

Srinprapa Prasert 2010: Farmers's Opinions on Nongpho Ratchaburi Dairy Cooperative Limited (Under the Royal Patronage). Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication.

Thesis Advisor: Assistant Professor Supattra Srisuwan, Ed.D. 120 pages.

The objectives of this research were: 1) to study individual levels of the knowledge in dairy farming and dairy raising situation, and to the provision of agricultural information and perspective of farmers's opinions on Nongpho Ratchhaburi Dairy Cooperative Limited (under the Royal Patronage). 2) comparative of farmers' point of view on farmers's opinions on Nongpho Ratchaburi Dairy Cooperative Limited (Under the Royal Patronage) and to study individual factor that leads to differences in the opening up of agricultural information. 3) the relationship between dairy raising situation and information on dairy raising situation upon Nongpho Ratchaburi Dairy Cooperative Limited (Under the Royal Patronage). The selected group consisted of members of Nongpho Ratchaburi Dairy Cooperative Limited (Under the Royal Patronage), in which in the areas within Photharam, Banpong and Bangphae districts the amount was up to total of 377 people. The study used interviews to collect data, in which the interviews schedules were conducted and uses Statistic analysis used for interpretation was by percentage, arithmetic means, standard deviation, t-test, F test (One way ANOVA), and Least Significant Difference (LSD) and Pearson Correlation Coefficient

The result revealed that; 1) the majority of this study were male age of 47.55 years. Graduated below or equal to elementary. Have cow milk approximately of about 28.85. Farmers with experiences of dairy farming approximately of about 19.64 years. An average income from milk was 618,842.54 baht/year. Expense of feed was 263,638.40 baht/year. Farmers whose was well educated about raising dairy was high. The media exposure of agricultural information were mostly from professional officials, training and television. In terms of farmers's opinion to Nongpho Ratchaburi Dairy Cooperative Limited (Under the Royal Patronage) average was quite high of about 3.74 of all farmers. 2) studies showed that differences in ages of farmers indicate how farmers's view of Nongpho Ratchaburi Dairy Cooperative Limited (Under the Royal Patronage) at 0.05 level but the education, the personal media, mass media at 0.01 level 3) dairy raising situation of dairy farm was depends on the size of the farm, experience, household labor, average income from dairy, average expense of dairy and knowledge of dairy farming does not have anything related with farmers's opinion on Nongpho Ratchaburi Dairy Cooperative Limited (Under the Royal Patronage) at 0.05 level

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