

# Assessment of communication strategies on the adoption of the Federal Government's agriculture promotion policy among rural farmers in Kwara State

Imran Toyin Zakariyau, Wole Alawode

*Department of Mass Communication The Federal Polytechnic Offa*

*Department of Mass Communication The Federal Polytechnic Offa*

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## ABSTRACT

This study assessed the communication strategies put in place by the Federal Government to drive its Green alternative policy among farmers in rural communities in Kwara South. The study was hinged on three objectives: to measure the level of awareness of Federal Government's Agriculture Promotion policy among farmers in rural areas in Kwara South, to determine the level of knowledge about various Federal Governments' agricultural innovation messages as contained in the policy and strategy document among farmers in rural areas of Kwara South, to examine the channels of awareness of the Federal Government's Agricultural Promotion programmes among farmers in rural areas of Kwara South. The research design for this study was quantitative, while Survey method was adopted for this research. Depending on 2006 National Population Commission (NPC) census figure, the study area has a total population of 706,848 (NBS, 2013) from which Sample size of 384 was drawn using Krejcie and Morgan, 1970. Multi-stage sampling technique was adopted for this study. The Kwara South was clustered to Igbomina, Ibolo and Ekiti axis, while the instrument was systematically distributed at 5<sup>th</sup> term in each street of the sampled areas. The instrument used for the study was questionnaire. Descriptive statistic was used to analyse the data collected for the study. The findings revealed that: Rural farmers in Kwara South are aware of the Federal Government's Agricultural Promotion Policy's objectives; local farmers in Kwara South have knowledge about various components of the policy; radio serves as the farmers' primary source of information about Federal government agricultural innovation messages and it is

considered the most effective in reaching them; rural farmers in Kwara South could not act on the message of Agricultural Promotion Policy because there is no agricultural extension service provider who can guide them to access the facilities the policy promised. The study recommends the resuscitation and revitalization of extension services in rural areas while their offices are moved closer to rural farmers who are the target of their (extension workers') activities and provision of ICT infrastructure, training, and maintenance of the infrastructure at a price the rural farmers can afford.

**Keywords:** communication, Rural, Farmers, Agriculture Promotion, Green Alternative,

## 1.1 Introduction

Nigeria is one of the largest countries in Africa, with a total geographical area of 923,768 square kilometres and an estimated population of about 167 million (NBS, 2014). PricewaterhouseCoopers (PwC) (2017) wrote that agriculture accounted for 57.9% of Nigeria's GDP and generated 67.55% of the country earnings from 1960 to 1969. Nwankpa (2017) recalled that agriculture was major source of funds for the implementation of the first national development plan. Nigeria economy is blessed with series of natural resources, yet they suffer in the midst of plenty. Fatokun (2015) regrets that Nigeria has over 80% of its land arable but unfortunately less than 40% of the land is cultivated despite the country's teeming population and level of unemployment.

Oyaniran (2020) said agriculture remains the largest sector in Nigeria contributing an average

of 24% to the nation's GDP over the past seven years (2013 – 2019). In addition, the sector employs more than 36% of the country's labour force, a feat which ranks the sector as the largest employer of labour in the country. However, Oyaniran (2020) said the share of agriculture in Nigeria's total export earnings remains small compared to crude oil exports. According to Oyaniran in 2019, agriculture accounted for less than 2% of total exports relative to crude oil (76.5%). The Nigerian Bureau of Statistics reports that agricultural sector contributed 23.78 per cent to the country's overall Gross Domestic Product (GDP) in the second quarter of 2021. This implies that despite the slip in the feat achieved by agriculture before the oil boom, the hope is not lost.

Several policies have been initiated by the Federal Government of Nigeria to promote agriculture but the country had suffered from policy instability driven by high rate of turnover of programmes and personnel, which in turn has made the application of policy instruments unstable (FMARD, 2016). The World Bank (2013) posited that despite the fact that Nigerian farmers grow crops throughout the country and leading producer of cassava and yams, the country does not grow enough food that sustained its teeming population and must import much of its food.

