

Determinants of Adoption Decision of Newly Improved Tea Cultivars by Tea Small Holders in Uva Region

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Tea small holding sector plays a pivotal role in the economy of Sri Lanka. Tea small holders in Uva region face some challenges caused by biotic and abiotic stresses in tea growing as the consequences of them. Therefore these issues such as fungi, bacteria, sun scorch, cold lead the low productivity and poor quality tea. Adoption of newly improved cultivars in tea sector is a vital investment to enhance the productivity and to sustain the yield stability under different environmental stress conditions. The purpose of this study is to identify the factors affecting on adoption decision of newly improved tea cultivars by tea small holders. The research was carried out in small holdings areas of Haliella, Bandarawela and Welimada divisions of Uva region. Two hundred tea smallholders were selected from 16 Tea Inspectors ranges in these divisions using cluster sampling and simple random sampling techniques. Population in each Tea Inspector range consists with separate farmer organizations called clusters. Then a simple random sample of clusters selected from the population. Probit model was used to identify the factors affecting adoption decision of newly improved tea cultivars by tea small holders. Results revealed that higher proportion (74%) of tea small holders in Uva region were to adoption of newly improved tea cultivars in their cultivations. 26% of tea small holders in Uva region did not get the adoption decision of newly improved tea cultivars. Tea small holders education, awareness and knowledge level, extension service contact, experienced with drought, membership of agricultural association, field affected by pest and deceases are the factors affecting to increase the adoption decision of newly improved tea cultivars by tea small holders. The factor of constraints to access of newly improved planting materials influences to discourage the adoption decision of newly improved tea cultivars by tea small holders.

Key words: Adoption decision, Newly improved tea cultivars, Quality and productivity of tea, Tea small holders