The objective of this study was to determine the attitudes and behaviours of farmers towards buffalo breeding, which has a unique importance in animal production. In this context, the micro-data obtained from producers by face-to-face interviews within the scope of whole Turkey were analysed. The data obtained from the total of 462 buffaloes’ farmers in the study were analysed by using SPSS statistical software. The five Likert Scale and simple descriptive statistic methods were used to interpret the producer data. According to the results, government support and financial incentives for buffalo breeding seems to play a decisive role in the continuity of production (3.89) as well as production decision (3.87). While the forming a union or association and collaboration of producers in buffalo breeding (3.99) was considered as one of the priority areas to be developed, the inadequacy of the level of technical knowledge on the aquaculture (3.19) was also considered important at the producer level. On the other hand, the presence of the buffaloes (2.63) and the supply of labour and quality feed (2.66) were not considered to be a major problem area. Although there were regional variations, the overall level of satisfaction of producers in buffalo breeding was determined to be good with an average of 3.73.