To ensure sustainable agricultural development in the country, the federal government in 2016 launched the Agriculture Promotion Policy otherwise referred to as Green Alternative and has since continued to guide the development initiatives in the sector. The policy thrust of the green alternative centered on food security, import substitution, job creation and economic diversification.

According to FMARD (2016) the policy would be achieved through: first, productivity enhancement with emphasis on access to land, soil fertility improvement, access to information and knowledge, production management, storage, processing, marketing and trade. Second, private investment expansion with emphasis on access to finance and agribusiness investment development. Third, institutional realignment for improved service delivery and development outcomes with emphasis on greater inclusiveness, participation of youth and women, infrastructure, research and innovation, climate change as well as food and nutrition security.

To achieve this government observed that right information is required at the right time for planning and decision-making. Government adopts the combination of interpersonal, ICT and mass media strategies into a fold, in order to get the best

from their communication efforts by eliminating their weakness and maximizing their potentials and strengths.

Meanwhile, Olomola and Nwofor (2018) corroborated Gollin, as cited in Oyakhilomen and Zibah, (2014) in their review of Nigeria 2017 Agriculture Joint Sector, observed that rural areas that constitute the domain of agriculture...In most poor countries, especially in sub-Saharan Africa, large majorities of the population live in rural areas and earn their livelihoods primarily from agriculture. Thus, agrarian sector has a strong rural base; hence, concern for agriculture and rural development become synonymous, with a common root.

It was on this premise that this research work attempt to assess effectiveness communication strategies to push for the adoption of Federal Government's Agricultural Promotion Policy (APP) among rural farmers in Kwara South.

## 1.2 Statement of the problem

Access to information by the farmers in the rural area has been identified as one of the problem affecting productivity. To address this issues, the Federal Government proposed to enhance availability of information and knowledge for farmers, agribusiness and policymakers through implementation of an Information Communication Technology/Knowledge Management (ICT/KM) Framework by developing agricultural information systems; standards and institutional mechanisms for content generation, policy support, stakeholder dialogue, innovation and learning, focus on disseminating information designed to help farmers make best choices with respect to input costs, equipment leases, agronomic practices, crop prices, and weather, experimenting with new devices to enhance ICT/KM capacity in the sector, reviving regional farm radio broadcasts designed to provide farming communities with timely advice on planting, weeding, harvesting and key prices, promoting the emergence of specialized agricultural information and knowledge from targeted research to address farmer priorities, enhancing reach, effectiveness and efficiency of the extension delivery system (FMARD, 2016).

The effectiveness of the media strategies identified by the federal government still remained knotty, as Ridwan, Suleiman and Fatonji (2014) viewed that adoption of agricultural technologies cannot be effective without communication through effective communication channels adding that mere provision of agricultural information to farmers does not guarantee its use. Nwachukwu (2014) however, wrote that traditional and modern

communication channels are effective for communication of agricultural innovations to farmers, but given infrastructural inefficiencies in rural areas the traditional communication pattern will be more effective to direct a change in behaviour, like the adoption of innovations while for the purpose of creating awareness and information dissemination mass media approach becomes appropriate.

Having enunciated all these, the level of implementation and effectiveness of these communication strategies to support the federal government agricultural policy and innovation among farmers in Kwara South is yet to be empirically measured. Therefore, this study was set out to investigate how government has been able use communication plan itemized in her policy document to push for the adoption of federal government's agricultural promotion policy among rural dwellers. By so doing, this research would attempt to fill the gaps in knowledge about the effectiveness of the government's policy thrust on communication strategies. In specific terms, this study intended to achieve the following objectives:

### 1.3 Objectives of the Study

1. To measure the level of awareness of Federal Government's Agriculture Promotion policy among farmers in rural areas in Kwara South.
2. To determine the level of knowledge about various Federal Governments' agricultural innovation messages as contained in the policy and strategy document among farmers in rural areas of Kwara South.
3. To examine the channels of awareness of the Federal Government's Agricultural Promotion programmes among farmers in rural areas of Kwara South.
4. To determine the level of adoption of the messages of the Federal Government's Agricultural Promotion programmes among farmers in rural areas of Kwara South.

