



Factors influencing on the Effectiveness of Wheat Farm Advisors from Viewpoint of Wheat Farmers in Sari Township

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The purpose of this study was to examine the effectiveness of Wheat Farm Advisors (WFA) in terms of increasing wheat farmers' technical knowledge, professional skill and improving attitude toward wheat. The target population of this study consisted of all wheat farmers who received advisory services from WFA in Sari township in farming year 2011-12 (N=4122), according to Krejcie and Morgan's table, a number of 351 people were selected using statistical sampling in a stratified randomization method (n=351). The tool of research was the questionnaire, which panel of experts had confirmed its validity, and its reliability had been reported from 0.71 to 0.92. The descriptive results of research showed that the WFA's impacts on the wheat farmers' technical knowledge, professional skill and improving attitude toward wheat were at good level. The other results of research also indicated that there was statistical relationship between some of individual, farming, participatory characteristics of wheat farmers, extension-education characteristics of WFA and the amount of activity effectiveness of WFA. The results of the bivariate regression revealed that 69.30 percent of variability for effectiveness of WFA stemmed from "wheat farmers' participatory characteristics, wheat farmers' attitude toward cultivating wheat, WFA's extension-education characteristics, and educational level of wheat farmers".

Key Words: Effectiveness, Advisory Services, Wheat Farm Advisors, Wheat Farmers, Sari Township