

Factors influencing farmers' decision to shift to Organic Farming: The case of Gaza Strip

ABSTRACT

Aims: The building of proper policies for the promotion of organic farming should be based on good understanding of the factors that affect farmers' decision to shift to organic farming. This study aims at defining the determinants of farmers' decision to convert to organic agriculture in the Gaza strip.

Place and Duration of Study: The analyses of this study are based on data of 100 randomly-selected vegetables farmers in southern Gaza strip.

Methodology: Based on previous studies and focus group discussions, the study hypothesized three factors as the potential determinants of farmers' decision to convert to organic farming. The potential determinants are the socioeconomic and the demographic characteristics of farmers; attitudes towards organic farming; and the perceived economic performance of organic farming.

Farmers were categorized into two groups based on their intention to convert to organic farming. Logit regression is then applied to test the hypothesized determinants for their power as predictors of farmers' conversion decision.

Results: The estimated logit regression model shows that attitude towards organic farming and farmers' education can be good predictors of the intention of conventional farmers to convert to organic farming. Results suggest that farmers with higher education level and better attitudes towards organic farming are more likely to convert.

Conclusion: The study proved the significance of education and awareness on environmental issues affecting the farmers' conversion decisions. Therefore, policies for promoting organic farming should take into consideration noneconomic and non-technical factors to enable wider transition from conventional to organic farming.

Keywords: conversion determinants, attitudes, logit model, conventional farming, organic farming.

1. INTRODUCTION

Intensive agricultural production systems have put a significant pressure on natural resources and caused continuous increase of agrochemicals application. This has resulted in a considerable damage to natural resources and created serious environmental pollution and health hazards. Organic farming became recognized by farmers, policymakers and consumers as one of the possibilities for the farmer to farm in a more sustainable way [1].

Organic agriculture has achieved immense growth in developing countries. It however, still has a great potential even in leading countries such as Uruguay which cultivates only 6.26 % of its arable land organically [2]. In several developing countries, organic agriculture is at a very early stage of the application. Gaza strip is one of the locations where intensive

28 agrochemical application is a dominant farming practice. Gaza farmers lack the sufficient
29 land and are therefore under economic obligation to intensify their production system by
30 using an increasing amount of chemical fertilizers and pesticides. The amount of registered
31 pesticides coming into Gaza through legal crossings during 2009 was around 646 tons [3].
32 Studies on agrochemical effects in Gaza strip demonstrated the link between the intensive
33 use of pesticides in agriculture and health complications to farmers and their families [4, 5].
34 Organic farming is therefore recognized as an urgent need to minimize agrochemical
35 applications and the associated health and environmental risks.

36 This study is part of a wider research project that investigates potentialities of organic
37 farming in the Gaza strip. The research follows holistic approach to analyze potentialities at
38 three integrated levels. First level is the farm level where investigation of economic
39 performance of organic farming vs conventional farming is conducted. Analyses at this level
40 investigate factors that influence farmers to convert to organic farming. The second level
41 studies the marketing potential of organic products through questioning consumers'
42 preferences and willingness to pay extra for organic products. The third level is a review of
43 possible institutional frames for monitoring and certification of organic products and it
44 examines the optimal model that fits production and marketing settings in the Gaza strip.

45 Organic farming is not practiced at commercial scale in Gaza strip. Some NGOs run small
46 organic farms models with the aim of promoting the concept. Their production is too small
47 and usually marketed at the farm or in a small shop in Gaza city. Promotion of organic
48 farming would need wider adoption by market-oriented farmers. In this context, conversion to
49 organic farming is seen as an individual decision problem where the individual farmer
50 decides to change his existing farming practice and accepts the organic production
51 standards [1]. Conversion to organic farming is, this way, compared to the adoption of a
52 'new' idea or innovation on the farm [6].

