TABLE OF CONTENTS

	Page
Acknowledgement	iii
Abstract	v
Thai Abstract	viii
Table of Contents	xi
List of Figures	xvii
List of Appendix Tables	xix
Abbreviation	xx
CHAPTER I INTRODUCTION	
	1
1.1 Background	1
1.2 Strawberry varieties	3
1.2.1 Phraradchatan 16 Variety	4
1.2.2 Phraradchatan 20 Variety	5
1.2.3 Phraradchatan 50 Variety	5
1.2.4 Phraradchatan 70 Variety	5
1.2.5 Selva Variety	6
1.3 Rationale	6
1.4 Objectives of the study	7
1.5 Usefulness of the study	8

CHARPTER II RESEARCH METHODS

2.1 The development of Biotechnology	9
2.2 Concept and definition of project impact assessment	10
2.3 Purpose of impact study	11
2.4 The method of impact study	12
2.4.1 Comparison with and without approaches	12
2.4.2 Economic surplus	12
2.4.3 Estimating hedonic price	13
2.4.4 Budget analysis and profitability	14
CHAPTER III METHODOLOGY	
3.1 Scope and limitation of the study	16
3.2 Conceptual framework	16
3.3 Data collection	18
3.3.1 Primary data	18
3.3.1.1 Farmers survey	18
3.3.1.2 Consumers survey	20
3.3.1.3 Processors and Exporters survey	20
3.3.1.4 Strawberry qualities and residual	21
3.3.1.5 Residue measuring	22
3.3.2 Secondary data	22
3.4 Data analysis	22

3.4.1 Descriptive analysis	24
3.4.2 The farmer surplus approach	24
3.4.3 Budget analysis	27
3.4.4 Hedonic price equation function	28
CHAPTER IV THE HARACTERISTICS OF THE STUDY SITES	
4.1 Background of CSPUCS project	29
4.2 The characteristics of promoted sites within CSPUCS project	32
4.2.1 The Intanon Royal Project	32
4.2.2 The Huai Nam Rin Royal Project	33
4.2.3 The Ang Khang Royal project	34
4.3 The household characteristics of the study sites	34
4.3.1 The farmers growing strawberries	34
4.3.1.1 Household components	34
4.3.1.2 Land tenure and land ownership	37
4.3.1.3 Debt condition	38
4.3.1.4 Farming activities and cropping patterns	39
4.3.1.5 Household income	44
4.3.2 The farmers producing runners	45
4.3.2.1 Household components	45
4.3.2.2 Land tenure and land ownership	47
4.3.2.3 Debt condition	47
4.3,2.4 Farming activities and cropping patterns	48

	49
ON SYSTEMS OF THE NORMA	L AND
	50
	50
g VFS and NS in cultivation period	51
roduction	52
	53
	54
56 ⁷ .	56
	57
5	58
	58
	59
	59
	60
	61
ction	61
	62
	62
	63
	y VFS and NS in cultivation period oduction

64

5.3.2.4 Fertilizer application

7.1.1 Chemical use and food safety	94
7.1.2 Labor use	97
7.1.3 Farmers' health	101
7.4 Consumer pereference	102
7.4.1 The consumer preference in the taste of strawberry	103
7.4.2 The consumer preference in color of skin	104
7.4.3 The consumer preference in the size of strawberr	104
7.4.4 The consumer preference in the shape of strawberry	106
7.4.5 The consumer preference in the fragrance of strawberry	107
CHAPTER VIII CONCLUSION AND SUGGESTIONG	
REFERENCS	119
APPENDICES	123
CURRICULUM VITAE	124

LIST OF TABLES

Table Page

- Table 4.1. Production of strawberry plants from tissue culture technique in 1996/97
- Table 4.2. Extension areas of runner production from tissue cultured plants.
- Table 4.3. Demographic information of the farmers growing strawberries.
- Table 4.4. Land tenure and land holding of the farmers growing the strawberries.
- Table 4.5. Source of credit of the farmers growing the strawberries
- Table 4.6 Household income of the farmers growing the strawberries.
- Table 4.7. Demographic information of the farmers producing the runners
- Table 4.8. Sources of income of the farmers producing runners.
- Table 5.1 The percentage of damage strawberry plants
- Table 5.2. Spacing patterns used by the farmer using VFS
- Table 5.3. Spacing patterns used by the farmer using NS
- Table 5.4. Each fertilizer type applied in pre-planting period by percentage.
- Table 5.5. The production yield of strawberry using VFS
- Table 5.6. The production yields of strawberry using NS
- Table 5.7. Average of crown division per a mother plant in each variety both VFS and NS.
- Table 5.8. The frequencies of fertilizer application in VFS and NS

Table 5.9. The methods of fertilizer application for runner production.

Table 5.10. Chemical use in the runner production of VFS and NS



LIST OF FIGURE

Figure

Figure 3.1 Research framework

Figure 3.2 Analytical Framework

Figure 4.1. The production process of virus-free runners

Figure 4.2 Cropping pattern of the farmers growing strawberry in Sameong district

Figure 4.3 Cropping pattern of the farmers growing strawberry in Fang District

Figure 4.4 Cropping pattern of the farmer growing strawberry in Mae Rim

Figure 4.5 Cropping pattern of the farmer growing strawberry in Mae Sai

Figure 7.1 Shapes of strawberry

ABBREVIATIONS

BAAC = Bank for Agriculture and Agricultural Cooperatives

BIOTEC = Nation Center for Genetic Engineering and Biotechnology

CSPUCS = Commercial Strawberry Production by Using Certified Seedlings

NS = Normal system

P16 = Phraradchatan 16 variety

P20 = Phraradchatan 20 variety

P50 = Phraradchatan 50 variety

P70 = Phraradchatan 70 variety

RNS = Runner Production in the Normal System

RPF = The Royal Project Foundation

RVFS = Runner Production in the Virus-Free System

SNS = Strawberry Production in the Normal System

SVFS = Strawberry Production in the Virus-Free System

VFS = Virus-free system