### 1.4 Research Questions

1. To what extent are rural farmers in Kwara South aware of Federal Government's Agriculture Promotion Programme?
2. To what extent are rural farmers in Kwara South aware of various Federal Governments' agricultural innovation messages as contained in the policy and strategy document?
3. What are the channels of awareness of the Federal Government's Agricultural promotion programmes among farmers in rural areas of Kwara South?
4. What is the level of adoption of the messages of the Federal Government's Agricultural

Promotion programmes among farmers in rural areas of Kwara South?

### 1.5 Significance of the Study

The study provided empirical feedback to the government on the how it communication strategies communicate Agriculture Promotion Policy was effective and accepted among the rural farmers. Therefore, the results of the findings of this research will serve as feedback to the government on the effectiveness of its communication strategies in communicating rural farmers on it agricultural policy.

### 1.6 Scope of the Study

This study examined the evaluated the effectiveness of the communication strategies put in place by government to drive it Agricultural innovation programme –among rural farmers. The study focused on the level of awareness of the farmers, knowledge of the various components of the programme, examined the channels of awareness of the programme, access to the facilities promised by the policy, difference in the awareness, knowledge and adoption of the programme among male and female farmers in rural settlement of Kwara South.

### 2.1 Research Design

Research design is a comprehensive plan for data collection in an empirical research project (Bhattacharjee, 2012). Bhattacharjee (2012) wrote that research designed is aimed at answering specific research questions or testing specific hypotheses, and must specify the process of: data collection, the instrument development, and sampling process. Walliman (2011) observed that the choice of which design to apply depends on the nature of the problems posed by the research aims. The research design for this study was quantitative. Quantitative research methodologies generate numerical data. In quantitative research, surveys (whether of audiences or content) and experiments are the basic 'methods' of the data collection (Jensen Klaus, 2002; Wimmer & Dominick, 2011). Survey method was adopted for this research. Jensen (2002) asserted that surveys are a major form of quantitative research that do not involve any manipulation of participants or their circumstances in advance. Surveys collect data after the fact because they obtain information from respondents about their knowledge, beliefs, attitudes, values and behaviours on a post hoc basis. Survey involves sampling and interviewing of people in order to analyze and report what people say. For the purpose of this study cross-sectional survey design, was adopted. In cross-

sectional survey the researcher collects data at one point in time.

### 2.2 Population of the Study

According to Bhattacharjee (2012) population is referred to as all people or items (unit of analysis) with the characteristics that one wishes to study. Population of this study consisted of farmers in rural communities of the Kwara South

senatorial districts of Kwara State. The senatorial district has seven local governments: Ekiti, Ifelodun, Irepodun, Isin, Offa, Oke Ero and Oyun. According to the 2006 National Population Commission (NPC) census, the area has a total population of 706,848 (NBS, 2013). The breakdown is as follow:

**Table 2.2: Distribution of the population of the residents of Kwara South according to Local Government Area**

Local government	Population	Total%
Ekiti	54,399	8
Ifelodun	204,975	29
Irepodun	147,594	21
Isin	59,481	8
Offa	88,975	13
Oke-Ero	56,970	8
Oyun	94,454	13
<b>Total</b>	<b>706,848</b>	<b>100</b>

The sample size were drawn from this population based on sampling procedure explain in figure 2.4 below.

### 2.3 Sample Size

Having identified the population of the Kwara South based on 2006 Census report to be **706,848**, the samples size needed for representation of the population going by Krejcie and Morgan (1970), is 384. Therefore, 384 respondents who are farmers in rural areas were selected for this research work.

### 2.4 Sampling Procedure

Multi-stage sampling technique was adopted for this study. This method was selected in order to enhance the empiricism of this study, improve its objectivity, and guarantee representation and inclusiveness. The sample was first stratified. Stratified sampling technique is

generally applied in order to obtain a representative Sample in a situation where population from which sample is drawn does not constitute a homogeneous group. Under stratified sampling the population is divided into several sub-populations that are individually more homogeneous than the total population (the different sub-populations are called 'strata') and then items were selected from each stratum to constitute a sample (Kothari, 2004). Therefore, Kwara South is a heterogeneous population, as it has the Ekiti block, the Igbomina stuck and Ibolo axis. This distribution is thus referred to as heterogeneous. Table No.3.1 contains distribution of the population according to the share of the total population.

