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**The Contribution of National Agricultural Advisory Services Reform on Citrus Technology Adoption: A Case Study of Soroti District**

This study was conducted to assess the contribution of National Agricultural Advisory Services (NAADS) policy reform on citrus technology adoption for enhanced production. The objectives of the study were, to find out the level of citrus technology adoption among rural citrus farmers; to examine the various types of citrus technologies being accessed and utilised by farmers; to establish whether farmers are realising appropriate citrus yields; and to assess the challenges faced in citrus technology development, promotion and adoption for enhanced citrus yields. The study sought to answer the following research questions: how has NAADS reform influenced citrus technologies adoption? What citrus technologies are being accessed and utilised by farmers for enhanced production? Are farmers realising appropriate citrus yields as a result of NAADS intervention? What challenges are experienced in citrus production? A descriptive survey research design was used, and involved the use of both qualitative and quantitative data collection methods. Quantitative data collection method was used for collecting primary data on citrus production considering the household as a unit of focus. The qualitative method was employed for obtaining qualitative data and information from farmers, key informants on NAADS policy reform and technology adoption and for conducting focus group discussions. The methods have been strategically triangulated to draw meaningful conclusions for the study. The major findings of the study were: a number of farming practices/technologies being utilised/adopted by farmers have been influenced by the NAADS reform, but less than half of these technologies/practices were being accessed from NAADS/Government; these technologies are mainly in the hands of commercial oriented farmers, while small scale farmers have limited access to these technologies; farmers with higher education levels are better adopters of technologies than those with low education levels; farmers belonging to a farmer group or organisation are better adopters than those who do not belong to a farmer group. The average citrus yields per tree and per acre are still far much below the expected yields; the average income received from citrus sales is still far much below the expected income; the NAADS, has a greater influence on citrus yields as revealed by the multiple regression model used in the research. In conclusion, the NAADS reform has contributed to citrus technology adoption among farmers, however, the quality of technologies especially seedlings is low. Smallholder poor farmers have limited access to these technologies compared to the well to do farmers. Farmers have adopted a number of farming practices but are not employing these farming practices/technologies as per recommended practice, leading to poor production and productivity of citrus, which has translated into low yields and incomes among citrus farmers.

Key words: National, Advisory, Agricultural, Services, Citrus, Technology