





## ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Agricultural Extension

### EXTENSION PROCESS OF DAIRY PRODUCTION IN PHATTHALUNG PROVINCE

By

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The aims of this research on extension process of dairy production in Phatthalung province were to investigate 1) personal and socioeconomic characteristics of dairy farmers, 2) the dairy farming extension process conducted by extension workers, and 3) problems and obstacles in dairy farming. The data were collected from 104 dairy farmers in four districts in Phatthalung province i.e. Muang, Kuankanun, Papayom and Kaochaison. The data were gathered by using interview schedules and processed through Statistical Package for the Social Sciences, SPSS/PC

The findings revealed that the respondents were 42 years old on average. Most of them had completed primary education. Each household had 4-5 people and an average family farm labour was 2 persons. The respondents had an average monthly income of 8,315.38 Baht. They have engaged in dairy farming for 8 years and had an average of 10 dairy cows. Their yearly contact with extension agents was 4-12 times, and their attendance at short course training was 1-3 times a year. More than half of the respondents obtained information from neighbors and extension agents, which caused them to decide to take action while the radio played a major role in their awareness

stage; printed material played a major role in their trial stage and their final decision to adopt dairy farming was influenced by extension agents

The respondents' attitudes towards the roles of extension agents were at a moderate level and those towards the extension agents' working were very good; this means that the extension agents were responsible for their jobs.

For problems and obstacles concerning dairy farming, more than half of the respondents had problems of relationships with extension agents. They had a moderate level of problems concerning dairy cattle, high prices of rations and construction materials, and inability to choose sires

The respondents' needs in dairy farming ranking from the highest to the lowest were as follows: 1) strong and healthy dairy cattle provided by extension agents; 2) cattle appropriate to environments; 3) dairy cattle of reasonable prices; 4) dairy cows of good breeds; 5) practical knowledge of health care; 6) sanitary housing; 7) free services of physical examination at 45 days after calving; 8) grouping cattle in different houses according to their sizes and ages; 9) selling milk at higher prices; and 10) regular services of preventive vaccination