



Factors Influencing the Communication of Agricultural Research Findings in Mazandaran Province: Case of Orumieh-205 tobacco Variety

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For many years, the Basmal78-2 variety is cultivated in Mazandaran province. In recent years drought, reduced yield and decline of revenue per hectare it increased necessity to introduce new varieties. Based on optimal quality and quantity performance indicators, uremia 205 variety seems suitable for cultivation in tobacco cultivation area in Mazandaran. This research aimed to introduce the Orumieh-205 variety and feedback reactions of tobacco growers about this new variety. This research was conducted through case study methodology in tobacco cultivation areas of Mazandaran province. A questionnaire was used to collect data. Statistical population of this study was included of all tobacco growers of Behshahr County in Mazandaran province. Research findings showed that three variables, including suitability of variety to economic, social and geographic conditions of tobacco growers, effectiveness of extension agents function, and role of tobacco growers model as technical leader explained 26% variation of adoption innovation as dependent variable. Also, findings of research indicated a positive significant correlation among support of Tobacco Company, interest of women tobacco growers, accessibility of facilities equipment's and demonstration farms variables with adoption of Orumieh205 variety.

Key word: Adoption of innovation, uremia 205 tobacco variety diffusion, Case study, Tobacco growers