



ที่มีความสำคัญรองลงไปใกล้เคียงกัน ได้แก่ ช่วงใกล้วันตรุษจีน ปริมาณผลผลิตในสวนตัวเอง และคุณภาพของส้มไทยในช่วงนั้นๆ และช่วงเวลาที่สำคัญที่สุดในการตัดสินใจจัดการผลผลิตส้ม ได้แก่ ช่วงก่อนผลส้มสุก ยังมีช่วงเวลาที่สำคัญที่สุดในการตัดสินใจที่มีความสำคัญรองลงไปใกล้เคียงกัน ได้แก่ ช่วงผลส้มเริ่มออกดอก และในช่วงระหว่างการเก็บเกี่ยว



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

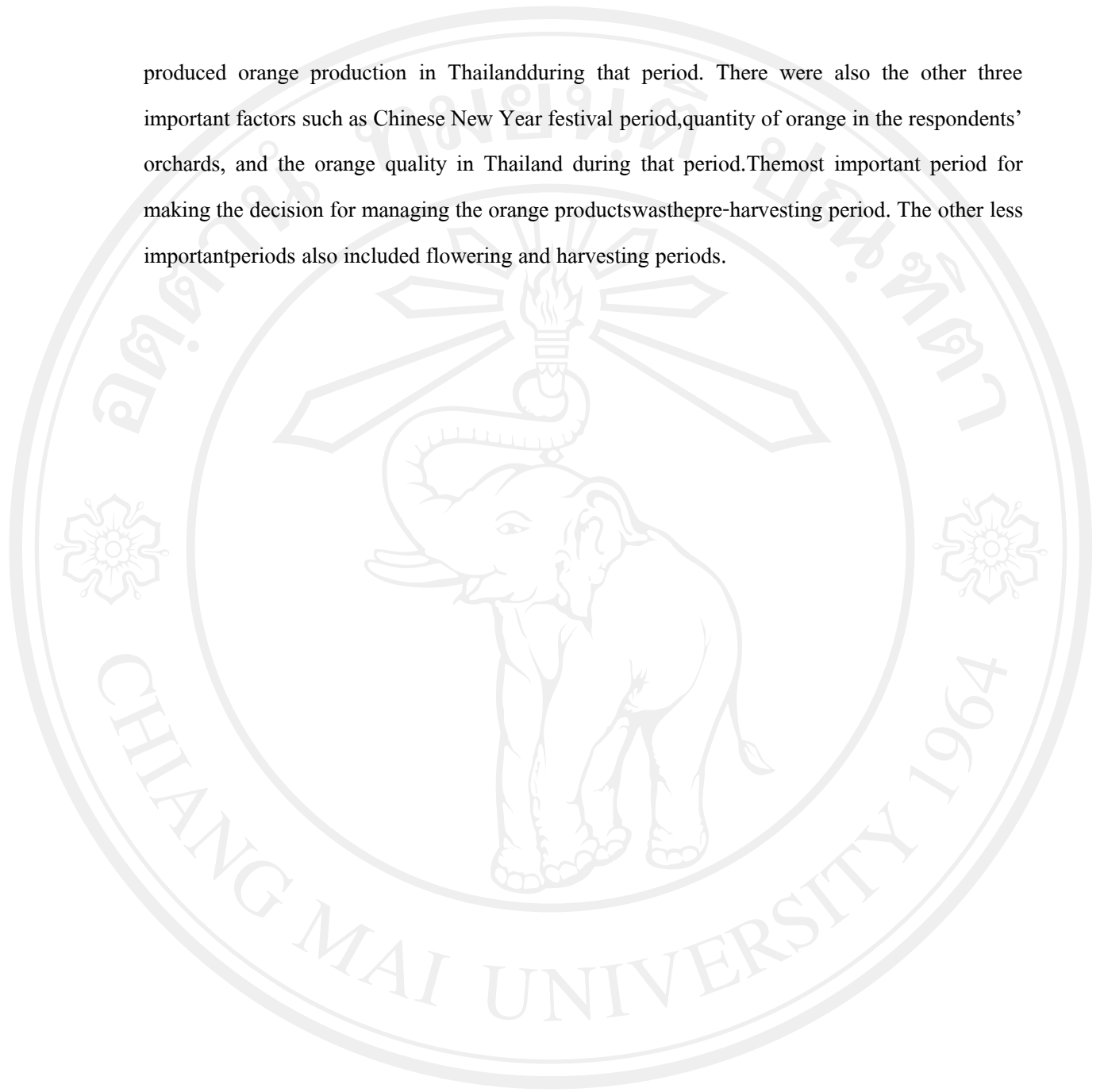
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<b>Independent Study Title</b>	Managing Direction of “Sainampueng” Orange Production Under the Fluctuated Price of Orchard Farmers at Fang District, Chiang Mai Province
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### ABSTRACT

This independent study aimed to investigate the managing direction of “Sainampueng” orange under the fluctuated price of orchard farmers at Fang district, Chiang Mai province. The management of orange fruits product during 2006-2010 were enquired from 10 orange orchard farmers who had 20-50 rais of “Sainampueng” orange orchards based on in-depth interview. These orchards harvested orange fruits for more than five years. It was found that all orchard farmers produced both in-season and off-season orange fruit while the former was in a greater quantity. In term of the in-season management of orange fruits during five years production, there were six farmers who employed wholesaling practice which resulted in the relatively low price. Other orchard farmers utilized combination management methods such as immediate selling after harvesting, harvesting and then waxing prior to immediate selling, and cold storage prior to waxing before selling. There were five farmers who adopted the last method since 2010. For the out off-season management of orange fruits, the same six farmers still used the same method of wholesaling in comparison to the others who employed combination methods. Since 2006, three orchard farmers started to use cold storage and then waxing before selling. In term of the reasons for ranking the priority of orange fruit management method, the lacking of knowledge regarding other new management method was the first reason. This was followed by the demand to distribute the risk and inadequate funding for utilizing other management methods. The most important factor for making decision for orange fruit management was the amount of

produced orange production in Thailand during that period. There were also the other three important factors such as Chinese New Year festival period, quantity of orange in the respondents' orchards, and the orange quality in Thailand during that period. The most important period for making the decision for managing the orange products was the pre-harvesting period. The other less important periods also included flowering and harvesting periods.



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