53 Knowledge about the factors that affect farmers' decision to convert to organic farming is a
54 prerequisite for the formulation of policies for the support of a widespread transition from the
55 current situation to the wished for safe organic agricultural practices. This study aims at
56 defining the factors that affect farmers' decision to shift to organic farming in the Gaza strip.
57 The study is based on a data of 100 vegetables farmers from southern Gaza and applying
58 logit model analyses.

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61 **2. LITERATURE REVIEW**

62 Several studies have discussed factors that influence farmers' decision to shift to organic
63 agriculture. The studies described a wide range of factors including socioeconomic and
64 demographic characteristics of farmers; farmers' knowledge, perceptions, attitudes and
65 commitments towards organic farming; and economic potential of organic farming. Such set
66 of factors, however, were different in different socioeconomic and sociocultural settings. This
67 indicates that there is a need to investigate the conversion determinants in locations where
68 organic farming is still at embryonic phase such as the Gaza Strip. The whole system, in the
69 Gaza Strip, is new and needs to be analyzed based on similar studies that investigated
70 determinants of the conversion decision. Previous studies provided good conceptualization
71 of hypothesized determinants and applied methods

72 A British study used logit model analyses to define factors that affect farmers' conversion
73 decision in UK [7]. The study found that organic horticultural producers are more likely to be
74 younger, run smaller enterprises and be female than their conventional counterparts. It also
75 stressed the fact that non-economic aspects have a significant effect on conversion decision.
76 Similar study in Norway used logit model to determine conversion factors. It indicated that

organic farmers, compared to their conventional counterparts, are more likely to have larger farms, more education, be located closer to urban areas, be crop farmers, have 'sustainable and environment-friendly farming' as a goal and hold favorable views about the values of organic farming methods [8]. In the USA, a similar study found that gross sales, direct marketing, number of crops and acres, farmer age, and computer usage are significant determinants of conversion decision [9].

Studies on determinant of organic agriculture were not restricted to developed countries. In Bangladesh, a study using a logit regression model to identify factors that affect consumers' decision to convert to organic farming showed that perceptions of organic farming, household access to extension services, number of family laborers and household income were significantly associated with decisions to adopt organic farming [10]. Another study in Nepal suggests that farmers located in a distance from regional markets, older in age, better trained, affiliated with institutions and having larger farms are more likely to adopt organic production. The same study found that environmental awareness, bright market prospects, observable economic benefit and health consciousness are the major factors influencing farmers' decisions on the conversion to organic production [11].

De Cock hypothesized several determinants of the intention to convert to organic farming [1]. The determinants include attitude towards organic farming, the perceived attitude of the social environment towards organic farming (or social pressure), the perceived feasibility of organic farming standards; business and personal objectives between organic and conventional farmers; and organic farming information seeking behavior. Each determinant was presented as a set of statements in the questionnaire. The farmers' responses to these statements were averaged and used as an indicator of attitudes for both conventional and organic farmers. The study shows the relevance of these determinants through the application of an ordinal regression model.

Previous studies showed how the conversion decision can be determined by a wide range of determinants. The determinants in previous studies were the basis for hypothesizing determinants in this study and to be further tested using logit model.

3. METHODOLOGY

3.1 Study areas

The Gaza Strip lies on the southern part of the eastern coast of the Mediterranean Sea with a coastline of 40 km. Gaza borders Israel to the north and east (51 km long), and Egypt to the South (11 km long) with an area of approximately 363 square km (The Applied Research Institute Jerusalem [12]. The analyses for this study are based on data from a random sample of 100 farmers in Western Rafah which is located in the western part of southern Gaza. The economic environment of the study area relies strongly on agricultural production, especially vegetables production.

3.2 Sampling and data collection

Data were collected from farmers through family survey using standardized questionnaire. Initial list of 300 farmers who reside in western Rafah area was the basis to the randomly selected 100 farmers. Additional 50 cases were selected as a replacement for the not available or the not willing respondents. Two cases out of the 100 were excluded as they gave extreme and inconsistent answers.

