

The Role of Aspirations and Goals in the Management of Smallholder Agriculture in Crop Production in Kwa-Nobuhle in the Eastern Cape

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ABSTRACT The study investigates aspirations and goals impact on agricultural production due to the current state of smallholder low-agricultural productivity growth trends that raises concerns on what other fundamental development strategies to implement. A cross sectional research design was used to collect data quantitatively. Data were collected from seventy (70) respondents using questionnaire. Quantitative data were analysed using descriptive statistics and t-test was used as inferential statistical tool. Results of the study show that farmers had multiple aspirations and goals that help them exploit farm resources more efficiently leading to increase in productivity. The overall impact of these on crop production of selected enterprises shows to be statistically significant at $p=0.035$. This implies that aspirations and goals contribute positively to the rising alarming concerns of agricultural productivity growth. Hence, government and other prospective stakeholders should take serious note of smallholder farmer's aspirations and goals as a strategy to understand, plan, develop and implement development programs that would lead essentially to achievement of farmer's aspirations and goals.