



Research Article

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Predictor of willingness to pay for early warning climate system and agronomy advisories services in Albania: A case study of medicinal plant in “Malesi e Madhe”

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Abstract

Access to useful climate information is critical for adaptation needs of Albanian smallholder farmers, yet empirical studies documenting the socioeconomic, environmental and household predictors of access to and willingness to pay for climate information services have been limited to date. This paper addresses the need by identifying the predictors of access to and willingness to pay for climate information by smallholder farmers in the northern area of Albania, a “dangerous hotspot” where slight changes in rainfall and temperature often result in considerable yield losses. The study uses data collected from 201 household surveys in 5 communities across 29 districts in the “Malesia e Madhe” region of Albania using a simple random sampling method. Sampling was conducted in end 2023 and start of 2024 and participants were interviewed face to face by questionnaires following a contingent valuation method for collecting data for willingness to pay for early warning climate system. The EFA analysis was performed on farmer’s awareness to climate changes and their impact on quality and productivity. Our findings suggest that the majority of smallholders are aware of duration of drought (95%), increase of number of hot days (88.1%) and presence of weeds (59.7%). From the findings, farmers perceive that climate changes have affected the quality of medicinal plants in the last 5 years, by increasing the number of hot days (96%), number of rainy days (93.5%) and duration of drought (86.6%), also farmers perceive that climate change has impacted the yield level by duration of drought (87.1%), increase of hot nights (78.1%) and number of rainy days (76.1%). The findings suggest that the majority of smallholder farmers were not willing to pay for the cost of receiving climate information delivered via SMS. The results from the marginal analysis suggest that access to climate information is influenced by farm topology factors. The marginal effects logistic regression shows statistically significant effect in household predictors such as farmer’s size and income. Results suggest that the provision of climate information should be defined and adopted to meet the needs of smallholder farmers with different socioeconomic backgrounds to enable farmers manage climate risks and build reasonable adaptive capacity.

Keywords: farmer's awareness, early warning weather system, willingness to pay, risk perceived and managed.

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