

The object of this study aimed to evaluate farmers' need assessment on agricultural occupation development in Land Reform Area, Phayao province, to study the relationship between personal characteristic and economic factors and the need of farmers in improving their career in Land Reform Area, Phayao province and to study the problems limitation and recommendations of their career in the area.

The samples of the study were 217 farmers. Data was collected by using questionnaires. Percentage, arithmetic mean, standard deviation, weight mean score, the estimation of average population, Chi - square test, and Contingency Coefficient were used to analyze the data.

From research finding, it was found that farmers needed to improve infrastructure at low to moderate level, agricultural input at moderate level, product distribution at high level and technology and knowledge at moderate level.

According to the hypothesis testing of the research, it was found that status marital, and fund sufficiency and type of cultivation were related to production development needs. Age was related to product distribution at 0.05 level of significance.

Problems and limitation of agricultural occupation were the shortage of water supply, lack of fund, unfertile soil, lack of power supply in farm, inconvenient transportation, low price of production and no production outlets.

It recommended that Land Reform Office, Phayao province should support fund in agriculture at low interest rate or without interest, planning to request water supply, road and input in order to distribute to farmers, group establishment to form co-operatives to support for marketing outlets. Land Reform Office should change land rights from document land reform 4-01 to land title. Moreover, Phayao Land Reform office should be a coordinator to assist other agencies to improve land, agricultural training, as well as electricity. This should help farmers the better of life.