Nisakorn Leechanpanitchayakit 2008: Needs on Persimmon Production Technology of Farmers in Mae Hae Royal Project Development Center, Changwat Chiang Mai. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Praderm Chumjai, Ph.D. 115 pages.

The objectives of this research were to study personal characteristics, persimmon cultivation characteristics, knowledge, needs for persimmon production technology, problems, obstacles including suggestions of farmers in Mae Hae Royal Project Development Center, Changwat Chiang Mai. The data were collected by interviewing 175 farmers. Then, all data were analyzed by using statistics of percentage, arithmetic mean, minimum, maximum and standard deviation. Hypothesis testing was done by using Chi-square and Pearson's Product Moment Correlations Coefficient (r).

The results revealed that most farmers were male at 90.86% and average age was 44.26 years old and non education at 52.60%. Each family had the average of 6.73 members. The average labor of persimmon cultivation consisted of 2.85 persons. Growing vegetable was the main occupation of most farmers at 63.43% and growing persimmon was sub occupation at 93.71%. The growers had 12.06 years of growing experience. Growing persimmon was at the average of 286.10 trees, and average land holding 7.70 rais. The farmers did not apply loan. They earned cash income from persimmon yield at 42,413.14 baths per year. Average expenses were 5,915.14 bath per year. Farmers gained knowledge on the persimmon cultivation from the Royal Project Extension Agent at 95.43%. The farmers were used to trinned at least 3.30 times. Most farmers were members of Mae Hae Royal Project Development Center at 64.57%. P2 was widely grown variety. Their produces were sold to middle men at 90.86%. Problems most frequently encountered to farmers were diseases and insects. Most farmers had knowledge and needs on persimmon production technology at moderate level.

The hypothesis testing found that education was highly related to the technological needs of farmers on persimmon production at significant level of .01 and cash income from persimmon yield was related to the technological needs of farmers on persimmon production at significant level of .05

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