nutritional analysis showed that avocado chips provide 160 kcal per serving, with 8 grams of fat, including heart-healthy oleic acid. While avocado instant powder drinks show promise, the high cost of spray-drying equipment limits community-based production. Collaboration with institutions with advanced facilities was recommended. The marketing mix analysis emphasized quality, price, and accessibility, suggesting expanding distribution and promotional efforts. Lastly, the "Kon Ton Nam" Producers Group was officially registered as a community enterprise, ensuring credibility and sustainable commercialization.

Keywords: Avocado; Chips; Community Enterprise; Product Development; Sustainability