The questionnaire was designed to serve the broader context of the study. It covered a wide range of issues including economic performance of farming activities and farmers'

124 perceptions and attitudes towards organic farming. Additionally, it covered demographic and
125 socioeconomic characteristics of farming families. A focus group discussion was conducted
126 to initially explore potential determinants of conversion decision. The focus group discussion
127 was conducted with a group of 12 vegetables farmers in the study area. The findings of the
128 focus group discussion guided the questionnaire structure.

129 **3.3 Explanatory variables and hypotheses**

130 Based on the literature review and the focus group discussion, the study hypothesized three
131 major explanatory variables that are believed to determine farmers' decision to convert to
132 organic farming. These are socioeconomic and demographic characteristics of farmers;
133 attitudes towards organic farming and its impact on health and environment; and the
134 perceived economic performance of organic farming.

135 **3.3.1 Socioeconomic and demographic characteristic:**

136 As suggested by previous studies farmers' wealth status, education, age, family size, farm
137 size, farm assets (assessed through size of owned greenhouses in this study) and
138 diversification of farm activities were found to have an influence on farmers' decision to
139 convert to organic farming. The study pre-hypothesized all these factors in the initial list of
140 determinants. However, descriptive comparative analyses of these factors between farmers
141 who are willing to convert and those who are not willing has resulted in the elimination of four
142 of these factors. The eliminated factors were not statistically significantly different between
143 the two groups [13]. Therefore, only three of them were considered for further logit model
144 analyses. The factors used are family income, education and farm size. The assumption is
145 that wealthier farmers with relatively higher education and bigger farms are more likely to
146 convert to organic farming. This implies that all these factors are expected have positive
147 relationship with the likelihood to convert to organic farming, and therefore, are hypothesized
148 to have positive sign in the logit model.

149 **3.3.2 Attitudes towards organic farming:**

150 The hypothesized determinant was presented to the interviewed farmers through three
151 statements in the questionnaire. On a Likert scale from -2 to 2, (-2= strongly disagree and 2
152 = strongly agree) the farmers were asked how much they agreed with the different
153 statements about organic farming [1]. The statements are: Organic farming ensure healthy
154 work environment for farmers, Organic farming conserve soil and other natural resources,
155 Organic farming produce health-safe food.

156 Average answers were used to describe farmers' attitudes towards organic farming and its
157 impact on health, environment and food safety. The averages were calculated for both
158 groups of farmers who are willing and not willing to convert. Comparison between the two
159 groups is presented in the results. To define an attitude towards organic farming, the
160 answers were rescaled from 1 to 5 and a high score reflects a positive attitude [14] cited by
161 [1].

162 **3.3.3 Perceived economic performance of organic farming**

163 Farmers are presented with four statements to assess their expectation on the economic
164 performance of organic farming. The statements are Organic farming has lower production
165 costs; Organic farming has high product prices; Organic farming has high market demand;
166 Organic farming produces high yield. The same analyses approach as the above described

determinant was applied to assess farmers' perceived economic performance of organic farming.

3.4 Logit model

As shown in previous studies, several methods were used to define determinants of farmers' decision to convert to organic farming. Among these are discriminant analyses; and ordinal and logistic regression models. In this study, logistic regression model was applied to test the impact of the pre-hypothesized determinants on farmers' decision to convert to organic farming. In this case, the dependent variable which is the intention to convert to organic farming is described by a categorical variable, while the explanatory variables are continuous and categorical. Probability models such as logit and probit are the most frequently used regression models in socio-economic applications to investigate such situation of binary dependant variables [15, 16, 17, 18]. In this case, dependent variable is a dummy variable representing farmers' intention to convert to organic farming. The analysis has a straightforward statistical test, with a high capacity to incorporate non-linear effects and wide range of diagnostic power [19]. The dummy conversion willingness variable was analysed against the pre-mentioned hypothesized explanatory factors.

The model can be expressed by the following form:

$$L_i = \ln \left(\frac{P_i}{1 - P_i} \right) = Z_i$$

Where L_i = log of odds ratio

P_i = the probability of converting to organic farming for the i^{th} farm.

