

Montira Ubonlerskul 2012: Efficiency of Sangyod Rice Production under Geographical Indication System. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Chakrit Potchanasin, Ph.D. 115 pages.

This research is aims at investigating efficiency of Sangyod Rice production under geographical indication system. The study covers the overall condition of the production of Sangyod Rice and the comparison of cost and return between GI and Non-GI Sangyod Rice production. The study also analyzes production efficiency of GI Sangyod Rice in Khuan Khanun District, Phatthalung Province. Data was collected by interviewing through questionnaire from farmers 45 of each who are growing GI group and Non-GI Sangyod Rice.

The analytical results indicated that the reason that most farmers were not interested in growing GI Sangyod Rice was that the process for producing GI Sangyod Rice was relative complicated due to production had to follow GAP. For cost and return analysis, it appeared that farmers growing GI Sangyod Rice generated higher cost than Non-GI Sangyod rice for 344.69 baht/Rai and it induces the fammers who produce under GI could earned higher profit for 830.23 baht/Rai. With respect to technical efficiency analysis results, it showed that the production of GI Sangyod Rice had higher technical efficiency than of Non-GI Sangyod Rice. In addition, for economic efficiency, the use of seed and fertilizer of Non-GI Sangyod Rice production had relatively high coparing to GI production while the GI production was in higher economic efficiency in labor use than Non-GI production. Level of production factors to be used for GI Sangyod Rice production to optimize the return would be that the farmer should use seeds factor at 19.95 kg/Rai, chemical fertilizer 57.02 kg/Rai and labour 0.21 work day/Rai to gain maximum output at 378.72 kg/Rai.

Therefore farmers with Sangyod Rice GI production should increase the use of chemical fertilizer to gain more returns while government agencies should provide the supports of production factors in order to encourage farmers to produce Sangyod Rice under GI system production.

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Thesis Advisor's signature