

Banana Farmers' Perceptions and Behaviors towards Sustainable Agriculture in the Vietnam Uplands

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Abstract

This study investigated upland banana farmers' sustainable agriculture perceptions and behaviors and its determinants as well as analyzed costs and profits of banana production based on a case study in Quang Tri province of Vietnam from January – August, 2014. Stratified sample technique was used to randomly select 300 respondents from 2 upland districts of Quang Tri. A structured questionnaire was used to gather primary data.

The results showed that the majority of banana farmers' sustainable agriculture perception was low to moderate. Numerous sustainable agriculture practices related to input application, product quality management, product consumption, production cooperation and product label establishment were not adopted or adopted at a low rate. Besides, the study revealed banana farmers' sustainable agriculture perception was influenced by factors: agricultural programs on televisions, education, economic status, ethnic group and credit use. In addition, the result ascertained significant influence of sustainable agriculture perception, economic status, perceived feasibility of sustainable agriculture practices and rent labor access on banana farmers' adoption of sustainable agriculture behaviors in the research site. Furthermore, the study showed profit of thick banana farmers was quite high while that of aromatic banana farmers was very low. From these findings, it can be concluded that the banana production in the uplands of Quang Tri province, Vietnam shows the unsustainable development.