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SUMMARY

Farmer's Will as A Determinant of Novel Behavioral Pattern: a Study in Fighting the Fruit Fly in Bustan Area

Mohamed Omr El- Tonoby, Soheir Mohamed Azmy, ElSawy Mohamed Anwer, Mohamed Wajih El- Sawi

The horizontal expansion reclamation of new land added to the land of the valley and delta one of the most important agricultural development hubs in Egypt, because of its great importance in facing a lot of problems of overpopulation, and high unemployment rates among young people. In addition to the fact that land is a new horizon for expansion in agriculture economic value by exporting crops and increasing the proportion of the contribution of the agricultural sector in the gross national product. An example of the spread of citrus cultivated crops in the new land, and is characterized by high production high quality and characteristics desired in the domestic and global market.

As the growers of citrus in the new land differ in their behavioral patterns between traditional and novel in solving many of the problems they face, including crops infected by the fruit fly, which caused them heavy losses not only in the quantity of production, but the possibility of marketing as well, affecting negatively on the economic drive revenue. For this reason, researching the problem has been focusing on the will levels of specific behavioral pattern regenerative with citrus growers in the new territories in the fight against fruit flies in Al-Bustan area, NUBAREYA.

The research findings have resulted in the existence of relations correlation significant at the probability level (0.01) between the constituent aspects of the level of the specific behavior will and between each other, and of ((Knowledge farmers respondents level, the extent of their conviction with some knowledge, the level of skill in the application of some of the practices, the extent of their attachment to the application of these practices, whether traditional or novel)) in connection with the fight against fruit flies in citrus crops, including refers to the need to deal with those aspects of a total package, and one at the planning and preparation for the implementation of extension programs, this On the other hand, the need to focus on the personal characteristics of the growers that can be driving them towards the change and supporting it, especially those that proved significant relationship between them and the behavioral aspects of the will at the level of potential (0.01), (0.05), and then the integrated agricultural extension programs- which carry goals, make package changes in constituent behavioral will aspects of growers with a focus on some of the characteristics of personal support for the change- can be a more successful message reliable extension in achieving this philosophy aimed at raising will levels set to choose the style regenerative behavior in various fields, including the fight against fruit flies in citrus crops., which can also be generalized to other areas.