

## **The Perceptions and Attitudes of Small-scale Cane Growers' Offspring towards Farming and Implications for Sustainability: A Case Study of Kwazulu Natal North Coast, South Africa**

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**ABSTRACT** The inheritance of cane farming by the children of cane farmers is a matter of great concern in Kwazulu Natal Province. This paper seeks to highlight the perceptions of their offspring with regard to taking over when their parents retire from farming. A sample of 193 youth was drawn from 11 527 farmers in order to test their perceptions. A questionnaire was used to collect the information. The study found that 57 percent were males and 43 percent females. 34 percent of the sample were unemployed while 65.6 percent were employed on informally basis. 80 percent believed that farming is profitable but only 52.7 percent believed in cane farming, 45, 6 percent agreed that more money is derived from farming other than from non-farming activities. 76 percent did not agree that agriculture is of low status and 81.3 percent agreed that farming has improved livelihood. In conclusion the paper agreed that 76.7 percent of the youth have positive attitude towards agriculture as opposed to the general expression that youth hate farming. The following recommendation was made, the policy makers should develop policies to support, attract and retain young people toward farming, and exposing them in initiatives that consider the whole value chain in agriculture.