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RURAL WOMEN'S KNOWLEDGE, ATTITUDES, AND PRACTICES IN THE FIELD OF SAFE BREEDING OF HOME POULTRY IN MARYOUT AREA- ALEXANDRIA GOVERNORAT

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ABSTRACT

The study aimed to identify rural women's Knowledge, attitudes and practices in the field of safe breeding of home poultry in Maryout area- Alexandria governorate. A random sample of 160 rural women were selected from 6 villages and data were collected by interviewing the selected women using a pre- tested questionnaire. Pearson's correlation coefficient, stepwise multi regression, in addition to percentages, frequencies and alpha coefficient were used to analyze data.

Findings showed that about 71.3% of respondent women had a moderate level of knowledge in the field of safe breeding of home poultry, 67.5% of them had a moderate level of attitudes towards safe breeding of home poultry and 69.4% of them had a moderate level of safe breeding of home poultry's recommendations practice.

Findings also showed that the most important variables affecting respondent women's knowledge, attitudes and practices levels in the field of safe breeding of home poultry were: experience level of poultry breeding, attitudes towards modernization in poultry breeding and degree of poultry information sources exposure.