



## **Evaluation the Extension Facilities of Public and Private Center for Improving the Interactional Communication Farmers and Extension Workers in the Process of Agriculture Sustainable Development “Case Study: Mashhad city.”**

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Recognizing the potential of the agricultural sector, proper planning, proper management and security requirements can be achieved objectives in developing the sector. This part face with the natural and technical obstacles that by implementation of existing resources and the proper policies and procedures to eliminate or reduce barriers and bottlenecks can be achieved to objectives and quality of the agricultural sector accelerated the process. The present paper aims at understanding the extension facilities of public and private sector and their impact on the improvement of wheat farmer in connection with the review, development and modernization of the agricultural extension system. Agricultural research survey was conducted in scale method in Mashhad city. Wheat crop year 89-90 students per 12257 populations have formed. The sample size was calculated by the formula  $n=150$  Cochran. For cluster sampling was used to select the research sample. Assessed by a validated questionnaire which Ian by 5 specialists to promote and reliability by calculating Cronbach's alpha coefficient was confirmed and (0/955 to 0/613), was carried out. The results concerning the effect “extension of facilities, public and private” on the qualitative and quantitative development advocates communication with wheat indicate that the average effect of the various methods studied in the limit “Large” is (7/9125 of 10). Variable “extension facilities of public centers” has a significant positive correlation with “rate of extensional communications” and variable “extension facilities of private centers” and “rate of extensional communications” correlated is significant. The main recommendations for the improvement of facilities and promotion of public and private extensional centers include: design and research projects- promoting cooperation with wheat farmers, planning to increase contacts with extension units co-promotes with the socio- economic development of the region (schools, health units, etc.), access continuous increase of advocates to electronic educational equipment (computers, Internet, etc.), provide enhanced opportunities to visit farmers from advanced farms, use capable and efficient advocates in extensional units, and advocates access to audiovisual equipment good visual.

**Keywords:** Extension Facilities, Public, Private, Extensional Communication, Wheat Farmers (wheat producer), Agricultural extension agents