

## Evaluation of factors affecting cucumber- and- tomato greenhouse farmers' attitudes toward healthy crops production in Isfahan Township

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### Abstract

The aim of this study was to evaluate the factors affecting the attitude of cucumber and tomato greenhouse farmers toward production of healthy crops in Isfahan County. Data were collected on a sample of 110 farmers through face-to-face interviews based on a comprehensive structured questionnaire. Validity and reliability of the questionnaire was initially evaluated on a pre-test study respectively by using Kaiser-Meyer-Olkin (KMO) criteria and Cronbach's alpha coefficient. Factors influencing farmers' attitudes were assessed by using linear regression model and ordinary least squares (OLS) estimation. Results indicated that most greenhouse farmers (85%) had moderate and positive attitudes about production of healthy crops and only 15% had negative attitudes. In addition, economic and technical supports by the government, awareness of the related organizations, marketing and media have a positive effect on the farmers' attitudes toward production of healthy crops and there is a less positive attitude with increasing the age of farmers.

**Keywords:** Economic support, Technical support, Marketing.

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