**Table 2.4: Proportionate distribution of Sample Size according to Local Government**

Districts	Local Government	Total%	Sample Size
Ekiti	Ekiti	8	31
Igbomina	Ifelodun	29	111
	Irepodun	21	80
	Isin	8	31
	Oke – Ero	13	31
Ibolo	Offa	8	50
	Oyun	13	50
<b>TOTAL</b>	<b>7 LGAs</b>	<b>100</b>	<b>384</b>

Table 2.4 contains the distribution of sample size in local government areas (Stratum). This was arrived at by dividing percentage representation of each local government by 100, multiplied by sample size, that is,  $\frac{n}{100} \times 384$ . The stratum (Local Government) is further breakdown to villages (Strata) as follow:

**Table 2.5: Sample Frame of Local Governments' Villages in Kwara South**

Districts	Local Government	Villages
Ekiti	Ekiti	Ajuba, Araromi-Opin, Aare-Opin, Ejiu, Epe-Opin, Etan, Eruku, Ikerin-Opin, Isare-Opin, Isolo-Opin, Obbo-Aiyegunle, Obbo-Ile, Osi, Oke-Opin, Owaatun-Opin, Isapa
Igbomina	Ifelodun	Agunjin, Babanlomo, Idofin, Idofihan, Igbaja, Ile-Ire, Koko, Oke-Ode, Omupo, Ora, and Sanmora
	Irepodun	Ajase-Ipo, Arandun, Agbamu, Aran-Orin, Esie, iludun-Oro, Ipetu, Oko, Oro and Rore.
	Isin	Eleyin, Iji-Isin, Olla- Isin, Kudu-Owode, Owu-Isin, Oke-Onigbin, Oke-Aba, Iwo, Isanlu-Isin, Ijara-Isin and, Pamo
	Oke – Ero	Iloff, Odo-Owa, EkanNla, Ayedun, Ilale, Erin Mope, Egosi, Imode, Idofin and Odo-Ase.
	Offa	Adeleke, Aperun, Igbo-Idun, Kere-Aje, Igba-Were, Igbo Tele, Gaa Olomi Funfun, Gbosun, Jango, Kanmonu-Alayin, Ogakunrin, Mansun
Ibollo	Oyun	Ahogbada, Eleku, Erin-Ile, Igosun, Igbona, Ikotun, Ilemona, Ipee, Irra, Ojoku, and Inaja.

Sampling is thus used to select villages in each local government using villages in the sample frame. Kothari (2004) wrote that an element of randomness is usually introduced into this kind of sampling by using random numbers to pick up the unit with which to start. According to Kothari (2004) in such a design the selection process starts by picking some random point in the list and then

every nth element is selected until the desired number is secured. From the foregoing, sample units (Villages are) were randomly picked by using 5<sup>th</sup> term as shown in Table 2.5 Sample unit distributed to each local government is further divided by the number of the villages selected in each local government in Table 2.5:

**Table 2.6: Distribution of Sample Unit in Selected Villages**

Districts	Local Government	Sample Unit	Villages	Sample Unit (Farmers in each Village)
Ekiti	Ekiti	31	Epe-Opin,	10
			Isare-Opin,	10
			Oke-Opin,	10
Igbomina	Ifelodun	111	Igbaja,	55
	Ora		55	
	Irepodun	80	Esie,	40
	Rore		40	
	Isin		OwuIsin,	15
Oke – Ero	31	Ijara-Isin	15	
		Ilale,	15	
Ibollo	Offa	50	Odo-Ase	15
			Igba were,	25
	Oyun		Kanmonu-Alayin	25
			Igbona,	25
Total		384	Ojoku,	25
			≈ 380	



So far our sample is discrete variable which cannot be divided in subpart (Wimmer & Dominick, 2011), to have equal representation of villages in each local government the sample size will be modified to  $\approx 380$ . Based on the Table 2.6 sample unit drawn from each unit were distributed systematically by counting 5<sup>th</sup> houses in each street of each villages selected for the study.

