

Kanitta Bumrungrasheep 1999 : The Study of Members' Mangosteen Business Operation of Muang Chantaburi Agricultural Cooperative, Ltd. Master of Arts (Cooperative Economics), Major Field Cooperative Economics, Department of Cooperatives. Thesis Advisor : Mrs. Sayomporn Yothasmutr, M.Com. 88 pages.

The objective of this research is to study business operation of the members of Muang Chantaburi Agricultural Cooperative, Ltd. and problems and obstacles on production and sales of mangosteen.

The result of the study show that most of the members cultivate mangosteen along with other plants on their own land which average area of 9.65 rai per member. The average annual mangosteen production is 344.16 kilograms per rai per member. Manpower is derived from the member themselves and their family members. Watering is by sprinkler and water hose. The members prefer to use fertilizer rather than farmyard manure. Insecticide is still their favor while they would rather not use fungicide, hormone and food supplements. The members have obtained their knowledge in cultivating mangosteen from the training organized by cooperative, and their capital by borrowing from the cooperative.

Regarding sales, most members place mangosteens in plastic baskets and transport them by their own vehicles to the local wholesale market and to the cooperative. Mangosteens are sold by cash payment in different grades rather than mixing together. The average selling price is Baht 36.91 per kilogram, at which most members are satisfied. Those who buy the member's mangosteens are merchants from other provinces, the cooperative, and retailers from Bangkok. After the cooperative have bought mangosteens from its members, they will be sold to the wholesales, Bangkok retailers, exporters, merchants from other provinces and the consumers

In the crops year 1997/1998 the member's average income from sales of mangosteen was Baht 12,796.22 per rai with variable costs of production and sales Baht 5,393.10 per rai.

The main problems and obstacles faced by the cooperative's members on production and sales are high production costs, lack of capital, inconsistent yielding from year to year, low selling price which not covering the costs, lack of information on marketing and inconvenience in transporting mangosteens.

Therefore, the cooperative should promote the use of farmyard manure together with fertilizer, organize seminars on prevention and eradication of weeds and proper maintenance for good yielding. Moreover, feasibility studies should be conducted for expansion of branches. Increase of selling points, or goods to its members, and to cooperate with consumer cooperative as distribution channel for the members' production are also submitted.

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