



Watermelon farmer's attitude and behaviour towards sustainable agriculture in Joveyn County

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The main purpose of this study was to investigate Attitude and behavior of Watermelon farmer towards sustainable agriculture. The statistical population of the study was farmers who Cultivation watermelon of Jovein County in Khorasan Razavi province in 2011-2012 Crop year. The sample included 200 farmer using Cochran table for sample size. Data were gathered through Likert- type Scale to measure attitude and behavior towards sustainable agriculture... Validity was confirmed. Cronbach alpha was calculated to measure reliability of items of questionnaire ($\alpha = 0.89 - 0.87$) which showed a highly satisfactory level of consistency. Data were analyzed using SPSS version 21. Results showed that farmers had a positive attitude towards sustainable agriculture. Also, results indicated that farmers had a negative behavior towards sustainable agriculture. It was found that, Distance to service center, Number of household members, back background of Cultivation of Watermelon have Negative correlation with attitude towards sustainable agriculture. Also, Results showed that Distance to service center has positive correlation with behavior. Abstracts for presentations of papers and convening of discussion panels should be between 200 and 350 words and should include introduction/ justification of the paper, purpose, theoretical framework/ methodology, results, conclusion and implications. Please use Times New Roman 10 regular font with single space.

Key Words: Behavior, attitude, sustainable agriculture