

ABSTRACT

THE EFFECTS OF THE SOCIO-CULTURAL ENVIRONMENT ON AGRICULTURAL DEVELOPMENT PLANNING IN JAMAICA

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Agricultural and rural development planning are priorities for most countries in the developing world, but there is an evident gap between plan formulation and goal attainment.

In this thesis the proposition is put forward that the failure of planners to appropriately address the socio-cultural environment, largely accounts for this gap. The hypothesis is explored in relation to the nature and results of agricultural development planning in Jamaica. A link is thus established between certain attitudes observed among farmers and the outcome of two major development projects.

The analysis seeks to highlight the relevance of the school of thought which sees attitudes and values as decisive components in the development process.

Participatory planning based on the "animation rurale" model, with extension personnel playing the role of change agents is recommended as a solution to the rural development dilemma.