

**A STUDY ON THE FARMERS ACCEPTANCE
TOWARD 'JOSAPINE' PINEAPPLE
IN SAMARAHAN**

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Abstract

Pineapple (Ananas Comosus L. Merr) is one of the 15 local fruits that have been identified by the Ministry of Agriculture to be given a greater emphasizes in the 3rd National Agriculture Policy. The introductions of new hybrid of pineapple called 'Josapine' by MARDI in August 1996 have increased the export of Malaysian fresh pineapple to overseas market. The export of fresh pineapple fruit has been increased from 24,055 MT value at RM 8.3 million in 1995 to 76,629 MT value at RM 32.91 in 2000. But the export of canned pineapple have been decreased from 39,280 MT value at RM 601 million to 16,389 MT value at RM 34.5 millions for the same year. The superior quality of fruit and good characteristics made the 'Josapine' suitable for fresh market either in the domestic or overseas market.

An effort by MARDI and IADP Samarahan to introduce the hybrid in Sarawak especially under the IADP Samarahan area since it was released but the hectareage planted with 'Josapine' is very small on not significant to the total area of pineapple planted in Samarahan. It is found out that only 2 % of the pineapple farmer in IADP Samarahan accept and planted 'Josapine', while 84 % of the farmers prefer to plant 'Mauritius' cultivars. The main reason of the pineapple farmer in IADP Samarahan decline to accept and plant 'Josapine' due to the higher cost of 'Josapine' seedling as compare to others cultivars and majority of the farmers did not have an idle land to plant the 'Josapine'.

1.0 INTRODUCTION

1.1 Background of Study

This study was prepared to fulfil the partial requirement of Bachelor in Business Administration (Hons.) Marketing of the University of Technology MARA (UiTM). The preparation of this study will give the author an opportunity to conduct a research project in a proper and systematic manner by applying the disciplines that have been taught on related subject during the courses. Therefore, this study is merely for an academic purpose.

An exploratory research approach is used to study on the farmers' acceptance of 'Josapine'; The new pineapple's hybrid released by Malaysian Agriculture Research and Institute (MARDI) with special preferences to Integrated Agriculture Project Development (IADP) Samarahan area.

Since 1985, Malaysian agricultural sector has attained a growth rate of 3.2 % per annum. The total value-added of the sector increased from RM 11.9 billion in 1985 to RM 16.2 billion in 1995. The share of agricultural food commodities to total agricultural value added increased from 24.1 % in 1985 to 26.7 % in 1995 while the agricultural industrial commodities declined from 72.1 % to 71.6 % for the same period.

The country's food import bill has been continuously increasing. Total food imports has increased from RM 3.5 billion in 1985 to RM 7.7 billion 1995 and RM 10.0 billion in 1997. To curb the higher food import bill, the government has formulated a new agriculture policy in 1999 called 'The Third National