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Farmers perception of the importance of applying "Melouk Model" in improving potato production ecology in Egypt

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Melouk Model (2016) is an attempt to use ICT in a systematized manner to best manage the production chain and generate information to support farmers decision making in agriculture. The model was used here with the aim of improving potato production ecology through investigating Egyptian potato farmers' perception of the model and its use in identifying relationship between the extent of farmers understanding of the model and its importance in improving potato ecology and its independent variables. The study leads to the identification of obstacles facing potato farmers in applying the model, and their suggestions about considering the application of model beneficial to their agricultural cooperatives. A questionnaire consisting of five main sections was used, including a section on personal and economic characteristics of the respondents, a section on respondents' knowledge of the physical, chemical and biological characteristics of potato production chain and the third section on the importance of applying the model to improve the ecology of potato production, which dealt with through three stages of the perception process, including the general impression of the problem, respondents analysis of the problem, and respondents understanding of the problem. The fourth section addressed obstacles of facing farmers in using the model. The last section dealt with the views of the respondents on the need for preparing farmers to apply the model in their agricultural cooperatives. This study revealed that Melouk Model, as an application of ICT, is significantly important in strengthening agriculture extension, managing production chains and rationalizing decision making in cropping patterns management.

Keywords: cooperatives, extension, ICT, Melouk Model, potato ecology, production chain management

Biography

Magdi M Melouk is a former undersecretary of Ministry of Agriculture, Head of Agricultural Sector in Alexandria, Egypt and vice president of the Canadian Academy of Sciences, the Canadian Education Agency Inc. 2015. He earned his PhD in Agricultural Extension, Alexandria University 2015. He accumulated over 34 years of experience in agriculture, and published "Melouk Model" (2016), a model of applying ICT in management in production chains and decision support, and three books: "Normalization of ICT in business communities development", "TV satellite channels, A development forum and community participation", and "Media institutions and operations management". He served in UNDP projects in Oman and Lebanon as an extension expert and UNV specialist. He represented Ministry of Agriculture in missions to Greece, Italy, Spain, China, Tunisia, Sudan, South Sudan. Formerly, a manager of media production and head of computer section of Development Support Communication Center in the Ministry of Agriculture, Alexandria branch.

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