

Tikamporn Impeng 2014: Factors Affecting Organic Orchard Farming Decision in Chanthaburi Province. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Chakrit Potchanasin, Ph.D. 102 pages.

This study aimed at exploring socio-economic perspectives of the farmers who were farming organic orchards and ordinary orchards. In addition, investigation included analysis of significant attributes of the farmers who decided to do organic orchards. The study also intended to investigate appropriate strategies for organic orchard extension in Chanthaburi province. This study had collected data from 200 farmers samples consisting of 2 groups 80 organic orchard farmers samples and 120 ordinary orchard farmers samples in 8 districts of Chanthaburi province in production year 2013/14. This study had applied Discriminant Analysis to analyze significant factors of each farm group and the results were used to determine the area for organic orchard extension.

The results showed that there were 6 significant factors that made the differences of 2 groups consisting of amount of kinds of fruit, amount of times to obtain knowledge and training, amount of times to get input support, behavior to attend farm groups and natural leadership, knowledge of organic farming, and attitude to the organic farming.

Based on these result, discriminant equation could be defined and used to determine whether a new farm will adopt organic farming. Also, the equation was used to indicate priority of the area to promote organic farming. In addition, the results indicated that to promote organic farming the extension officer should focus in educating about organic farming which will enhance knowledge and positive attitudes according to organic farming for the farmers. Also, extension should be done with supporting inputs and knowledge to produce inputs which the farmers can do themselves in their orchards. Furthermore, providing and extending specific markets for organic products should be concerned

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