

Farmers' Knowledge and Application Gap for Production and Marketing Citrus Fruits at El Nubaria Area

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Abstract

The research was conducted to identify the degree of respondents' knowledge and implementation in terms of the technical recommendations in the field of production and marketing citrus fruits, to recognize respondents' knowledge and application gap concerning the technical recommendations on the production and marketing citrus fruits, define the relationship between respondents' knowledge and implementation in terms of the technical recommendations on producing and marketing citrus fruits, and the studied independent variables and to get know the respondents' point of view toward the most crucial problems they are facing in the field of production and marketing citrus fruits at El Nubaria Area.

A randomized systematic sample of 240 respondents was selected using Kreg & Morgan with 37 % of the total sample, data were collected via personal interviews for respondents using a questionnaire form, to present the data, Table Replicates, the Percentage, the Mathematical Mean, Standard Deviation and Simple Correlation Coefficient, Step Wise method and Hypotheses tests were used.

The study concluded the following important results:

- 1- 26.7 % of respondents had high level of knowledge toward the technical recommendation on production and marketing citrus fruits, 32.9% of respondents had moderated level of knowledge, whereas 40.4 % of respondents had low level of knowledge toward the production and marketing citrus fruits. The gap size of farmers' knowledge level concerning the technical recommendations of production and marketing citrus fruits (dependent variable) reached around 34.2 %.
- 2- There was six (6) independent variables from the total studied independent variables explaining around 64.6 % of the variation of respondents' knowledge to the technical recommendations of production and marketing citrus fruits i.e. years of education, non-official social participation, agricultural holding area grown with Citrus crop, preparedness to change, the total agricultural holding area and years of experience in growing Citrus crop.
- 3- Results showed that 20 % of respondents had low implementation level to the technical recommendations on production and marketing Citrus fruits, 39.6 of respondents had high implementation level, whereas 40.4% had

moderate implementation level, it turned out the gap size related to respondents' implementation level to the technical recommendations on Citrus fruits reached around 52 %.

- 4- There was five (5) independent variables from the total studied independent variables explain around 29.6 % of the variation of respondents' implementation level to the technical recommendations on production and marketing Citrus fruits i.e. the total agricultural holding area, preparedness to change, years of education, official social participation and availability of extension service.