



Investigating Factors Affecting Attitude of Paddy Growers Towards Organic Farming In Mazandaran Province in Iran

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The main purpose of this study was to investigate Factors Affecting the attitude of paddy growers towards organic farming in Mazandaran province in Iran. The present research is applicable and is in descriptive – correlation manner. The main source of data for the study was a questionnaire and its validity was examined by a panel of Agricultural Extension and Education professors. Its reliability coefficient using Cronbach alpha coefficient for different scales was between 0.75 and 0.85 percent in SPSS software. The target population of study was the paddy growers of Mazandaran province. (n=208839). The first stage of sampling was conducted using cluster random sampling and in the second stage, samples were selected by stratified method. According to Morgan's table, 384 samples were selected from paddy growers, then questionnaires were distributed among them, 335 people completed and returned the questionnaires. The results showed that attitude of paddy growers was at good level. The results also demonstrated that there are a significant relationship between educational factors, social factors, gender, main occupation of respondent and attitude toward organic farming and between age and number of family members at 1% and 5% levels, respectively. And there is a negative significant correlation between amounts of respondent's income at 1% level. Stepwise multiple regression results showed that educational factors and age of people explained the 11.7 percent of attitude variations toward agriculture.

Keywords: organic farming, attitude