ABSTRACT
This study assessed the attitudes of people towards improved crops in Kabale district, Bubare Sub-County as a case study. The study also established the factors underlying the attitudes held by the people and examined the impact of such attitudes on food security in the area. The study focused on the 2336 households with a total population of 11322 people. Data was collected from 50 respondents using questionnaires and interviews findings of the study revealed that most people in the study area held negative attitudes towards improved crops. The study further revealed that the negative attitudes held by the people about improved crops and affected food security negatively. The study concludes that people in the area have negative attitudes towards improved crops and that this has had a negative impact on food security. The study recommends that people should be sensitized about improved crops and that the government should particularly sensitize the people about the contribution of improved crops to food security.