

Thesis Title A Comparative Study of Highland Arabica Coffee Extension Strategies of Thai-Norwegian Church Aid Highland Development Project and Thai-Australia Highland Agricultural and Social Development Project

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Abstract

The objectives of this research were to compare the strategies of the arabica coffee extension implemented by two highland development projects; and to investigate the problems in coffee production.

Data collection was carried out by interviewing 132 Yao hilltribes in Mae San Pha Daeng Village, Amphoe Wang Nua, Changwat Lumpang, and Mae Sai Village, Amphoe Muang, Changwat Chiang Rai. The method of the statistical analysis used in this research were percentage, arithmetic mean and t-test.

The strategies of the coffee extension implemented by the two projects were different in terms of approach (problem-oriented/bottom-up or extensionist-oriented/top down), working employment (government officers or direct hired), sustainability of the project (sustained or unsustainable) and cropping system (mixed or mono).

From the research findings, it was found that the average age of Yao in the TA-HASD project was 36 years old and they were animists. Most of them were uneducated. There were 2 of 7 persons in the household worked on farm. The average size of the farm holding was 19 rais with the coffee cultivation area averaged 0.79 rais. The distance from their household to coffee farm was 15 minutes on foot. Although most of them had 4 years of coffee growing experience, they had never attended in a coffee training programme in the past year. They assured that coffee was easy to manage. Only post harvest management needed an advice. Most of them had contacted the local source of knowledge such as government officers last year.

As for the Yao hilltribes in TN-HDP, the average age of them were 35 years old with no education and they were animists. There were 3 of 7 persons in the household worked on the farm. The average size of the farm holding was 15 rais with the coffee cultivation area averaged 5.50 rais. The distance from their household to their farm was about 20 minutes on foot. Although most of them had 7 years of coffee growing experience, about half of them (52.2 percent) attended a coffee training programme in the past year. Coffee pruning, chemical control and coffee pest

needed a recommendation. They always discuss their problems with the government officers and their neighbours.

Coffee production, incomes, adoption of farmers, attitude towards coffee growing and participation were main factors to assess the strategies of the coffee extension.

From the comparison study, the results showed that only production, income and adoption of the hilltribes between 2 projects were significantly difference.

The important problems in arabica coffee production of the two projects were pest (sooty mold, leaf rust, stem borer, brown scale), weeds, labor shortage and lack of suitable recommendations in critical periods, such as pest control, processing and pruning.