### 2.5 Instrumentation

Creswell (2012) described an instrument as a tool for measuring, observing, or documenting quantitative data. Creswell stressed that instrument usually contain specific questions and response possibilities that you establish or develop

in advancing a study. Survey questionnaire is apt and thus selected for this study.

### 2.6 Method of data analysis

The method of data analysis should always reflect the methodology used in any study. Therefore, in this study, descriptive statistical approach with the help of graphical data representation and tables was used to present the result of demographic characteristics of respondents while descriptive statistics was adopted to present the data.

### 3.1 Data analysis, presentation of results and discussion of findings

#### 3.2 Demographic Characteristics of Respondents

**Table 3.2: Socio-economic and Demographic Characteristics of Respondents**

Variables	Frequency	Percent
<b>Sex</b>		
Male	198	57%
Female	148	43%
<b>Total</b>	<b>346</b>	<b>100%</b>
<b>Age Bracket</b>		
Under 25yrs	42	12%
25 - 34yrs	101	29%
35 - 44yrs	124	36%
45 - 54yrs	62	18%
55yrs & above	17	5%
<b>Total</b>	<b>346</b>	<b>100%</b>
<b>Level of Education Attainment</b>		
Primary school	66	19%
Secondary school	124	36%
HND/B.Sc.	81	23%
MSc and above	21	6%
Did not attend a formal school	54	16%
<b>Total</b>	<b>346</b>	<b>100%</b>

Table 3.2 indicates the sex distribution of respondents with the female 148 female constituting 43% and male 198 which constitute 57%. This implies that male respondents were more than the female respondents.

Table 3.2 also contains the age bracket of respondents. The Respondents whose age were < 25 years of age (42) constitute the 12% of the total respondents, respondents between age 25 - 34yrs (101) constitute the 29% respondents between age of 35 - 44yrs (124) constitute the 36%, respondents between age 45 - 54yrs (62) constitute the 18%,

while respondents between age 55yrs and above (17) constitute the 5% of the population. The result shows that farmers between ages 35 - 44yrs were more participated in the exercise.

Table 3.2 indicates that (132) constituting 38% respondents combined artisanship with farming, respondents who are farmers with no other job are (59)17%, Civil servant that have farmland are (54)16%, respondents who are Student farmers are (49)14%, (31) 9% are traders,

and Clergy (21) who also engage in farming constitute 6% respondents.

Distribution of the Respondents According to Level of Educational Attainment as shown in table 4.2 indicate that (66) 19% respondents have primary school certificate, (124) 36% have O'level Certificate, (81) 23% respondents have either HND/BSc., ND/NCE certificate, only (21) 6% had MSc and above while (54)16% respondents do not have formal education.

### 3.3 Presentation of Data Based on Research Questions

**Research Question 1:** What is the awareness level of federal government's Agriculture Promotion Programme among the local farmers? Response Key: **E. A = Extremely aware, M.A = Moderately aware, SW.A = Somewhat aware, SL. A =Slightly aware; N.A = Not aware at all.**

Table 3.3.1

Gender	What is the awareness level of federal government's Agriculture Promotion Programme among the local farmers?													
	Options	Q1	%	Q2	%	Q3	%	Q4	%	Q5	%	Q6	%	
<b>Male</b>	N.A	0	0%	16	5%	0	0%	2	1%	0	0%	0	0%	
	SL.A	42	12%	49	14%	57	16%	49	14%	58	17%	62	18%	
	SW.A	65	19%	48	14%	49	14%	54	16%	65	19%	64	18%	
	M.A	67	19%	72	21%	76	22%	58	17%	64	18%	59	17%	
	E.A	34	10%	23	7%	26	8%	45	13%	21	6%	23	7%	
	Total	208	60%	208	60%	208	60%	208	60%	208	60%	208	60%	
<b>Female</b>	N.A	108	31%	138	40%	124	36%	132	38%	106	31%	110	32%	
	SL.A	30	9%	0	0%	14	4%	6	2%	32	9%	28	8%	
	SW.A	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	
	M.A	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	
	E.A	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	
	Total	138	40%	138	40%	138	40%	138	40%	138	40%	138	40%	
<b>Total</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>		

#### Question Key:

Q1 = I am aware of the Federal government's agricultural programme

Q2 = I am aware that the programme is designed to alleviate poverty among the rural poor.

