

**DETERMINATION OF FACTORS AFFECT ON
ADOPTABILITY OF QUALITY PRACTICES BY
VEGETABLE FARMERS**

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ABSTRACT

Vegetables play a vital role in human diet supplying valuable nutrition and vitamins required for growth, maintenance and healthiness. Concern the quality of the vegetable by vegetable growers is very important as consumers and buyers willing to pay higher price for quality vegetables. However, good quality and fresh vegetables are relatively low in vegetable market in Sri Lanka. What are the factors that affect on the adoptability of quality practices by vegetable growers was the main objective of study. Two hundred vegetable farmers were selected by using simple random sampling method from Balangoda and Embilipitiya areas and data were collected using questionnaire and direct interview method. Descriptive Statistics and multiple linear regressions were used to analyze the data by using Minitab 15, statistical software. According to the results, income generated from vegetable cultivation, level of education, extension contacts, media contacts, awareness on quality parameters, severe pest and disease problems, government subsidies, packing and storage facilities, cost of production, attitude towards quality practices are significant factors that affect on adoptability of quality practices by vegetable farmers. As well, there is association between income generated from vegetable cultivation and adoptability of quality practices by vegetable farmers.

Key Words: Vegetable, Quality, Consumer, Adoptability, Farmer