

## Knowledge and Implementation of Markting Practices of Tomato Farmers in Louxer Governorate

Mohamed Fawzy Salman Abdel Salam      Hassan Abdelaaty Mohamed

Agricultural Extension and Rural Sociology, Faculty of Agriculture, Al-Zhar University, Assuit, Egypt

E-mail address: mohamedabdel salam.4919@azhar.edu.eg

### ABSTRACT

This research mainly aimed to identify the knowledge and implementation of Tomato producers with markteing practices for the production. The extent to which these practices are implemented, identify the problems that hinder their implementation of those practices from their point of view, and determine the correlation between the respondents' knowledge and implementation of farmer respondents of marking practices for tomato crop and between the independent variables studied.

The field research was conducted on a random sample of the producers of the tomato crop in Louxer governorate that sample reached 120 farmers, and marking practices for the tomato crop were identified through the practices mentioned by agriculture for horticultural crops, and the Arab Organization for Agricultural Development. This step resulted in the identification of thirty-six practices. Field research data were collected during the period from march/2020 AD through a personal interview using a questionnaire form prepared specifically for this purpose.

The tables were used to display the data, and used in their analysis, frequencies, percentages, and the correlation coefficient of ranks, Kendal, to find the correlation between the respondents' knowledge and implementation of marking practices for tomato crop and the independent variables studied.

**The results of the field research indicated many important results, including:**

- The high percentages of respondents were indicate to knowledge of the marketing practices of the tomato crop of three processes: sorting and grading 97.5%, fruit gathering 77.3%, and packing 73.3%, while their level of knowledge was low in the practices of Marketing of the storage process at rates of 87.5%.
- The implementation level of the respondents increased in the marketing practices of only three agricultural operations of tomato harvest, which are: sorting and grading 97.5%, fruit gathering, and packing 64.2%, while their implementation of the marketing practices related to the storage process was low at rates of 96.0%.

- The respondents' dependence on informal personal sources to obtain marketing information, such as: other farmers 81.7%, neighbors and friends 87.5%, while high percentages of respondents 60.8% indicated that they do not depend on an agricultural agent as a source of marketing information.
- The respondents pointed out four problems of high rates that hinder the marketing of the tomato crop, which are: market distances from production places 100.0%, lack of storage capacity 99.2%, poor transportation network 96.7%, and lack of technical support 85.0 %.
- There is a direct correlation between respondents' knowledge and implementation of marketing practices for tomato crops and between the educational status, and agricultural land having at significant levels 0,01 and 0,05.

Through the findings of this research, it was possible to come up with a number of important recommendations, the most important of which is the need to plan agricultural extension programs to develop knowledge and skills related to marketing practices and focus on storage practices, signs of ripeness, and crop transfer.