

Thesis Title The Actual and Expected Roles of Cattle Local
Market in Animal Production Extension
Perceived by Farmers in Chiangmai Province

Author Miss Siriluck Kamon

M.S. (Agriculture) Agricultural Extension

Examining Committee:

Lecturer Dr.Kovit Phong-ngam Chairman

Assist.Prof.Kathin Srimongkol Member

Assist.Prof.Dusdee Nalumpang Member

Assoc.Prof.Dr.Paiboon Suthasupa Member

Abstract

The objectives of this research were to study the expected and actual roles of cattle local market, to compare the difference between the expected role and the actual role, to identify the problems of its operation and to study the opinions of livestock officers in cattle local market.

The population used in this research were 200 farmers who have been to cattle local market at San Sai, Sanpatong and Sankumpang Districts as well as 7 livestock officers. Statistics used include percentage, mean, standard deviation, weight mean score, Pearson Product Moment Correlation Coefficient and t-test.

From the research findings, it is found that the expected and actual roles of cattle local market in terms of animal production, socio-economic and marketing aspects are statistically different at .001 level. In addition, it is found that the opinion of farmers on the actual role of cattle local market is related to income and farmers' contact with others and their opinions on the expected role of cattle local market is associated with farmers' contact with others only.

The problems of cattle local market are the disorder of the market place, unfair and less standard buying-and-selling system, the smuggling of cattle from outside, uncertain price of cattle, cattle diseases due to lack of vaccination and no livestock officers stationed at the cattle local market.

Recommendations are to improve cattle local market place and buying-and-selling system, to control cattle pricing, to promote the cattle local market as a center for buying-and-selling animal feeds and vaccines and give farmers' knowledge on animal husbandry and marketing informations.

In addition, it is suggested that the livestock officers should have more role in extending knowledge on animal husbandry to farmers. Livestock volunteers should be trained in

order to extend knowledge to farmers. Cattle local market place should be improved and budget should be supported for standard buying-and-selling system such as buying and selling by weight and standard price.