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-"Extension and Communication" available on line at:
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SUMMARY

Knowledge of the Rural Leaders Related to the Agriculture Policy in Some Villages at Beheira and Gharbia Governorates

Elsawy Mohamed Anwar Elsayy, Safaa Ahmed Fahem El.bindary

The agricultural sector is one of the leading sectors, which has a clear role in applying the economic reform policies. The overall objectives of the recent agricultural development strategy in are: to achieve a high standard of living of the rural population, the achievement of social justice, increasing agricultural productivity and support the competitiveness of agricultural products. As the agricultural policy includes a range of programs of construction and reform to ensure the optimal use of resources and achieve a balance between the interests of the individual and the community, leading to the achievement of economic and social well-being. The message of agriculture extension stands as one of the mechanisms to achieve the targets of agricultural development and its various agricultural polices. Subsequently the role of local leaders appears as rural base for the success of the extension work in achieving the objectives of the agriculture policy.

From what mentioned above, we can clearly touch the importance of the main adjective of this study which try to identify the level of knowledge of the local rural leaders about the agricultural policy objectives and their role in its diffusion among the farmers in their communities.

The research was conducted on a random sample of 120 leader, represent 50 percent of the total rural local leaders who agricultural extension agents depend on them for planning and implementation of extension activities. Data were collected using a questionnaire. For analysis and display the results the percentages, the arithmetic mean, the theoretical and actual range, frequency distributions, and correlation coefficient of Pearson were used. The most important results are as follows:

- There was 85% from the respondents have level of knowledge of agricultural policy objectives medium or high, which increases the chances of relying on them as liaison to flow the knowledge that related to the objectives of agricultural policy to farmers.
- More than 50% of the respondents got their knowledge about the objectives of the agricultural policy from agricultural extension agent and agricultural cooperative association.
- 84.2% of the respondents, have medium or high level for implementation of the practices that will deploy and achieve the objectives of agricultural policies. This confirms that those leaders are the basic rule to maximize the role of agricultural extension in promoting the goals of agricultural policy and increase the awareness of farmers and urge them to adopt it.
- 86.7% from the respondents said that the objectives of agricultural policy had achieved in their villages at low-grade or medium, which opens up very wide field in front of extension efforts supported by the efforts of local rural in order to deploy these objectives and provide educational climate and environmental that assist them to adopt it.
- Results showed that there is a significant correlation relationship between the knowledge level of the respondents (the first dependent variable) and the level of implementation of practices related to the deployment and achieve the objectives of agricultural policy (the second dependent variable) and each of the social position, degree of using communication methods, the opinion of achieving agriculture policy objectives and to what extent these objectives included in the extension activities as independent variables,