Q3 = I am aware that the programme is to empower the smallholder farmers to increase their productivity

Q4 = I am aware that the programme is to bring about self-sustainability in food production

Q5 = I am aware that the programme is aimed at diversifying the economy

Q6 = I know the federal government want smallholder farmers to see agriculture as business, not hobby.

Table 3.3 indicates that Male respondent who were not aware of the federal government's agricultural programme (0) 0%, those who are

slightly aware were (42)12%, the respondents that were somewhat aware were (65)19%, those who were moderately aware were (67)19%, while respondents that were extremely aware were (34)10%. In total the number of Male respondents were 208 (208) 60% of all the respondents.

Also the table indicates that Male respondents who were not aware that the programmes was aimed at alleviating poverty among the rural poor are 16 (5%), those who are slightly aware were (49)14%, the respondents that were somewhat aware are (48)14%, those who were moderately aware were (72) 21%, while respondents that were extremely aware are (23)7%.

The table shows that Male respondents who were not aware that the programme is to empower the smallholder farmers to increase their productivity are (0) 0%, those who are slightly

aware were (57)16%, the respondents that were somewhat aware were (49)14%, and those who were moderately aware were (76) 22%, while respondents that were extremely aware were (26) 8%,

Male respondents who were not aware that the programme was designed to bring about self-sustainability in food production are (2)1%, those who were slightly aware are (49)14%, the respondents that were somewhat aware are (54)16%, and those who were moderately aware are (58) 17%, while respondents that were extremely aware are (45) 13%.

The table indicates that Male respondents who were not aware that the programme is aimed at diversifying the economy are (0)0%, those who were slightly aware are (58) 17 %, the respondents that were somewhat aware are (65) 19 %, and those who were moderately aware are (64)18%, while respondents that were extremely aware are (21) 6% respondents.

It can be observed that Male respondents who are aware that the Federal Government wants smallholder farmers to see agriculture as business, not hobby are (0) 0%, those who were slightly aware are (62) 18%, the respondents that were somewhat aware are (64)18%, and those who were moderately aware are (59)17%, while respondents that were extremely aware are (23) 7% respondents.

Table 3.3.1 indicates that Female respondent who were not aware of the Federal Government's agricultural programme (108) 31%, those who are slightly aware were (30) 9%, the respondents that were somewhat aware were (65)19%, those who were moderately aware were (0) 0%,while respondents that were extremely aware were (0) 0%. In total the number of Male respondents were (138) 40% of all the respondents.

Also the table indicates that Female respondents who were not aware that the programmes was aimed at alleviating poverty among the rural poor are (138) 40%, those who are slightly aware were (0) 0% the respondents that

were somewhat aware are (0) 0% those who were moderately aware were (0) 0%while respondents that were extremely aware are (0) 0%.

The table shows that Female respondents who were not aware that the programme is to empower the smallholder farmers to increase their productivity are (124) 36%, those who are slightly aware were (14) 4%, the respondents that were somewhat aware were (0) 0%, and those who were moderately aware were (0) 0%, while respondents that were extremely aware were (0) 0%.

Female respondents who were not aware that the programme was designed to bring about self-sustainability in food production are (132) 38%, those who were slightly aware are (6) 2%, the respondents that were somewhat aware are (0) 0%, and those who were moderately aware (0) 0%, while respondents that were extremely aware are (0) 0%.

The table indicates that Female respondents who were not aware that the programme is aimed at diversifying the economy are (106) 31%, those who were slightly aware are (32) 9%, the respondents that were somewhat aware are (0) 0%, and those who were moderately aware are (0) 0%, while respondents that were extremely aware are (0) 0%, respondents.

It can be observed that Male respondents who are aware that the Federal Government wants smallholder farmers to see agriculture as business, not hobby are (110) 32%, those who were slightly aware are (28) 8%, the respondents that were somewhat aware are (0) 0%,(and those who were moderately aware are (0) 0%,(while respondents that were extremely aware are (0) 0%, respondents.

