

Sarakorn Silpradit 2007: An Analysis of Tangerine Production Business with Good Agricultural Practice. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Apichart Daloonpate, Ph.D. 157 pages.

The objectives of this research were to study the general conditions of tangerine production with Good Agricultural Practice (GAP), analyze factors relating to decisions on tangerine production with GAP, and to study internal and external business environment of the tangerine production with GAP. Thirty farmers in Chiang Mai were interviewed in crop year 2005/06. Fifteen applied GAP, while the others did not.

The study results showed that the tangerine farming areas with GAP were only 9.00 percent of the total farming areas in Thailand. 89.70 percent of Tangerine GAP farming areas was situated in northern Thailand. The tangerine variety widely grown in Thailand was Sai-Nam-Pheung. Nearly most of the farmers did not have vehicles, therefore it was convenient for them to sell their produce to middlemen. The middlemen would estimate the average price before collecting the Tangerine produce. The payment was made depending on the weights of the produce. Concerning the source of media, the farmers received agricultural information from television and radio. The analytical results showed that factors relating to decisions on tangerine production with GAP were product prices, production costs, and information received from district agricultural extension officers.

The study on business environment of the tangerine production with GAP was employed to construct strategies in terms of potential enhancement, immune formulating, speeding up business development, and crisis remedies. Such strategies would be beneficial in extending competitive advantages in this business.

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