



The role of Consulting Services in development and promotion of organic farming

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Currently the market for organic products at international level is witnessing a high growth and a trading volume more than 55 billion dollar per year and on the other hand latent demand for organic products in past year has been approximately around 48.5 billion dollars. Therefore, organic products are considered to be a potential and profitable market and considering the growing trend, demand for this type of products has increased. Hence, the necessity of dealing with issues such as empowerment of beneficiaries in production process of organic products, decreasing environmental pollution and risks, decreasing job losses, following professional standards and conservation of biodiversity have gain importance more than ever. In line with this, the policy makers and program planners of our country in the implementation of the provisions of the Fifth Development Plan have entrusted policy activities such as biological control of pests and plant diseases, optimal use of pesticides, Extension the use of bio-fertilizers and other activities of development and Extension of organic farming to the non-public sector (private sector). However, studies show that in spite of this extensive planning, this area is facing with some extensive and serious problems among which we can mention the rejection of organic farming from subsistence farmers, The high cost of organic farming in transition, Low area under cultivation of these crops, Consumers' lack of interest due to the high prices, the low level of educational and Extensional skills of consulting services experts and lack of experiences in them in performing the tasks related to promoting organic farming. Therefore, it is recommended to make use of the capacity and capability of the agricultural engineering and technical consulting services firms and with creating farmers fields schools in terms of Systematic field research start to empower farmers in the field of development and Extension of organic farming.

Key words: consulting services, Extension and development, organic farming