

Thanida Suksai 2011: Dairy Farmers' Opinion on Forage Sorghum Utilization in Saraburi Province and Lop Buri Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Assistant Professor Supattra Srisuwan, Ed.D. 116 pages.

The objectives of this research were: 1) to define the personal characteristics, state of agricultural and media exposure of dairy farmers; 2) to determine the level of opinions on forage sorghum utilization; 3) to compare the levels of opinion of dairy farmers in relation to their demographics as well as the background and selective exposure of dairy farmers; 4) to find problems and suggestions for farmers on forage sorghum utilization. The sample consisted of 102 dairy farmers. Data was collected by means of interviews. Statistical analysis used for interpretation included percentage, arithmetic means, standard deviation, t-test, F-test (One way ANOVA), and Least Significant Difference (LSD)

The results revealed that; 1) the average age of dairy farmers was 44.97 years old and obtained of primary or low education. Farming was mostly in Muak Lek District Saraburi Province. The major career were of dairy farmers and minor career was to crop farmers. The average farm size was 27.02 Rais with raised-beds farming. The dairy farmers had as average experience of 11.67 years and be a member of animal raising group. Less than 3 labor used for take care of dairy. The average annual income was 770,298.04 baht/year. The media exposure of agricultural information was mostly from professional officials, training and publication. 2) The opinion levels of forage sorghum utilization were rather high level. 3) Testing the opinion with different in ages and education of dairy farmers shown significantly different in opinion at 0.05 level. 4) Problems revealed included organization of laborious for animal raising and scarcity land for planting forage sorghum. The results at the present study lead to the suggestion at augmentation at knowledge at application at forage sorghum in the feed formula applied.

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Thesis Advisor's signature