

Anurak Panseedum 2010: Community Supported Agriculture Case Study: A Farmer Group “Pak Pra Sarn Jai Project” Dan Chang District Suphan Buri Province. Master of Arts (Cooperative Economics), Major Field: Cooperative Economics, Department of Cooperative. Thesis Advisor: Assistant Professor Vijitsri Sanguanwonges, Dr. rer. oec. soc. 73 pages.

This study aims to 1) study how the operations of the farmers “Pak Pra Sarn Jai Project” that has applied the concept of Community Supported Agriculture. 2) study the motivation of member to participate in the project. 3) study the relationship between the general information of members such as age, gender, education level, career and income and the motivation to participate in the project. 4) study the satisfaction of member in the project. 5) study the relationship between the general information of members such as age, gender, education level, career and income and the satisfaction of member in the project. For data collection use an in-depth-interview to the leader of the project and structured questionnaire to 46 members in collecting data which are the sampling of population. Descriptive statistics such a percentage, mean, chi-square and contingency coefficient will be used to complete this study.

The results showed that the operation of the project is implemented by the principles of the concept of Community Supported Agriculture. It also found that in operating activities consist of activities in each activity category of value chain concept. The level of motivation in participating were at good level. When to see a relationship between the general information and the motivation found, no reciprocity at 0.05 level of significant. In the level of the satisfaction of member in the project were at good level. When viewing the relationship between the general information and the satisfaction of member found that only career correlated at 0.05 level of significant. From the results can concludes that the ability in against for motivation and satisfaction of the member are the main factor to make the member participate in the project. Which coincident with the key factors to make new customer or member and royalty for brand. There for if any group of farmer of co-operatives need to maintain an old customer and make new customer for your own organization do not miss to pay attention for motivation and satisfaction of the customer

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Thesis Advisor's signature