

## **The Analysis of Information Sources Used by Pomegranate Producers in Antalya**

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**Purpose:** The acquisition, development, sharing and use of information have significant importance in agriculture. Efficiency in the flow of information and technology plays an important role in promoting agriculture development and raising the standard of living. The purpose of the study is to determine the sources of information of pomegranate producers concerning agricultural operations.

**Domain:** Agricultural and rural development in many countries depends on modern technologies and innovations developed by public research institutes and universities or imported from developed countries. Public and private organizations disseminating recent innovations to rural areas, socio-economic characteristics and information seeking behavior of farmers play important role in technology use on farms.

**Research Questions:** Past studies show that both public and private information providers have different impacts on farmers. What are the major information sources used by farmers for different farm operations (land preparation to marketing and storage) was the main aim of the study and how socio-economic characteristics are playing a role in selection of these sources.

**Data and methodology:** Data was collected using face to face interview with pomegranate producers in Aksu, Dosemealti, Manavgat and Serik districts of Antalya Province. Taking into account, views of technical staff of Provincial and District Agriculture Directorate and records from Farmer Record System; 4 districts with 55.6% of pomegranate farm area and 58.3% of production of Antalya, and villages that can represent each district in term of agriculture structure were determined. According to data obtained from records, 98 producer were selected to interview with stratified sampling method. Chi-square, frequency percentages and cross tabulation methods are used for purpose of data analysis.

**Results:** Different sources of information used by farmers at a different stage are grouped by Boz and Özçatalbaşı (2010) as traditional information sources, modern information sources and mixed. Results shows that growers tend to depend comparatively more on traditional information sources in operations like harvesting, irrigation, land preparation, and sowing techniques. Modern information sources are dominant only in information regarding marketing of product, while mixed information sources are more frequently used for pest and disease control and fertilization. Using chi-square analysis we tried to analyze the relationship between different age groups, education level and information sources. The older a grower is the more he will tend to use traditional information sources, whereas younger growers are more likely to adopt mix information sources. No relation was found between different age groups and different farm operations. Also no relation was found between education and information sources for any farm operation.

**Conclusion:** Traditional sources of information are still dominant in the study area, pomegranate growers tend to depend on their own experience, seek to get advice from neighbors/friends, family members or other farmers. Though not satisfactory, yet there is a change in the information seeking behavior of the growers. There is a need to provide more advisory and consultancy services to growers so that they can compete and meet the standard and quality of product demanded in the market. Public extension and advisory services should be demand-

driven and product focused. The marketing problems of the growers should be solved by making cooperatives which will benefit and protect small farmers too.