



Adoption Dynamics and Market Integration: An Action Research on Organic Farming in Rural South Africa,

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Abstract

Rural South Africa faces challenges in adopting sustainable farming practices such as organic agriculture to improve food security and livelihoods. The study employed a participatory action research approach with qualitative data collection methods including interviews and focus group discussions among organic farmers in rural South Africa. Farmers showed significant interest in adopting organic farming practices (85% expressed interest), though technical challenges remain. Market access barriers include limited market networks (30% reported difficulties). Despite initial enthusiasm, organic farming adoption faces practical and infrastructural hurdles that require targeted support to enhance market integration. Policy initiatives should focus on improving farmer education, connecting farmers with markets, and enhancing infrastructure for sustainable agriculture.

Keywords: *African geography, participatory action research, organic farming, rural development, sustainability, community empowerment, value chain analysis*

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