



***FARMER PERCEPTION AND PREFERENCE TOWARDS THE  
ORGANIC FOOD PRODUCTIONS: A CASE STUDY AT HADABIMA  
AUTHORITY SRI LANKA***

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In paying attention to the present Sri Lankan agricultural food market, there is an increasing trend towards the organic. But it seems that the available local organic food production systems and markets are not able to cater the increasing demand of the consumers for the organic foods. However, the farmers' perception on shaping the development of organic food industry is still questionable. Therefore, the main objective of the study was to find out the farmer perceptions and preferences regarding Sri Lankan organic food productions. Study location was Hadabima sales outlet at Gannoruwa and all the potential organic producers, who do supplies for the outlet were taken into the sample and the sample size was thirty one (31). Pre-tested structured questionnaire was used as the research instrument and the data were analysed by descriptively and using correlation coefficient values. According to the study 94% of farmers were willing to shift for the organic food production methods and 96% of farmers were aware about the benefits and limitation of the organic farming. Study revealed that the preference of doing organic farming is significantly affected by the farmer's age ( $p=0.020$ ), education ( $p=0.000$ ), and time engaging in the farming ( $p=0.048$ ). High demand, high prices and cost reduction for chemical fertilizers were stated as the main benefits while low input availability, higher labour intensively and more time consuming nature was stated as the major limitations by them. Moreover, the awareness about the benefits and the limitation of the organic farming is significantly affected by their age ( $cBenefits=0.831$ ,  $cLimitations=0.67$ ) and time engaging in the farming ( $cBenefits=0.868$ ,  $cLimitations=1$ ). Therefore the study concluded that Sri Lanka is now having a strong positive potential for organic food productions in order to cater the consumer demand in the sector while it was encouraged by the high prices and demand and discouraged by the low input availability and higher labour intensive nature of the sector.

**Keywords:** *Organic food production, organic farming, organic agriculture, Sri Lanka*