

Analysis of effectiveness of Plant Clinics extensional activities on the acceptance of IPM by growers in the south Khorasan province in crop year 91-92

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For nearly a decade, Plant clinics, started its activities in Iran with the goal of creating a suitable situation for knowledge based integrated pest management of technology transfer and also in order to empowerment of private promote in the extension of agricultural plant protection. The effectiveness of extensional activities of these centers, requires knowledge of the effect of internal and external factors governing them, particularly in view of farmers referred to these centers. Therefore, this study aimed to analyze the effectiveness of extensional activities of the South Khorasan Province Plant Clinic, in developing integrated pest management from the perspective of producers of horticultural products. This study is a part of descriptive and correlational researches which is done as a survey. The study consisted of 172 items to investigate the factors influencing the effectiveness of extensional activities clinic such as the characteristics of beneficiaries , the amount of communication with clinics, the attitude of farmers towards the impact of extent, functional , structural , operational and support mechanisms governing clinic. Cronbach's alpha coefficient for this scale was calculated with implementation of a pilot study. The survey involves agricultural producers of horticultural products in 92-91, have been referred to the centers at least once a year. The volume of sample obtains from stratified random sampling method using Cochran's formula with (n = 160), respectively. Qualitative assessment of Respondents' attitudes showed that 53 percent of them, evaluated the effectiveness of clinical activities in moderately and poorly. Also based on the results of tests of compare independent variables, including marital status, selected as a best farmer, location of respondents, education, water resource use, garden products, target pests, integrated and non-chemical control methods which used, clinic services, irrigation systems and the way to supplies consumed poison, with effectiveness of promotional activities clinic variable, there was significant difference between them. Analyzing the results of stepwise regression analysis showed that the independent variables , attitude towards the exploitation and utilization of basic IPM training in the clinics has the most significant and positive impact on the effectiveness of extensional activities of Plant Protection clinics.

Keywords: effectiveness, advisory activities, Plant Clinic, pest management, attitude