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Factors affecting adoption of chili crop in Central Java

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ABSTRACT

This paper analyzes socio-economic factors that affect farmers to adopt chili farming in Central Java. As chili cultivation is more profitable and more labor intensive than rice and other crop cultivations, while adopting chili farming, farmers increase household income and provide more employment; but there are also several constraints associated with cultivation of chili. This study assesses importance of these factors in chili growing decision of farmers. Data for this study were compiled from a baseline survey conducted during early 2008. The household survey was conducted by personally interviewing 220 farmers of three districts: Magelang, Brebes and Rembang. The result from econometric model shows younger farmers are more likely to adopt chili farming than others. However, more experienced farmers in vegetable farming are more likely to adopt chili farming. Better access to credit and ownership of mobile phone also lead to farmers more likely to adopt chili farming. Thus, chili should be introduced to young and vegetable-experienced farmers. To encourage farmers to grow chili, farm credit should also be more available and accessible. Strengthening communication network (mobile phone) to farmers) is also expected to encourage to grow more chili and other high value vegetables due to better access to market price information.