

Investigating Factors Affecting Olive Gardeners' Strategy in Edible Olive Production Instead of Olive Oil

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Oilseeds have the highest imports in the agriculture sector. The country's annual need for oil is 1400000 tons, 90% of which comes abroad. The country's necessary need for olive oil and its strong dependence on imports have led agricultural policymakers for expanding oil crops. Olive was one of the plants that were required to increase its cultivation area. Almost 93 percent of world olive production is used for oil production exclusively. 70 to 80 percent of domestic olives are canned olives and only 20 to 30 percent of olives are allocated to oil producing. According to the need for olive oil production and self-sufficiency of the country and the importance of olive oil production as healthy food, investigating the effecting factors of olive farmers' strategy in olive production instead of olive oil is essential. This research aimed to analyze the strategy of olive farmers for producing canned olives instead of olive oils. In the current research, descriptive survey method was used. The statistical population was composed of all olive farmers in Roudbar Township (N = 13000), out of which sample size was determined as n=160 by Bartlett et al.'s least sample size table. They were selected by random sampling. A panel of experts confirmed the questionnaire's face and content validities, and its reliability was estimated to be 0.937 by Cronbach's alpha. The results show that Number of family member, Agriculture activity experience, Olive farming experience, Total area of agriculture fields, Number of plots, area of olive cultivation, Average performance, Annual income of agriculture activity, Annual income of Olive farming, annual income of nonfarm activities had positive and significant relationship with the strategy of farmers in producing olive instead of olive oil. In addition, age, education, and ownership of farm had no significant relationship with the strategy of farmers in producing olive instead of olive oil.

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