

### ABSTRACT

**Title** : Impacts of Floriculture Occupation Development by Maejo University on Farmers in Ban Pong, Paphai Sub-District, Sansai District, Chiangmai Province

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**Degree** : Master of Science (Agricultural Extension)

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This research was conducted with the following objectives: 1) to investigate the personal characteristics of farmers participating in the project for the promotion of commercial cutting flower production in Ban Pong, Paphai Sub-District, Sansai District, Chiangmai Province; 2) to study the results of floriculture occupation development of farmers participating in the project for the promotion of commercial cutting flower production in terms of the economic, social, environmental and production aspects of floriculture occupation; and, 3) to determine the problems and constraints of farmers participating in the project for the promotion of commercial cutting flower production including other recommendations. The respondents in this study were 94 Ban Pong farmers participating in the project for the promotion of commercial cutting flower production and the data analysis was conducted by using the Statistical Package for the Social Sciences (SPSS/PC<sup>+</sup>).

The results of the study showed that most of the respondents were male; married; 39 years old on average; attained grade 4 of primary education; had an average of 4 family members, 3 of whom contributed to family labor. Most of them have

participated in the project for the promotion of commercial cutting flower production for an average of 3 years. Prior to joining the project, most respondents had an average annual income of 34,747.14 baht which came from being hired labor and crop production. After joining the project, the farmers obtained an increase in their income at an average of 44,976.56 baht per year from the sales of chrysanthemums, and the majority used their income for the consumption of commercial goods for their convenience and clothings more than savings and other investment.

The study also showed that the social impact of the development of floriculture occupation was that it provided the respondents with a source of knowledge and information as well as an opportunity to form a group to cope with their problems and constraints. For the economic impact, the farmers were able to improve their living, to increase their income and to save some money. As for the environmental aspect, the respondents were provided with knowledge and understanding of application of chemicals harmless to their health and environments. Concerning the production process, the respondents were generally satisfied with chrysanthemum production, with the need for the project to provide support and advice at every stage of the production process.

The respondent's problems and constraints were few seedling varieties; insufficient seedlings; lack of credits for the purchase of farm tools and equipment; and lack of knowledge and information about floriculture marketing. The respondents recommended that the project should provide more assistance and help them to form stable and permanent groups .