SHORT COMMUNICATION:
INFLUENCE OF EXTENSION METHODS OF CONTACT ON ADOPTION OF
IMPROVED SORGHUM SEEDS AT JEBEL MARRA PROJECT

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ABSTRACT
This study was conducted in Jebel Mara Rural Development Project Western
Darfur State, Sudan in December 2003. The main objective of the study is to assess
the influence of some extension methods of contact on farmers to adopt the
recommended improved sorghum seeds. A sample of (168) farmers are selected by
stratified random method from three extension centers namely Garsila, Dankuch
and Nyretse center. A questionnaire consisting of three sets of questions is
developed. Participation of farmers in extension meetings and in demonstration
field and frequency of extension agent visit to farmers’ field are considered as
independent variables, while adoption of recommended improved sorghum seeds
represented the dependent variable.

Field personal interviews are used to collect the data. The questionnaire is
conducted between 2-28Dec. 2003. The result revealed that adoption of improved
sorghum seeds is significantly dependent on farmers participating in demonstration
fields, and in extension meetings and frequency of extension agent visit to farmers
field. It is recommended that reasonable number of extension agents should be
trained for effective messages to become available to vast majority of farmers in
the project, continuation of the project activities to increase the rate of adoption of
sorghum technical packages and consequently to improve their productivity and
their income.

ملخص:
غشت هذه الدراسة تحديد مدى تأثير بعض الطرق الإرشادية التي تستخدم في العمل
الإرشادي الزراعي في مشروع جبل مرعى للتنمية الزراعية على تبني الزراعين لبذرة النورة للمحاصيل. تضمنت
الدراسة المتغيرات ذات العلاقة الإرشادية للمزارعين في الاجتماعات الإرشادية، ومتفرقة نمو النبات في الحقول
الإيضاحية، وزارة الزراعة الزراعي لحول النورة. في حين يمثل تبني الزراع لبذرة النورة المحاصيل التقدير

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