

HOW TO INFLUENCE PEOPLE TO DO AGRICULTURE- MOTIVATION, EDUCATION AND INCENTIVES

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INTRODUCTION

The dislike for agriculture at the lower spectrum (machine operators and laborers) has become a global problem in both developed and developing countries-small countries and islands. This concept is easily solved by developed countries through extensive mechanization and the use of foreign labor. It is more of a burden for small countries and islands because they would lose valuable foreign exchange and there is not extensive mechanization. This article focuses on motivation, education and incentives as a means to influence individuals to become interested and pursue agriculture as a way of life.

The major factors that are to be considered when addressing agriculture are climate, soil type, technology, and irrigation and population density. Population density should not be a deterrent from utilizing arable land for agriculture. India with its large population is still an agriculture base economy, probably because it has strict rules that prevent using arable land for anything other than agriculture. Climate, soil type, available irrigation, and the ecological standing of the region determined the type of crops that can be grown successfully for domestic use and as a foreign exchange earner.

Unfortunately, that communication era and readily available and quick jet travel has made tourism a lucrative but shady industry, as was evident in the global COVID 19 pandemic where countries saw a large reduction in their tourism revenues. Because of the restricted travel many countries incurred great debt. In the hay day of tourism many small countries and islands stop concentrating on agriculture and this led to the concept that agriculture was not necessary. There was considerable misinformation about agriculture and in some countries, especially the Caribbean and other small countries it was considered that agriculture produces low wages and that it is akin to slavery. Those concepts have led to many individuals in such countries accepting that agriculture is meaningless and should not be pursued as a means of employment. As a result the younger generation does not have the desire to work in agriculture. This has to change and we have to recommit to the importance of agriculture through motivation, education, incentives and the use of appropriate technology. It is also recommended that such regions return to their traditional crops-use them for as many purposes as possible-and add other food crops in an effort to feed themselves.

Motivation, Education and Incentives

Motivation

To motivate individuals to do agriculture we must:

1. Have influential individuals expressing favorable views of agriculture.
2. Have a government structure that instills the importance of agriculture.
3. Through agricultural tours, the population can be taught the usefulness and benefits of agriculture and that it is worthwhile employment.
4. Have individuals trained in agriculture wherever possible work in their disciplines and have small plots in agricultural crops or animal rearing.
5. Have wages in agriculture that allow all workers to receive the basics of life and be able to save some small amount.

6. Have ways to show agricultural workers that they are acceptable members of the community (population) and not be seen as under privilege individuals.
7. Have processes whereby agricultural laborers can have small plots for animal rearing or vegetable farming.
8. Show individuals from other countries happily doing agriculture.

Education

In countries where agriculture now has unfavorable ratings, education or reeducation of the population is necessary. This can be achieved through,

1. The use of agriculture in teaching at all levels.
2. Having regularly televised programs showing agriculture in progress
3. Letting people presently working in agriculture express their favorable views of agriculture.
4. Teaching rural areas about agriculture via the use of mobile education systems such as the mobile cinema and libraries.
5. Teaching individuals that the years of slavery are over and that now-a-days agriculture is not akin to slavery but a way of life.
6. Lectures in agriculture with general interest of which crops are better for the regions climate, soil type, technology that can be used, and methods of irrigation-rain fall or water assisted.
7. Information on the crops needed for domestic consumption, and export.

Incentives

In situations where governments can no longer subsidize agriculture due to financial hardship, or are able to subsidize agriculture, then incentives should be used. Such incentives as duty free machinery and equipment, cars, trucks, fertilizers, pesticides, feed, etc. Additionally, there should be a tax holiday of 5-10 years to allow the agriculture industries to be established or reestablished. Land under agriculture should be tax exempt or taxed at a very low taxation rate ~0.001 percent. Registered farmers acknowledged through the issuance of a picture ID should be able to participate in the incentive programs. It should be optional whether a regular (small) farmer wants to join any agricultural society. It should not be mandatory for a regular (small) farmer to be a member of an agricultural society in order to obtain an agriculture ID. The ID should be issued by a government agency after confirmation that the farmer meets the minimum requirements.

In situations where the government control or own the agricultural systems then the agricultural workers should be given the option to become shareholders. This would give the workers a sense of belonging and the idea that they are working for themselves. Additionally, farmers with small holdings in animal husbandry or crops should be encouraged to form a cooperative where they can share information and voiced their concerns in a unilateral voice. There should be an agricultural credit union or bank where farmers conduct their financial affairs. A cannery is also necessary to process excess seasonal crops, thus preventing wastage. An extensive marketing program should be implemented to educate the population in the use of locally produced foods. It should be noted the locally produced foods are as nutritious as those imported.

CONCLUSION

There is appropriate technology available for the cultivation of all crops and animal husbandry. Hence it should be utilized to make agricultural work less laborious for the workers. It is sad that the original intent in the development of agriculture is not adhered to by far too many countries. The original intent of agriculture was to have food near the population for domestic use. However, too many countries have moved away from appropriate agriculture and are depending on the importation of food for domestic consumption from developed and highly developing countries. For such countries it is known that over 85% of food for domestic is imported. This concept is draining their foreign exchange, increasing the debt to revenue ratio, and in many instances, they don't have a vibrant agricultural thought. This needs to change. If it is evident that motivation,

education, and incentives would take a long to change attitudes of a population towards agriculture then it would be necessary to use foreign labor and provide work permits.

Foreign workers tend to work in countries where the exchange rate favors them when they return to their home country. In some countries like the United States of America the majority of the agriculture labor force consists of seasonal workers who are given work permits, livable wages, plus a bonus. To help farmers more efficiently there would be a need for farmers markets and booths where regular (small) farmers can sell their produce as some of them may not have contracts for their produce. Additionally, there would be a need for farmer's stores where all agricultural supplies are sold to farmers with a picture ID, duty free, tax free, or discounted.

I recommend that motivation, education and incentives are powerful methods to be used to influence individuals in the population to pursue agriculture as a way of life.