

Their responses are summarized in the following table, classified in four categories that refer to help and four categories referring to hindrance from the private sector.

From the total responses to the survey only 58 percent of participants decided to answer this question and from those and approximate of 36 percent referred to issues related to help from the private sector; while a 30 percent referred to issues related to hindrance. Percent from total responses to survey and from responses to this question are detailed in the following table. Detailed explanation for each category follows the table.

Table 10. Main categories of perceived ways that private sector helps and hinders the adoption of sustainable agriculture practices, regional change agents, 2004.

Category	Number	Percent of responses to question (N=157)
How commercial firms and dealerships <u>help</u>	98	62
Education and Information	47	30
Client orientated Extension	31	20
Private Sector Incentives for Sustainable Practices	12	8
Private Sector Research and Sustainable Practices	8	5
How commercial firms and dealership <u>hinder</u>	82	52
Attitudes of the firm and its representatives	55	35
Products and Offerings	14	9
Information Support	11	7
Funding and Incentives	2	1

Education and Information

The majority of the respondents who referred about commercial firms and dealerships as helping mentioned that such help is in occurring in the form of provision of education or information to farmers about sustainable practices. Into this category of answers, the ideas presented by respondents are classified as follows: education efforts, provision of information, promotion of some sustainable practices, technical assistance, point farmers to other information and technical assistance sources (See Appendix C7).

Many of the respondents think these commercial firms and dealerships are helping through **educational efforts** directed to farmers or the public. They frequently mentioned that educational efforts are in the form of field days, tours, demonstrations and meetings. Some respondents stated as help from commercial firms, "*promotion of field days and tours to help educate the public on the ways farm clientele are adopting sustainable,*" "*they are willing to partner with growers that are willing to have tours on their farms,*" "*financial support for Extension field days,*" "*seed and fertilizer dealers are anxious to help with seminars or any way to advertise their products.*"

Besides the previously mentioned educational efforts respondents mentioned these companies are helping with growers meetings. Respondents stated, "*I think they are very involved throughout the state. They sponsor educational meetings, field days and demonstrations,*" "*there have been many equipment, seed, and chemical companies putting major efforts into meetings and demonstrations to help make conservation tillage*