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**Production and Marketing Situation of Cassava: A Case Study of  
Nakhon Ratchasima**

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**Abstract**

The study investigate the production and maketing situation of cassava in Nakhon Ratchasima. The subjects were divided into 3-target groups. There were 250 cassava farmers, 26 cassava middlemen, and 14 cassava processing industries. They were interviewed by using questionnaires to obtain the primary data. Secondary data came from many documents of related organizations. The methodology of the study used linear regression equations and descriptive methods. The results of the study showed that cassava farmers have limited planted areas, lower yields per rai and high costs. Unpredictable climate was an important factor in production. At present, farmers have more alternatives for the distribution of their products and know the main criteria for the calculation of cassava prices from the quantity of starches in the cassava, but they cannot set basic prices for cassava. The factors which affected the quantity of cassava production (supply) are the number of harvesting areas, and the farm prices of cassava for the previous year. Factors affecting the demand for cassava are farm prices of cassava and the price of cassava products. Trends for cassava demand will increase while the production of cassava will decrease, resulted in a lack of cassava for use as raw material for cassava processing industries. So, the processors will have a competitive market. This will have a positive effect on cassava prices. Cassava farmers and cassava processors should develop technology for production, which can increase both efficiency and effectiveness in the production process. Thus, cassava will become more competitive when there are changes in the market.

*Keywords: Cassava; Nakhon Ratchasima; Production; Marketing*