

Analysis of Extension Needs of Commercial Farmers in North-West Province, South Africa

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ABSTRACT The study examines extension needs of commercial farmers in the North West province. Commercial farming is one of the most important rural development investment strategies that can have both direct and indirect impact on poverty and food security. The sampling frame of the study consists of 88 farmers which is the study population and a sample of 32 farmers was selected for the study. Data was collected using a structured questionnaire which was subject to analysis using SPSS. Frequency counts and percentages were used to describe demographic characteristics, multiple regression analysis was used to determine the relationship between information needs and socio-economic characteristics of commercial farmers. The results of multiple regression analysis show that the significant determinants of commercial farmers information needs were attitude to public extension ($t = 2.84$); marital status ($t = -4.00$); educational level ($t = 2.107$) membership of farmers groups ($t = 2.168$.) and extension contacts ($t = 1.78$).