

## **ABSTRACT**

Master Thesis

### **ADOPTION LEVELS OF THE INNOVATIONS AND RESEARCH FINDINGS, AND IMPACT ASSESSMENTS IN THE APPLE GROWING ENTERPRISES IN ISPARTA PROVINCE**

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Apple is species that is grown on a very wide area in the world and in different ecologies. Apple production in the world is 62 million tons per year and Turkey ranks seventh in the list of world apple producers. This study aims at determining how and through which channels the researches on apple and concerned innovations are disseminated and adopted and assessing the impact of the research findings which were transmitted to the practice. The questionnaires made on 102 enterprises selected with the method of stratified random sampling among 738 apple growing enterprises located in Eğirdir, Gelendost and Senirkent sub-provinces, 6 questionnaires conducted on extension specialists, and 22 questionnaires conducted on researchers constituted the data of the research. The difference between the owners of enterprises in terms of their age, experience in growing apple and level of awareness on innovations was found insignificant, while the difference between the owners of the enterprises in terms of education levels was significant. Total amount of land used and the apple growing area is important in determining the level of awareness on innovations. Majority of the enterprises grow seedling rootstocks, starking and golden delicious. Significant differences were found between the levels of awareness on innovations in terms of productivity per decare and per tree. It was found that the frequency of meeting the staff of the extension service has an impact on the level of awareness on innovations. Local resources on species, seedling rootstocks, planting distance and irrigation technique and cosmopolite resources on chemical dilution, plant growing regulator, leaf and soil analysis and fertilizer doses were found to be effective. Logit analyses was used to determine the factors influencing the decisions concerning growing a new species of apple, gardening with cloned rootstocks, determining the period of harvest, chemical dilution, conducting soil and leaf analysis and using dripping irrigation system. Gross margin (per decare) of the enterprises applying innovations and research results and that of the enterprises which do not apply them were calculated. The t test was used on these margins and it was found that the difference between them was significant. It was reported that there is a difference amounting to 306.67 New Turkish Lira between the gross margins of the enterprises applying innovations and research results and the enterprises that do not in Isparta province.

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**Key Words:** Apple growing, diffusion of innovations, agricultural extension, impact assessment.