

Impact of farmers training In realization of sustainable development Case Study in city of Natanz

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Agricultural training and promoting programs and training appropriate skills to rural that are designed and implemented consistent with the needs and special requirements of rural, will be key factors for sustainable rural development and will be integral part of the overall development process. Many studies have shown that conventional farming systems by indiscriminate use of chemical inputs, not only have damaged natural resources but also its wastes destruct the environment. Promoting agriculture aims to positive changes in information, skills, insights and attitudes of farmers towards protecting the environment. Obviously, in this process, farmers and especially rural will be considered as main audiences for promotional programs. This applied research has been done to explore the role of agricultural promotion in increasing participation of rural in the sustainable development by descriptive- survey at the city of Natanz. The statistical population of and the sample size was determined people based on Morgan table. Sampling method was random that was proportional to size. The data collection instrument was a questionnaire that its validity was confirmed by obtaining Specialists and Teachers of Agriculture opinions. . Reliability coefficient of questionnaire was obtained using SPSS software and Excel programs for different sectors, indicating the suitability of the research tool. Results have shown that Farmers among training methods of promotion, have benefited from contacting with agricultural promoters, most farmers have expressed that promotional magazine content is consistent with their needs and promotional and educational materials in the classroom have been understandable for them. Results of correlation tests showed that there is significant relationship between rural farmers' incentives to participate in sustainable rural development and education variables, participate in educational promoting activities, barriers to participation and attend training classes of promotion.

Keywords: sustainable development, organic farming, agriculture training