Abstract

In El Salvador, the nutritional diet average is composed by a high percentage of maize and red beans, particularly in the countryside, a diet intimately bound to the traditional culture of the people. In 2007 the Ministry of Agriculture and Livestock (MAL) of El Salvador, implemented a strategy designed to solve the problems faced by farmers, by stimulating the use of High Quality Protein maize (QPM). The strategy was implemented throughout a strong promotion of new maize hybrids and varieties via validation plots; in order to increase productivity, and at the same time the nutritious quality of grains was improved. The objective of this research was, to measure the index of acceptance of maize cultivars Oro Blanco, Platino and Protemas; and to identify social, economic, agronomic and technological variables, that could explain the causes of the acceptance or rejection of these cultivars by the farmers benefited from this governmental program. The research was conducted in 2008 at the regions I and IV of El Salvador. A survey was applied to 133 maize producers that were included in the 2006-2007 program to promote high productivity of basic grains and pastures. Some of the highlighted results indicated that 60% of the producers were willing to cultivate the materials under study during the next agricultural cycle, in 96% of the areas seeded with QPM maize in 2006-2007. Cultivar Oro Blanco turned out to have major acceptance, with an index of acceptance of 82.5%, Protemas reached an index of 69.6% and Platino 53.7%.

Keywords

Maize, high quality protein, improved cultivars.