

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Agricultural Extension

AGRICULTURAL MARKETING AND PRODUCTION PROCESS UNDER THE ROYAL PROJECT FOUNDATION, CHIANGMAI

By

PRASIT KHABCHAN

OCTOBER 2000

Chairman : Associate Professor Dr. Numchai Thanupon

Department/Faculty : Department of Agricultural Extension, Faculty of Agricultural Business

This research was conducted with the following objectives : (1) to study socio economic characteristics of extension agents of the Royal Project Foundation ; (2) to determine their roles in agricultural marketing and production process ; and . (3) to indentify problems in and obstacles to agricultural marketing and production process in the past and at present. The data was collected by means of interview schedules from 140 extension agents and chiefs of the Royal Project Development Centers Working in Chiangmai, and analyzed with the use of the SPSS.

The results revealed that the respondents were 35 years old on average. Most of them were married and had completed a bachelor lever of edication. They had average annual in come of 148, 364 bath. They had attended meetings on planning at an average of 12 times per year ; and training and attending seminars abroad and at home, 10 time per year. They have been in position for an average of 10 years and they stated that plant demonstration plots should be prepared twice a year on average.

Most of the respondents were informed of their roles and duties in agricultural marketing and production process and thought that it was a practical method of agricultural extension for all areas of the Royal Project Center. The activities to be conducted were of 2 aspects : (1) agricultural production process of the Royal Project Foundation : and (2) agricultural marketing process of the Royal Project Foundation. The agricultural extension agents and the center chiefs stated that agricultural marketing and production process has been conducted appropriately and had been compatible with present stations. They indicated no problem in future development but recommended that sufficient containers for agricultural products should be provided to really serve the purpose of the Royal Project Development Center, leading to success in agricultural occupation extension.