

**A STUDY ON ADOPTION FOR RAINFOREST
ALLIANCE PRACTICES BY TEA SMALL HOLDERS
IN RATHNAPURA DISTRICT**

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ABSTRACT

Tea is a very important beverage crop in world and it is a sector where Sri Lanka can take a lot of pride. Even though, higher economic contribution generated from the tea small holder sector than the estate sector towards the country's tea production, sufficient attention has not been paid to recommended sustainable agricultural practices about tea. Although Sustainable Agriculture Standard and Rainforest Alliance are fostered by other countries in the world for different crops, this concept is not much better rooted in Sri Lanka. There is no clear idea about main principles come under standard and not knows about the benefits of the standard can be figure out as the root cause for who still not familiarize to this one while some of the tea estates currently switching to this concept of Rainforest Alliance.

This study was carried out to assess the willingness to adopt for Sustainable Agriculture Standard and Rainforest Alliance practices by tea small holders and the factors affect to the adoption level. A questionnaire base survey was carried out to collect the data from random sample of 100 tea small holders in four sub divisional areas in Ratnapura district. Descriptive statistical analyze method was used to determine the status of adoption of Rainforest Alliance practices while Multiple Linear Regression method was used to find out the relationship between the level of adoption and other explanatory variables.

According to the descriptive statistics, awareness about Rainforest Alliance practices in tea small holders of Rathnapura district was 31 %. Also according to the "Confident Interval Method" 45 % of small holders showed low level of adoption and 19 % showed medium level of adoption while 36 % was showing high level of adoption.

Results revealed that the adoption of recommended practices on Rainforest Alliance of tea small holders was significantly determine by the monthly income of the tea small holder, education level of the small holder, extent of the land, land ownership type (owned land) and attitudes of the advisory services.

Key Words: Rainforest Alliance, Adoption, Awareness, Tea Small Holders