$1 - P_i$ = the probability of not converting to organic farm for the i^{th} farm

$$P_i = \frac{1}{1 + e^{-Z_i}}$$

Where the value of Z_i is calculated with the following function

$$Z_i = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5$$

Where;

B_0 = The intercept

B_1, B_2, B_3, B_4, B_5 = The slope parameters of the model which measures the change in L_i for a unit change in the explanatory variables. Hence, it tells how the log-odds in favour of being converting as the value of the variable X_i changes by a unit.

X_1 = Farm size (in dunum = 0.1 Hectare)

X_2 = Family monthly income (1NIS=0.29 US\$)

- 198 X_3 = Education (illiterate, elementary, middle, high, University)
- 199 X_4 = Farmers' attitudes towards organic farming (calculated average)
- 200 X_5 =Farmers expectations on economic performance of organic farming (calculated average)
- 201 The suggested model is testing the following null-hypotheses:
- 202 1. There is no relationship between the farmers' decision on converting to organic
203 farming and any of the pre hypothesized variables listed above.
- 204 2. Farmers' decision on converting to organic farming is not affected by any of the
205 suggested factors.

206

207 **4. RESULTS AND DISCUSSION**

208

209 **4.1 Sample description**

210 The age and the gender compositions of a family determine the availability of labour for the
211 various activities undertaken by the family [20]. The average family size of the interviewed
212 sample is 7 while the average number of adults is 3. Usually, field work in the Gaza strip is
213 neither gender nor age restricted as women and children participate in the farming activities
214 as well [17]. Results revealed that 52% of the interviewed farmers rely on family labor as
215 major source for farm human resources while 24% hired labors on constant base and 23%
216 hire seasonal labor to perform farm activities. Shifting to organic farming requires more
217 labourers [10, 21]. Therefore, family size was hypothesized as potential determinant of
218 decision to convert to organic farming.

219 Results revealed that 24% of the interviewed farmers have low education as they did not
220 attend middle or high school, 20% completed middle school while around 39% completed
221 high school. Only 17% of interviewed farmers obtained university degrees. Education is a
222 major determinant in conversion to organic farming in particular [8].

223 All the interviewed farmers run vegetables production in their farms. However, not all of them
224 considered it as their major source of income. 49% of the interviewed farmers stated their
225 major career as plant production farmers while 16% of them considered livestock production
226 as the main occupation. The remaining 35% stated off farm activities as their major source of
227 income. This indicates the significance of vegetables production as major sources of income
228 for at least half of the interviewed farmers. Integration between plant production and animal
229 production represents good potential for conversion to organic farming as plant production
230 under organic farming depends on manure to fertilize crops and produce compost.
231 Diversified farm activities encourage farmers to take innovation risks. Therefore, it was
232 included as hypothesized determinant for farmers' decision to convert to organic farming.

233 Almost all of the interviewed farmers ranked themselves in income categories that have
234 income less than 2000 NIS a month. 52% of them had an income of 800 NIS or less per
235 month. Such figure reflects very low living standard or at least as farmers see themselves as
236 very poor and needy. Family income was proved to be a major determinant of farmers'
237 decisions to convert to organic agriculture [10]. Therefore it was considered as a potential
238 conversion determinant.

Farmers in the study area varied in their farm size. However, farm size in general is small as 87% of the interviewed farmers operate less than half hectare and 98% of them have less than 1 hectare. The small size of the operated land reflects the need to intensify production to generate sufficient income for farming families. This implies the need to apply intensive agriculture techniques which rely, to wide extent, on the use of chemical fertilizers. Cost structure of vegetables crops shows that 40% of the variable costs are spent on agrochemicals including chemical fertilizers, pesticides and soil sterilizers. This indicates the potential technical complications for shifting to organic farming in small farms. Farm size was frequently identified as major factor that affect farmers decision to convert to organic farming [8, 9]. Therefore, farm income was considered as a potential determinant of farmers' decision to convert.

