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PEERA RUANGIN: FACTORS AFFECTING CROP SELECTION FOR FARMERS  
IN KALASIN PROVINCE : CASE STUDY OF SUGAR CANE CULTIVATION.THESIS  
ADVISOR: SUCHART NAWAGAWONG, M.Sc., PATOMPONG SAGVANWONG,  
M.A., PONGPIT PIYAPONGSE, M.Sc., Col.PINAI VITHEESAWAT, M.Sc. 105 p. ISBN  
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The objective of this research is to study the basic information of sugar cane farmer in Kalasin province and the factors affecting farmer's decision making for sugar cane cultivation. This is a Survey Research which obtained data from questionnaires done by sampling group in the study area located in the sugar cane supporting area of Mitr Kalasin's Sugar factory, Tambon Som Sa-ard, Kuchinarai District, Kalasin Province. The sampling group was selected from farmers in sugar cane field area at various distance qt 20 km, 21-50 km and over 50 km from the factory by using Purposive Sampling method. Additionally, data was collected by using Accidental Sampling method at the factory's sugar collection area in each supporting zone. After analyzing data by statistic processing application software with Stepwise Regression technique, it was revealed that most people in the sampling group were male, 71.1% qt age between 41-50 years (36.5%). Most of them graduated at Primary school (Prathomsuksa) 69%. They have planted sugar cane in the period o f1-3 year at 63.5%, however, 66.5% of them have no experiences in sugar cane planting. Their sugar cane field area is 50 km from factory at the average of 69.48%. The net income is at 0-50,000 baht (96.4%). The average distance from crop field to irrigation system is at 0-1,000 m (66.1%). Majority of farmer's yield is 0-500 ton (92.9%) with C.C.S value at 11.27-13.26. In conclusion, most of the farmers tend to choose the sugar cane field near the irrigation area and they have not been educated about sugar cane before. Factors like sugar cane price, labor force, irrigation area, capital cost, difficulty level in plantation, governmental support, and external factors are all significant factors influencing farmers in Kalasin to select sugar cane cropping with statistics P-Value < .001.