

BUNG-ON SUTTIPATTANAKIT : COST AND RETURN ON INVESTMENT OF MUSKMELON PRODUCTION IN THE NORTHERN REGION OF THAILAND. THESIS ADVISOR : ASST. PROF. KANYA NUALKHAIR, ASST. PROF. SUTEVEE SUKPRAKARN, Ed.D. 160 pp.

The cost and return on investment of muskmelon production in the Northern Region of Thailand during February-July 1988 were investigated from 10 growers who used plastic mulching with staking, 50 growers who used straw mulching with staking and 3 growers who used straw mulching without staking.

The result of the study shows that the average cost of production of muskmelon by plastic mulching with staking, straw mulching with staking and straw mulching without staking are about 30,924.52, 17,826.08 and 9,289.03 Baht per rai respectively. An analysis of rate of return on investment can be summarized as follows : the profit margin on revenue of the muskmelon production by plastic mulching with staking, straw mulching with staking and straw mulching without staking was 0.70, 0.38 and 0.34 respectively. While the profit margin on cost of production of muskmelon production by plastic mulching with staking, straw mulching with staking and straw mulching without staking was 236.81%, 61.89% and 59.86% respectively. It could be concluded that the muskmelon production by plastic mulching with staking, straw mulching with staking and straw mulching without staking yield a return of more than 50% on cost of production and muskmelon production using plastic mulching with staking yields the highest quality and return.

The major problems presently faced by farmers are plant's disease and inadequate knowledge of pest control which cause higher costs, low average in the productivity and subsequently low income.