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The new lands farmers' adoption for bio fertilizer on sugar beet area

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Abstract: The Research aimed to determine the level of adoption of bio fertilizers, identify the sources of information about bio fertilizer reliable growers, Identify adoption barriers from the standpoint of the growers, the relationship between adoption of bio fertilizers as a dependent variable and the studied independent variables, this research was conducted in the area of sugar beet , this region is considered as a biggest reclamation area, a random regular sample was selected using records of land tenure, it reached 309 growers, to achieve the research objectives a questionnaire was prepared, data were collected during May 2015 by personal interview. Data has been analyzed by using SPSS program, arithmetic mean, standard deviation, simple correlation coefficient, and K^2. The most important results clarified that; low credibility of growers' sources of agricultural information, most of growers refused adopting bio fertilizer in sugar beet, they represent about 85.8%, also 54.4% from the adopters belong to the low adoption category, 25% from adopters belong to the medium adoption category, and about 20.5% from adopters belong to high adoption category. This may be attributed to bio fertilizers adoption barriers which identified in lack of information available to growers, the problem represents about 96% of respondents, absence of change agents 'role in farmers' awareness of the importance of the bio fertilizers, it represents about 95% of respondents, the problem of missing field demonstration represents 90%. Data clarified significant negative relationships between degree of farmers' adoption of bio fertilizers and each of farmers' ages, and years of farm work, and positive significant relationships with degree of farmers 'education , specialty education, the degree of modernization, degree of cosmopolitan, the degree of the attitudes toward technology, degree of social participation, and degree of opinion Leadership, also there is a significant negative relationship between the bio-fertilizers adoption level and degree of complexity of the innovation, and positive significant relations with relative advantage in saving cost , time, effort ,and compatibility with previously introduced ideas, trial ability, and portability degree to transfer from person to another, it can be communicated to others .
Keywords: Farmer's adoption- Bio fertilizer- New land- Sugar beet.

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