Comparative Analysis of Current and Favorable Goals of Extension System of Sustainable Water Resources Management for Date Palm Growers in Khuzestan Province

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Iran is one of the most arid and semiarid countries in the world and water resources are more restrictive than the global average. Agriculture by using more than 70 percent of all water resources is the predominant consumer of water that has played a major role in feeding people. Date palm is the most important horticultural crops in Khuzestan province that has strategic value in the region and in the country's food security and exports. The reduction in rainfall in recent years and reducing agricultural water resources in this region has caused problems for date palm growers. Due to limited water resources quality and quantity, it is necessary to reform strategies and technologies to increase water use efficiency. To obtain this goal, agricultural extension systems as a training and notification mechanism can play a key role to timely notification and enhance managerial ability of farmers. Nowadays, it is certain that agricultural extension will be effective, when it be operating within a system. The main elements of extension system are goals, target groups, methods, organizations, professionals and the arrangements. Studies showed that traditional extension system have not been sufficiently effective in water resources management extension. The purpose of this research was identifying favorable goals of water resources management extension system for date palm growers in Khuzestan province of Iran. The population of experts in this study are included all agricultural extension experts (N=130) of agricultural-Jihad Organization and the agricultural-Jihad management of Khuzestan Province. A survey study was applied as a methodology of research work. Data were collected using a structured questionnaire. For determining the validity of questionnaire, the face and content validity was used. Cronbach's alpha was used to measure reliability of the instrument which was showed the instrument reliability. The results of this study indicated favorable goals of water resources management extension system for date palm growers in Khuzestan province that are respectively Increased awareness of the amount of water needed for Date Palm growers, in various stages of growth, enhance public awareness in the field of efficient use of agricultural water in Date palm growers, entrepreneurial spirit, innovation and empowerment of the professional producers of dates about the water resource management.

Key Words: Favorable goals, Water Resources Management, Date palm growers