4.2 Comparative analyses

Farmers are classified based on their intention to shift to organic farming into two groups. The first group consists of 68 farmers who wish to convert to organic farming while the other group of 30 farmers is not willing to convert. The pre-hypnotized explanatory variables are presented for both groups to illustrate differences between them.

4.2.1 Socio-economic and demographic characteristics

Table 1 presents a comparison between farmer who are willing to covert and those who are not willing in term of five continuous variables. Results indicated that famers in the two groups are not different in terms of age, family size or farm assets. Based on this results farmer age, family size and farm assets will not be considers in the logit model. Both family income and farm size will be included. On the other hand, results indicated that farmers who are willing to convert have significantly higher family income and land sizes.

Education level of farmer and diversification of farming activities were presented in a categorical form. Farmers with only vegetables production activities were categorized as plant production farmers while farmers who integrate one type of livestock production in their farm were described as mixed farmers. Farmers with more than one livestock production type are categorized as diversified farmers. Results of comparative analyses indicated that diversification of farm activities was not significantly different between the two groups. Therefore, it was not considered for further analyses in the logit model.

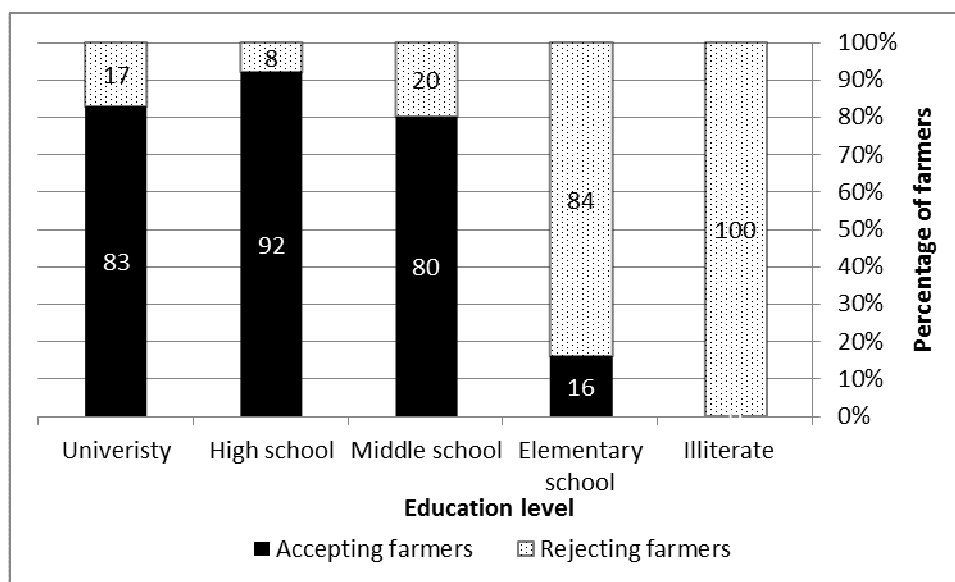
Table 1: Socioeconomic and demographic characteristics of vegetables farmers across farmers groups accepting and rejecting organic farming

FARMERS GROUP	ACCEPTING GROUP	REJECTING GROUP
% of families	70	30
Family size	7 ^a (±0.57)	6.57 ^a (± 0.92)
Age of farmer	42 ^a (±2.25)	40 ^a (±3.07)
Land size (dunum = 0.1ha)	3.33 ^a (± 1.26)	1.37 ^b (±0.3)
Size of owned greenhouses (ha)	0.84 ^a (±0.4)	0.53 ^a (±0.2)
Monthly family income (NIS= 0.29 US\$)	673 ^a (± 135.6)	289 ^b (± 153.9)

Figures in parentheses are 95% confidence interval of the mean

272 *a,b Groups with similar letters have no significant difference at 95% and groups with different*
 273 *letters have significant difference according to Mann-Whitney test.*
 274

275 Education level of farmers who are willing to convert to organic farming is significantly higher
 276 as compared to the group of farmers who are not willing to convert. As shown in figure 1,
 277 100% of the illiterate farmers and 80% of farmers with elementary school education level are
 278 located in rejecting farmers group. In contrast, 80%, 92% and 83% of relatively higher
 279 education levels belong to the accepting farmers group. The differences were statistically
 280 significant between the two groups. Education therefore is considered for the logit model
 281 analyses.



