

Producer Aspirations and the Payment for the Delivery of Public Extension Visits

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ABSTRACT The paper examined the relationship between the aspirations of crop farmers and payment for the delivery of public extension visits. Using a survey approach, a semi-structured, self-administered questionnaire was used to collect information from 97 medium- and small-scale crop farmers in the Free State province of South Africa, from 1st September to 7th October 2010. Non-probability sampling techniques were employed to select respondents. The problem perception issues investigated were found to be major determinants of farmers' adoption of payment for the delivery of public extension visits. There seemed, however, to be a pattern of consistent significant positive results with need tension associated with the difference between aspired and present situation but inconsistent results for need tension associated with the difference between (perceived optimum and present situation) or (perceived optimum and aspired situation). The payment idea looks promising as a means to generate extra operational funding for extension work.