

Educational and Extensional Needs of Pistachio Producer's in the Rafsanjan Township

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This study was conducted to identify and prioritize extension and educational needs of Pistachio's growers in Rafsanjan Township. Research was descriptive and correlative and used survey method. Statistical population were included all membership and non-membership Pistachio growers in Rafsanjan Township. Using Cochran's formula and stratified proportional random sampling technique, 270 Pistachio growers were selected as sample. A questionnaire was used for data collection which its face validity was confirmed based on opinions of a panel of agricultural extension and education experts and its reliability was confirmed by calculating Cronbach's alpha coefficient in pre-test stage ($0.86 \leq \alpha \leq 0.94$). The results showed marketing, irrigation, planting, processing, harvest and post-harvest educational needs were at first to sixth rank, respectively. Results of mean comparison test showed that there were significant differences between educational needs mean of Pistachio producers based on their job, participating in educational training, membership in cooperative, educational level and communication level. According to the results, it is necessary to pay attention to the Pistachio producers' needs of marketing, irrigation, planting, processing, harvest and post-harvest, respectively in designing and implementing of the training programs. In addition, it is necessary to pay attention to the Pistachio producers' personal and professional characteristics in implementing training programs. In addition, it suggest to use theoretical training methods such as informal discussion, questioning and problem solving in marketing educational courses and demonstration methods in processing and post-harvest trainings.

Key Words: Education and Extension Needs, Borich's Need Assessment Model, Pistachio, Rafsanjan