

Surakun Supamala 2006: Farmers Needs on Strawberry Production Technology at Tambon Borkeaw, Amphoe Samoeng, Changwat Chiang Mai. Master of Science (Agriculture), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Assistant Professor Praderm Chumjai, Ph.D. 113 pages.
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The objectives of this research were to study the general sosio-economic data of farmers in Tambon Borkeaw, Amphoe Samoeng, Changwat Chiang Mai, and to study the technology and technological requirement of strawberry production, problems, obstacles including suggestions of farmers. The data were collected by interviewing 169 farmers. Then, all data were analyzed by using statistics of percentage, mathematical mean and Pearson's Product Moment Correlations Coefficient.

The results revealed that most farmers were male aging 38 years old on average. The average family labor consisted of 5 persons. The family members were at 4-6 persons. The farmers had averagely 4 Rais of agricultural lands earning 99,260 Baht per year. Growing strawberry was the main occupation of most farmers. Strawberry variety, which was widely grown was No. 329. Most of farmers cultivated strawberry by themselves and mainly sold fresh strawberry with some processed products. Although the farmers were graduated from Grade 4, their knowledge of strawberry agriculture was in the high level as they could correctly answer 66.66% of questions. Farmers gained knowledge related to the strawberry cultivation from their neighbors. Their technological needs was in the high level. In addition, as the farmers faced agricultural problems, the expenses of production was higher and led to the loss of profit. Problems encountered most frequently by the farmers were diseases and insects.

According to the hypothesis test, general sosio-economic data of farmers were not related to any technological needs of strawberry production at the significant level of .05. However, information sources in terms of experience was related to the technological needs of strawberry production at the significant level of .05. The farmers had knowledge at high and medium levels. In addition, knowledge of farmers was related to the technological needs of strawberry production at the significant level of .05.

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