

This thesis has as its aim a study of the cost and the return on investment of acidless sweet orange plantation in 1987/1988. 60 plantations from the total of 157 in Ratchaburi Province were selected as samples. They were divided by areas into three sizes: 5-12 rai, 13-30 rai, and more than 30 rai. Depending on a conservative basis, the revenue earned from the smallest plantation of each size was used in the calculation of the return on investment.

The study revealed that farmers would gain sales revenue from the end of the fourth year through the tenth year. No matter what size it was, the pay back period was about 6 years. While the net present value method was used, the analysis showed that the return on investment from the above mentioned plantation sizes was higher than the cost of capital, 18% and the internal rate of return were 18.81%, 22.70% and 23.05% respectively. It was found that farmers certainly made profits from acidless sweet orange plantation whether they used their own fund or borrowed from banks.

Problems facing the plantations are lack of knowledge of planting, need of a lot of working capital invested during the first 3 years as well as unfair selling price and marketing limitations.

Suggestions are that the Government agencies concerned agricultural extension should provide more loans, more markets and also conduct some short-course training on the production, such as cultural practices. On the other hand, farmers should put more interest on forming a cooperative group in order to get more bargaining power concerning selling price. The Government should also promote the export of acidless sweet orange.