

## **Analyzing the Barriers of Adoption of Integrated Production and Protection Crops Management Strategy Technologies of Horticultural Crops Based on Points of View of the Isfahan Province Greenhouse owners**

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The Integrated Production and Protection Management Strategy, with purpose of safe production, now, is an operational strategy to achieve goals of sustainable agriculture as well as this approach will increase production and sustaining the land. This study aims to analyze hampering factors in proceeding integrated production and protection management strategy among greenhouse owners in Isfahan province. Data were gathered by questionnaires from farmers. The content and face validity of the instrument was specified by Faculty members of agricultural extension and education in Tarbiat Modares University. Cronbach's Alpha coefficient Value of questionnaire was 0.82 percent. Population of greenhouse owners were 160 people which by performing proportional stratified sampling random method, 113 greenhouse owners were chosen as samples for the study and for the purpose of determining the sample size. 103 questionnaires were eventually collected and analyzed by SPSS software (n=103). Results of factor analysis revealed that the factors such as: Financial, Educational, Planning and Lawful - Support were barriers of adoption of IPPM technologies that these factors could be explained in total, 70.52 percent of total variance.

**Key Words:** Integrated Production Management, Protection of Crops, Adoption, Greenhouse Owners, Horticultural Crops