282

283 **Figure 1: Education level among farmers groups.**

284

285 **4.2.2 Attitudes towards organic**

286 Farmers are presented with three statements on the effect of organic farming on health and
 287 environment and asked to rate their level of agreement on them using the Likkert scale.
 288 Table 2 shows the average sample scores for each statement of both accepting and
 289 rejecting farmers groups. Also, it presents the calculated total average score that represent
 290 the overall attitude towards organic farming across the two groups of farmers. As shown in
 291 the results, the perceived attitude towards organic farming is significantly different between
 292 accepting and rejecting farmers groups. Rejecting farmers are still, to certain extent, believe
 293 in the positive impact of organic farming on conserving natural resources with an average
 294 score >3. Their total attitude score is 3.1 which reflect neutral attitude towards organic
 295 farming. Accepting farmers group however, has significantly better attitude towards organic
 296 farming. This was obvious in average scores on each statement as well as the total
 297 calculated score for both groups that differed significantly. The calculated total score is
 298 calculated for each respondent separately and thus are aggregated to calculate the total
 299 score presented in table 2.

300 **Table 2: Average sample score for different statements reflecting perceived attitude**
 301 **towards organic farming across the farmers groups**

FARMERS GROUP	ACCEPTING	REJECTING	P-
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	GROUP	GROUP	VALUE
% of families	70	30	
Organic farming ensure healthy work environment for farmers	3.76 ^a (1.11)	2.97 ^b (0.72)	0.000
Organic farming conserve soil and other natural resources	4.16 ^a (0.78)	3.63 ^b (0.96)	0.000
Organic farming produce healthy safe food	4.41 ^a (0.63)	2.8 ^b (0.89)	0.005
Total score of perceived attitude towards organic farming	4.1 ^a (0.53)	3.1 ^b (0.62)	0.000

Standard deviations in parentheses.

^{a,b} Groups with similar letters have no significant difference at 95% and groups with different letters have significant difference.0

4.2.3 Perceived economic performance of organic farming

Similar approach of presentation, rating and calculation was applied to assess farmers' attitude towards economic performance of organic farming. Results on farmers perceived economic performance is presented in table 3.

Both groups believed that organic farming will reduce their production costs as their average scores exceed 4. Still, the accepting group farmers have significantly higher score on this statement. Expectations on higher price for organic products were >3 for both groups with significant higher scores for accepting group. Rejecting farmers group has low average score of less than 2 on the statement 'Organic farming has high market demand'. The average score was significantly higher for the accepting farmers group. Both groups were similar in their low average score on production expectation. As shown in table 3, there was no significant difference between the two groups in their average score.

The calculated total average was significantly different between the accepting and the rejecting groups. Total score for the rejecting farmers was <3 which reflects their expectation of low economic performance of organic farming. The score was significantly higher for the accepting farmers which reflect relatively positive expectation on economic performance of organic farming.

Table 3: Average sample score for different statements reflecting the perceived economic performance of organic farming across the farmers groups

FARMERS GROUP	ACCEPTING GROUP	REJECTING GROUP	P VALUE
% of families	70	30	
Organic farming has lower production costs	4.59 ^a (6.29)	4.03 ^b (1.06)	0.002
Organic farming has high product prices	3.78 ^a (1.25)	3.07 ^b (1.17)	0.01
Organic farming has high market demand	3.78 ^a (1.28)	1.43 ^b (0.68)	0.000
Organic farming produces high yield	1.57 ^a (0.63)	1.47 ^a (0.63)	0.441
Total score of perceived economic performance of organic farming	3.21 ^a (0.47)	2.6 ^b (0.37)	0.000

Standard deviations in parentheses.

