

Encouraging and Discouraging Factors of Rice Organic Cultivation in Guilan

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Abstract The main purpose of this study was to determine encouraging and discouraging factors of rice organic cultivation in Guilan Provinc. To accomplish this objective, Delphi technique to obtain group consensus was employed. The study used three round mailed questionnaires. The first round of the study used a questionnaire with two open-ended questions. The second round used a questionnaire with a ten-point Likert-type scale. In the third round, respondents were asked to rate the items identified in second round on a two point (agree or disagree) scale. The population for this study consisted of agricultural experts of Jihad-Keshavarzi and farmers (n=21). Kendall's coefficient of concordance (W) was used to measure consensus among the experts at the end of the research rounds. The results showed that "Public notification for the benefits of organic rice", "use of eco-labeling by government regularity authorities", "Facilitating the export of organic rice", "Increasing farmers' awareness of the effects of agricultural chemicals (fertilizers and pesticides)" and "monitoring of inputs used in organic rice cultivation" were the most important encouraging factors of rice Organic Cultivation. Also, "The high cost of supervision of the country's organic association", "Not paying attention to the role of branding in promoting organic rice consumption", "Risk aversion of farmers due to reliance on rice as the only source of annual income", "Lack of coordination and interaction between organizations operating in organic farming" and "High profits of the chemical inputs by the production mafia" were the most important Discouraging factors of rice Organic Cultivation. **Keywords:** Sustainable Development, Organic Agriculture, Eco- labling

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