

The study is to compare the investment of Pattavia Pineapple plantation between Eastern and Western Regions. Data are collected from 206 farmers in Eastern and Western Regions during 1986-1989. The plantation is divided into small, medium, and large scale respectively.

The study reveals that for the Eastern Regions the Payback Period is 2 years and 11 months for small plantation, 2 years 8 months for medium and 2 years 8 months for large plantation. Net Present Value is 3,471 Baht and 3,364 Baht and, 8,516 Baht and 8,090 Baht and 12,104 Baht and 11,382 Baht for small, medium and large plantation respectively at the discount rate of 12 % and 12.5%. Internal Rate of Return is 35.13 %, 23.27% and 21.59 % for small, medium and large plantation. In Western Region, the study reveals that the Payback Period is 2 years and 10 months for small plantation and 2 years 7 months for medium and 2 years 8 months for large plantation. Net Present Value is 3,097 Baht and 2,998 Baht, 7,887 Baht and 7,486 Baht, 11,366 Baht and 10,663 Baht for small, medium and large plantation respectively at the discount rate of 12% and 12.5% .Internal Rate of Return is 35.05%, 23.60% and 21.23% for small, medium and large plantation.

Several problems in the area of cost, production and marketing are encountered in the plantation of Pattavia Pineapple. These problems can be solved by the cooperation of both government and private sector in controlling the price of major production materials, providing knowledges and technologies in producing the factory - required size and qualities of pineapple, and producing registration of pineapple farmers in order to control the quantity produced and market price.

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