^{a,b} Groups with similar letters have no significant difference at 95% and groups with different letters have significant difference.

4.3 Results and interpretation of logit model

As shown in table 4, the Omnibus test has a highly significant value which gives a strong statistical justification to reject the null hypothesis, i.e. farmers' decision on converting to organic farming is not affected by any of the suggested factors. The model is able to correctly predict 83.3% of rejecting cases and 97.1% of accepting cases. The overall correct predation of the model is 92.9%. Based on these statistical evidences, one can accept the hypothesized factors as efficient predictors of organic conversion decision [22].

Table 4: Logit regression results of the farmers' decision on conversion to organic farming.

Variables	Coefficient	S.E.	Wald	Sig.	Exp (B)
Intercept	-33.755	10.05	11.3	0.001	0.000
Education of farmer (categorical)	1.59	0.57	7.73	0.005	4.910
Land size (dunum=0.1 hectare)	0.001	0.001	2.75	0.097	1.001
Monthly income (NIS=0.29 US\$)	0.001	0.001	1.23	0.258	1.001
Attitude towards organic farming	3.962	1.203	10.85	0.001	52.55
Perceived economic performance of organic farming	4.235	1.61	6.91	0.09	69.05

Omnibus test of model coefficients: $\chi^2 = 86.52$ sig = 0.000

Percentage of correct predictions = 92.9 %

NagelkerkeR2 = 0.666

All the independent variables have the expected direction of relationship with the dependent variable, i.e. the odds ratio of farmers' conversion to organic farming. The model indicates that attitudes towards organic farming and education level have substantial effects on farmers' decision to convert to organic farming. This is shown by the coefficients and level of significance for these two factors in the logit model. This leads to the interpretation that farmers' education and awareness on health and environmental issues have greater impact on their decision to convert to organic farming than wealth status, land size or expectation on economic performance of organic agriculture. The low significance of the coefficients for farmers' wealth status, land size and perceived economic performance indicate the minor role of those three factors in farmers' decision to convert to organic farmers.

4. CONCLUSION

Agricultural practices in the Gaza strip are, to a wide extent, dependent on the intensive use of agrochemicals. This has caused serious negative implications on environment and health of producers and consumers of the agricultural products. Shifting to organic agriculture is therefore recognized as a possible solution to the problem. Dissemination of organic farming in the Gaza strip needs further knowledge on the determinants that affect farmers decision to convert to organic agriculture. Based on literature review and focus group discussion, the study introduced three potential factors that can influence farmers' decision to convert to organic agriculture. The factors are farmers' socio-economic and demographic characteristics, attitudes towards organic farming and the perceived economic performance of organic farming. Comparative descriptive analyses were used to initially assess the

suitability of these factors as potential conversion determinants. Among seven hypothesized socio-economic variables, only three were significantly different between farmers who accept organic farming and those who reject it. Family wealth, farm size and education level were significantly different between the two groups of farmers. Similarly, comparative analyses showed that accepting farmers group has significantly better attitude towards organic farming and its role in protecting the environment and health. Farmers' expectations on the economic performance of organic farming were also different between the two farmers groups. Accepting farmers group has significantly higher expectation on economics performance of organic farming when compared to the rejecting farming group.

The estimated logit regression model shows that the attitude towards organic farming and farmers' education can be used as a strong predictors of the intention of conventional farmers to convert to organic farming methods. Other factors such as farm size, family income and farmers' perception of economics of organic farming were found to be of a less importance when determining conversion decision. The results suggest that farmers with higher education level and better attitudes towards organic farming are more likely to convert to organic farming.

Improving farmers' knowledge on organic farming and its positive impact on environment and public health are of equal or even higher importance than solving the economic challenges of organic farming. Thus policies for promoting organic farming should take into consideration noneconomic and non-technical factors to enable widespread adaption of organic farming.

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