**Small-Scale Farmers’ Perception and Willingness to Application of Organic Fertilizer in Marassana Administrative Area of Kandy District**

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Farmers face a significant challenge now that the Sri Lankan government has enacted new legislation prohibiting synthetic fertilizers and recommending using the 100 percent organic fertilizer. Therefore, it is essential to find a solution to the problem regarding organic fertilizer. Given this, the study examined farmers' willingness to apply organic fertilizer as an alternative to inorganic fertilizer, with the specific goals of determining small-scale farmers' awareness and perception of organic fertilizer and identifying factors that influence farmers' willingness to buy organic fertilizers. Willingness to application and farmers' commitment to organic fertilizer will provide the necessary ideas for entrepreneurs to reach decisions on how the substitute products for synthetic fertilizer can be made more user-friendly. However, to produce organic fertilizer at a commercial level, it is necessary to reveal the farmers' attitude towards organic fertilizer and the factors influencing their purchase behavior. A simple random sampling procedure was used to collect data from 228 small-scale farmers who are growing up-country vegetables in Marassana administrative area using a structured questionnaire which was analysed using descriptive statistics (frequency counts, mean and standard deviation) and binary logistic regression to determine the factors which influenced willingness to buy organic fertilizers, perception, and awareness on organic fertilizer. Farmers’ awareness of the use of organic fertilizer was assessed using a four-point Likert scale. The study’s main results indicate neutral awareness and perception of farmers of the use of organic fertilizers and the qualities of organic fertilizers. These findings highlight the need for organic fertilizer awareness, training, and education in this area. Gender, awareness of organic fertilizer, farmland extent, and farmers' education level were significant factors for willingness to buy organic fertilizers. A better understanding of the organic concept by farmers can potentially increase the commercial production of organic fertilizer.

**Keywords**: *farmers’ perception, organic fertilizer, willingness for application*