



Random samples of the farmers in the area were interviewed in early 1968 and in mid-1971. The information collected in these surveys was used to describe the conditions existing at the beginning and to measure the changes that had occurred after the Project had been operating for three years.

The number of segments to be included in the sample and the number of farmers needed in each segment were estimated from the variability in two sets of data: (a) yields from the fertilizer trials planted throughout the area in 1967, and (b) yields measured on a sampling of farmers' fields in two municipios of the area in the fall of 1967. Based on these data, a 12 percent random sample was drawn among farmers in each segment to assure that 10 percent would be scheduled for interviews. A total of 251 farm operators were interviewed in the 25 segments.

Interviewers used a questionnaire that was pretested in December 1967. The questionnaire was designed to obtain information on: (a) types of farm ownership, (b) crop production, (c) livestock production, (d) farming costs, (e) tools and equipment, (f) composition of family income and its distribution, (g) crop production information at the farmers' disposal, (h) knowledge and use of modern agricultural inputs, (i) marketing of agricultural products, (j) existing organizations, (k) demographic and cultural characteristics of the farmer and his family, (l) living conditions of the farmer and his family, and (m) attitudes and expectations of the farmers about the future of agriculture.

After the 1967 pretest, the questionnaire was revised. Students, principally from the National School of Agriculture at Chapingo, conducted the bulk of the interviews during the 6-week period from January 2 to February 15, 1968.

The questionnaires were checked, and the information was coded and then punched on computer cards. The cards were computer processed, using specially designed programs to produce condensed tables. The card punching, programming, and processing were done at the Statistics and Computation Center of the Graduate College, Chapingo.

Survey: 1970

A second personal interview survey was conducted in the summer of 1971, referred to in this report as the 1970 survey because the data corresponded to events of 1970.

The main objectives of this study were: (a) to quantify the changes occurring between 1967 and 1970, (b) to examine factors that might have influenced these changes, and (c) to identify the factors that were favorable or unfavorable to the progress of the Project. Because comparisons had to be made over time, the questionnaire included the questions used in 1967, plus questions about variables not previously studied. The information collected in 1971 was designed to serve as a new benchmark for future studies.

Two categories of farmers were delineated in the Puebla area in 1971: (a) farmers on credit lists who were organized in groups, had received credit in 1970 from the institutions participating in the Project, and had ready access to information about the new maize recommendations; and (b) farmers not on credit lists who were not organized, did not receive credit from the participating institutions, and had limited access to information about the new recommendations. Two samples of farmers were interviewed in the 1970 survey: (a) farmers on credit lists and (b) all farmers in the area (a random sample of farmers from both the above categories).

The survey of farmers on credit lists involved a stratified random sample in which each stratum was made up of farmers who had received credit from one of the following: the National Agricultural Credit Bank, the National Ejidal Credit Bank, the Agricultural Bank of the South, and the