

Abstract

This study on "The Acknowledgement of Occupational and Self-Adjustment Impact of Dairy Farmers on Thailand-Australia Free Trade Agreement: A Case Study of Kampaengsaan Dairy Cooperative Members" aims at exploring the level of acknowledgement on occupational impact and the characteristics of occupational adjustment of dairy cooperative members, as well as ways to promote the dairy farmers after the Agreement has been enforced. The sampling of the study consist of 15 cooperative's executive members and 209 cooperative's general members. Questionnaire is used as instrument for data collection.

The study finds that the farmers' acknowledgement of the free trade zone situation is at moderate level, while their acknowledgement on its impact is at high level. Personal factors influencing the acknowledgement of the situation are their training experiences and level of education, while occupational factors influencing the acknowledgement of the impact are number of farm labor, space of land, and channels of accessibility to occupational information. Occupational adjustment which are found in the forms of reducing production cost of raw milk, standardizing farm management, and group participating is collectively high among dairy farmers. It is found the acknowledgement of the impact is related to the adjustment in the forms of reducing the production cost of raw milk and standardizing farm management and development.

There are two characteristics of self-adjustment of farmers after the enforcement of the Free Trade Agreement. On the one hand they still want to pursue their present occupation and need the government support on occupational development, and on the other hand they want to shift from dairy farming to beef cattle farming which yields higher income and has a market demand.

The study recommends for dairy farming occupation development after the enforcement of Thailand-Australia Free Trade Agreement that government agencies should have a communication plan for agricultural development by using media that can effectively and speedily reach the farmers. Government agencies should provide

sufficient personnel to dispatch knowledge, give advice and solve the problems where needed, and to promote occupational adjustment by providing appropriate training courses taking into consideration time limitation, commuting distance and educational background of the farmers, and with more emphasis on practices than theories.

Additional recommendations are the promotion of technological development for farm management to reduce the production cost, the finding of fresh milk markets in the country, and the support for dairy farmers' group formation to create strength and bargaining power with the government and the raw milk processing manufacturers.