

TODTAMON SEANGSAWANG : A COMPARATIVE STUDY ON COSTS AND RETURN ON INVESTMENT IN DENDROBIUM CUT ORCHID PRODUCTION UTILISING CONVENTIONAL PROPAGATION AND CULTURED TISSUE. THESIS ADVISOR : ASST. PROF. CHITRAPAN PILUEK AND ASST. PROF. DUSADEE SANGUANCHART, 108 PP.

Growing dendrobium orchids flowers is one of the popular occupation. Most of orchid growers cultivate the dendrobium as a main occupation in stead of for support income.

The study has been done through the survey of two different methods .Study on costs and revenue in planting was done by counting flower product before averaging revenue for each orchid specie. High yield was found in the second year product, followed by decreased yield in the third year. The grower would discard the old crop plants when the product are decreasing. So, under this study, the data will be taken for the period of three years.

Four kinds of selected orchids were included under this study, they were Dendrobium Walter Oumae , Dendrobium Ekapol 'panda', Dendrobium Waipahu and Dendrobium Caesar x Dendrobium Takaguchi which are popular orchids and of moderate to high prices during these days. Results showed that.

Production costs in dendrobium orchid for cut flower by conventional methods of propagation were lower than by cultured tissue by 5.06 percent, revenue was higher by 5.76 percent and return on investment higher by 10.07 percent.

The study revealed that most of the growers still preferred to grow the old species which brought about excessive supply, resulting in decrease. If the growers use new species for planting, the problem in price declining will be solved