ADOPTION TO BACKYARD POULTRY BY THE FARMERS IN MAHAWELI SYSTEM"H"

P.L.A. Senadeera, A.P.S. Fernando and Y.M. Wicramasinghe

Department of Agricultural Systems, Faculty of Agriculture, Rajarata University of Sri Lanka, Puliyankulama, Anuradhapura, Sri Lanka

Corresponding author: prageethaps@yahoo.com

At present a program has been launched by the Mahaweli Authority of Sri Lanka to develop the backyard poultry with the intention to increase household income and food security at the household level. However, the program had been launched without assessing the factors that influence successful adoption of backyard poultry by the target recipients. This can greatly influence the sustainability of the program. Therefore, assessing the factors affecting the adoption to backyard poultry by Mahaweli farmers is important for proper targeting of beneficiaries and it was the objective of this research. This study was conducted in Talawa block of Mahaweli system H using a random sample of 120 households benefited from the programme. Data were collected using a pre tested questionnaire and were analyzed with Binary Logistic Regression Model. Incidence of diseases, and predator attacks, time availability, damage to vegetable crops by backyard poultry, neighbour complaints, hygienic condition, level of education of the owner, age of the owner and awareness are the major factors examined. The Logistic Regression estimate resulted a negative significant impact of the time availability, incidence of predator attacks, level of education of the owner, age of the owner on the adoption decision whereas awareness had a positive significant impact. Therefore, the transfer of technology, looking in to the appropriateness of rearing environments (having safe poultry sheds to reduce predator attacks) those protect birds and reduce damages to crops of neighbour, the human resource characteristics of the recipient should be taken in to account before delivering the birds to sustain the programme.

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