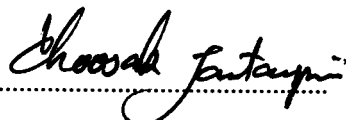# ABSTRACT

Title : The Optimization of Agricultural Factor Planning to Maximize Net Income of Farmers in Chor Lare Subdistrict, Mae Taeng District, Chiangmai Province, 1996/1997 Crop Year

By : Miss.Naruemon Wongsa

Degree : Master of Science (Agricultural Economics)

Major Field : Agricultural Economics

Chairman, Thesis Advisory Board : ....

(Assistant Professor Choosak Jantanopsiri)

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The main objective of this study was to determine the optimum levels of using production factors as well as suitable production planning under the agricultural factor constraints to obtain the greatest efficiency for maximization of the farmers' net incomes.

The data were collected by means of questionnaires from 94 samples selected from the farmers of Chor Lare subdistrict, Mae Taeng district, Chiangmai province, by multi-stage sampling, analyzed and interpreted by a computer, Linear programming. Three models were analyzed according to farm size : small, medium and large.

The optimization of the production plan in the first model caused an increase of 21,926.17 baht in the net income over the total variable cost.

The optimization of the production plan in the second model caused an increase of 19,760.16 baht in the net income over the total variable cost.

The optimization of the production plan in the third model caused an increase of 22,488.88 baht in the net income over the total variable cost.

These results showed that the farmers should reallocate the limited production factors and improve the agricultural production activities to attain the optimum level to increase their net incomes.