

Pongsakorn Hodto 2014: Factors Affecting Durian Production under the Good Agricultural Practices. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Nuttapon Photchanaprasert, Ph.D. 111 pages.

The objectives of this study were to examine 1) costs and returns evaluation of two alternative durian production practices, i.e. conventional and Good Agricultural Practice (GAP), with and without risks and uncertainties, 2) factors affecting durian production practice and 3) strategies to promote the adoption of GAP. The data was collected by in-depth interviewing 30 durian farmers cultivating durian under conventional practice and GAP from Krang district, Rayong province.

The results found that GAP was more profitable than conventional practice. The Net Present Value (NPV), Benefit-Cost Ratio (BCR) and Internal Rate of Return (IRR) of conventional practice were 934,454 bahts, 2.84 and 20.23%, respectively and those of GAP were 1,164,260, 3.07 and 22.55%, respectively. In the presence of risks and uncertainties, NPV BCR and IRR of GAP were still higher. The factors affecting durian production practice were the number of potential exporting countries and the age of durian trees. The increase in the number of potential exporting countries could increase the probability of adoption of GAP to 124%. Meanwhile, the decrease in the age of durian trees could increase the probability of adoption of GAP to 0.13% to promote the adoption of GAP by durian farmers, agricultural officers must strictly inspect and monitor farm-level durian production processes and products to differentiate a durian from two production practices. This approach could raise a price of GAP durian products and motivate a farmer to adopt GAP.

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