

THE ROLE OF AGRICULTURE EXTENSION IN IMPROVING POULTRY PRODUCTION IN KALUBIA GOVERNORATE

SUMMARY

Food security is one of the main goals of Agricultural development as it is important problem encountering the world in general and developing countries in specific including Egypt . The problem arose as a sequence of pressing increase of population accompanied by the raising consumption awareness , which led to higher demand for food causing a food gap. Scientists had pointed that filling this gap in Egypt should follow both vertical and horizontal expansion in agriculture . Of the main sources of protein that can be used to fill this gap is poultry . Agricultural Extension, aiming to increase agricultural production in the context of Rural Development is concerned with disseminating such ideas and recommendations among its audience to convince them to apply it in their farms .

In spite of the strong concern about poultry production as a source of white meat having high nutrition value , and also the increasing number of breeding batteries all over the country and Qalubia Governorate specifically, it was noticed that many projects were encumbered during the last few years . This might be due to breeders , insufficient knowledge and skills, and

unfavorable attitudes as well as the unclear role of extension in role of extension service in raising poultry production in Qualnbia Governorate through identifying breeders, knowledge and practices regarding poultry production, define their information sources of these recommendations, determine the variables that affect their knowledge and practices and the rate of its contribution in explaining the variance in production capacity, identify the problems hindering the prod the production and the main extension services breeders get in this regards .

The study aimed to :

- 1- Identify breeders' knowledge regarding Poultry Production Recommendations (PPR) .
- 2- Identify breeders' practices regarding PPR .
- 3- Determine the relationship between the breeders' knowledge degree regarding PPR and some personal, social, economic and communication variables .
- 4- Define the contribution ratio of the personal, social, economic and communicational variables correlated significantly with respondent's knowledge degree regarding PPR in explaining the total variance of this knowledge .
- 5- Determine the relationship between the breeders' practice degree regarding PPR and some personal, social, economic and communicational variables .
- 6- Define the contribution ratio of the personal, social, economic and communicational variables correlated

significantly with respondent's practice degree regarding PPR in explaining the total variance of these practices .

- 7- Identify the problems facing poultry breeders, their suggestions to solve them and the main services delivered by extension to improve poultry production .

The study took place in Banha and Toukh districts of Qalubia governorate , where four villages were selected from each district. A random sample of 150 breeders was selected representing 25% of total breeders in the selected villages (77 and 73 from Banha and Toukh districts respectively) . Data were collected by personally interviewing respondents using a pre-tested questionnaire which composed of two parts for measuring independent variables . Pearson's product moment, step wise, percentages and means were used to analyze data statistically .

The main results of the study revealed that :

- 1-Breeders' knowledge degrees regarding most PPRs were relatively high .
- 2-Breeders' practice degrees regarding most PPRs were relatively high .
- 3-Sources of breeders information about PPR were:
- 4--Extension organizations sources related to the Ministry of Agriculture and Land Reclamation (MALR) where breeders got 32.9 % of PPR .

-Extension organizations sources related to the Ministries other than MALR where breeders got 12.9 % of PPR .

-Non-governmental sources where breeders got 5.7 % of PPR .

This situation indicates that the role of extension service is not sufficiently fulfilled .

5-Breeders' knowledge degree at 0.01 level with each of : the degree of breeders' attitude towards change, the degree of breeders attitude towards extension, the degree of contacting change agent and the degree of cosmopolitanness . All these variables contributed by 28.30% in explaining the total variance in breeders' knowledge . The rate of these variables contribution were 20.97%, 5.96%, 0.95 and 0.042% sequentially .

6-Breeders practice degree regarding PPR was significantly and positively correlated at 0.01 level with each of: period of experience in breeding poultry, the degree of attitude toward extension and the degree of attitude towards change . The three variables contributed by 15.37 % in explaining the total variance in respondents degree of practice, as they contributed by 13.54% , 1.2% and 0.63 respectively .

7-Eleven problems facing breeders were mentioned rating between 98.7% regarding chicks high prices and 53.3% concerning spreading of bad varieties .

8-Twelve suggestions were proposed by respondents to improve poultry production ranged between 96.7% concerning working to improve market prices, and 54% for providing

breeders with extension bulletins and magazines of poultry production .

Some applicable results can be drawn from the study as follows:

- 1-Extension program planners and executives in the Central Administration of Agricultural Extension and the Animal Production sector of MALR would consider providing poultry breeders by PPRs and practices that the study revealed that they are still in need of in the study area and the like especially those measured under average .
- 2-Public extension should have a clear and effective role in disseminating PPRs.
- 3-Extension program planners and executive should consider the variables of : breeders' attitude toward change, breeders' attitude towards extension, the degree of contact with change agent , cosmopolitanness degree and breeders experience period in poultry breeding as these variables have high impact on breeders' knowledge and practices regarding PPR .
- 4-Research studies in future would investigate other personal and situational variables that might contribute significantly the variance in poultry breeders' knowledge and practices in the study area and the like .

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