

Kanokwan Phudendaen 2009: The Comparison of Jasmine Rice Production Between Good Agricultural Practice and Conventional Practice. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Apichart Daloonpate, Ph.D. 90 pages.

The objectives of this research were to compare jasmine rice production between Good Agricultural Practice (GAP) and Conventional Practice, to study factors relating to decision making on jasmine rice production with GAP, and to analyze costs and returns of jasmine rice production with GAP compared with those of the production with conventional practice. The data were collected by using questionnaires interviewing 70 farmers, who produced jasmine rice with GAP and conventional practice in Amphoe Suwannaphum, Changwat Roi-Et.

The results showed that jasmine rice production with GAP focused more on production management and constantly made records. However, this study found that some GAP farmers had not completely followed the GAP standard.

The study found that health and environmental awareness, and acquiring in agricultural information were the factors relating to decision making on jasmine rice production with GAP. In addition, it was found that costs of production, product prices, and incomes were statistically different between GAP farmers and conventional practice farmers.

According to cost and return analysis, the results showed that total cost jasmine rice production with GAP was 3,318.87 baht per rai, whereas the revenue was 3,616.52 baht per rai. As a result, the net profit was 297.65 baht per rai. Due to the production with conventional practice, the total cost was 2,866.91 baht per rai, whereas its revenue was 2,991.45 baht per rai. Hence, the profit was 124.54 baht per rai, which was clearly less than that of the production with GAP.

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