

Wandee Seanprasit 2009: Banana Orchard Business, Bang Rakam District Phitsanulok Province. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Professor Sopin Tongpan, Ph.D 75 pages.

Musa (ABB Group) "Kluay Namwa" is the most familiar fruit to the Thai. It can be grown through-out the country. Planted area during 2000-2004 was between 6-8 hundred thousand rai and a declining trend to only 6 hundred thousand in 2004. Province having the largest planted area and production is Phitsanulok but keep declining. This study begin with question why kluay wamwa is on the declining. The main objective of the study was to assess receipts from banana orchard in Phitsanulok which was traditional province for this kinds of banana. Data were collected from 60 samples in early 2008 to estimate receipt in 2007 calender year.

Studies shown that the average size of banana orchard was about 13 rai per household, the average age of the orchard was six year. Each banana plant bears a fruit or bunch once a year. Farmer can collect every 20 days or 18 times per year. The average fruit per rai was 1,600 kilogram sold to the buyers at the orchard by weight i.e. price in 2007 were between 2 baht to 5 baht per kilogram. Receipts from selling depends not only on the amount (weight) but also the date and month sold. Multiple regression was used to explain variation of the product of the samples. Almost 77% of variations can be explained by size of the plot, age of plot, fertilizer applied, number shoot per clump and number of stem bearing fruits in one year. Annual income per rai were about 6,000 baht or almost 78,000 baht per farm. It was not high compares with other upland crops, but the grower were happy since they don't have to invest i.e. land preparing, planting, and others every year, only once with minimum care and carry on for almost ten years.

It is recommended that to reap a higher income, farmer have to pay more attention in selecting the young shoot and try to plan to market during July-August, where not much banana in the market.

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Thesis Advisor's signature

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