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

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Farmers face a significant challenge now that the Sri Lankan government has enacted new legislation prohibiting the use of artificial fertilizers and recommending the use of 100 percent organic fertilizer. In view of this, the study examined farmers' willingness to apply for 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 apply, farmers' commitment to organic fertilizer will provide the necessary ideas for entrepreneurs to reach decisions on how the product 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. This study presents findings of an empirical investigation of small-scale farmers’ perception and willingness to apply organic fertilizer in Kandy district. A simple random sampling procedure was used to collect data from 228 small-scale farmers in Marassana area using a structured questionnaire which were 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 of organic fertilizer. The main findings of the study indicate neutral awareness and perception of farmers of the use of organic fertilizers and its 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 education were significant factors for willingness to buy organic fertilizers. Farmers' WTP for organic fertilizer was determined to be moderate enough to support the commercial production of organic fertilizers.

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