

Attitudes of Producers toward Livestock Insurance in Broiler Industry in Jordan

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Abstract: The aim of this study was to evaluate producers' attitude towards livestock insurance in Jordan. A 100 broiler producers were surveyed. All the country governorates were resembled in the sample. The collected data covered an average of six production cycles with an average of 7500 birds per cycle. Producers' attitudes regarding livestock insurance was measured by producers ratings on a Likert-type scale. Five point Likert type scale with ratings on a 10 item Likert-type questions was used. The ratings ranged from 1-5 (strongly agree). A numerical value was assigned to each potential choice and a mean figure for all the responses was computed. The final average score represents overall level of broiler producers' attitude toward livestock insurance in Jordan. Results revealed that the producers' overall mean score for attitude was 3.31, indicating a positive attitude toward the adoption of livestock insurance. The results revealed a strong relationship between the preference of the producers that the livestock insurance should not be compulsory and the importance of livestock insurance in helping the damaged producers with the acceptance of livestock insurance by the broiler producers. The expected effect of livestock insurance in reducing the producers stress, the awareness of the broiler producers about livestock insurance benefits, the producers' considerations of livestock insurance as a personal savings, the expected effect of livestock insurance to protect against future fluctuations in production and the expected benefits of livestock insurance to provide equal protection among broiler producers are very important factors in enhancing the positive attitude of the producers toward livestock insurance. Results revealed that producers had a positive attitude towards livestock insurance.

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