**Research Question 2:** What is the level of knowledge about various Federal Governments' agricultural innovation messages as contained in the policy and strategy document?

Response Key: **E. A = Extremely aware, M.A = Moderately aware, SW.A = Somewhat aware, SL. A =Slightly aware; N.A = Not aware at all.**



**Table 3.3.2**

Gender	Options	Q1		Q2		Q3		Q4		Q5		Q6		Q7		Q8	
			%		%		%		%		%		%		%		%
Male	E.A	11	3%	26	8%	7	2%	12	3%	0	0%	0	0%	2	1%	6	2%
	M.A	72	21%	39	11%	50	14%	39	11%	49	14%	5	16%	48	14%	58	17%
	SW.A	57	16%	48	14%	49	14%	54	16%	65	19%	5	16%	65	19%	47	14%
	SL.A	45	13%	72	21%	76	22%	58	17%	63	18%	6	17%	59	17%	62	18%
	N,A	23	7%	23	7%	26	8%	45	13%	31	9%	3	10%	34	10%	35	10%
	Tot	20		20		20		20		20		2		20		20	
	al	8	60%	8	60%	8	60%	8	60%	8	60%	8	60%	8	60%	8	60%
Female	E.A	13	38%	8	40%	7	37%	2	38%	6	34%	0	0%	2	35%	6	3%
	M.A	7	2%	0	0%	11	3%	6	2%	22	6%	1	5%	16	5%	12	3%
	SW.A	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	SL.A	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	N,A	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	Tot	13		13		13		13		13		1		13		13	
	al	8	40%	8	40%	8	40%	8	40%	8	40%	8	40%	8	40%	8	40%
<b>Tot</b>	<b>34</b>	<b>100</b>	<b>34</b>	<b>100</b>	<b>34</b>	<b>100</b>	<b>34</b>	<b>100</b>	<b>34</b>	<b>100</b>	<b>3</b>	<b>10</b>	<b>34</b>	<b>100</b>	<b>34</b>	<b>100</b>	
<b>al</b>	<b>6</b>	<b>%</b>	<b>6</b>	<b>%</b>	<b>6</b>	<b>%</b>	<b>6</b>	<b>%</b>	<b>6</b>	<b>%</b>	<b>6</b>	<b>%</b>	<b>6</b>	<b>%</b>	<b>6</b>	<b>%</b>	

**Question Key:**

Q1 = I am aware of the Anchor Borrower's Programme

Q2 = I am aware of Livelihood Improvement Family Enterprises

Q3 = I heard about the National Irrigation Policy and Strategy

Q4 = I am aware of River Basin Development Authorities Commercial Agriculture Revitalization

Q5 = I heard about Bank of Agriculture single Digit interest rate loan for farmers

Q6 = I heard about Agriculture Equipment Hiring Enterprise

Q7 = I know about Presidential Fertilizer initiative/ subsidy

Q8 = I am aware that the Federal Government is giving financial credit to rice, wheat, ginger, maize and soybeans farmers.

Table 3.3.3 indicates that Male respondents who were extremely aware of the Anchor Borrower's Programme are (11) 3%, (72) 21%, were moderately aware, (57)16% are somewhat aware, (45) 13%, slightly aware, and (23) 7% respondents are not aware at all.

The table shows that Male respondents who were extremely aware of Livelihood Improvement Family Enterprises are (26) 8%, 11%, were moderately aware, (48) 14%, are somewhat aware, (72) 21%, slightly aware, and (23) 7% respondents are not aware at all.

(7) 2%, of Male respondents are extremely aware, (50)14%, moderately aware, (49)14%, are somewhat aware, (76) 22%, slightly aware, and (26) 8%, respondents are not aware at all about the National Irrigation Policy and Strategy of the Federal Government.

The table shows that Male respondents who were extremely aware of River Basin Development Authorities Commercial Agriculture Revitalization are (12) 3%, (39)11% are moderately aware, (54)16%, are somewhat aware, (58)17% slightly aware, and (45)13% respondents are not aware at all.

Male respondents that are extremely aware of Bank of Agriculture single Digit interest rate loan for farmers are (0)0%, (49)14% are moderately aware, (65)19% are somewhat aware, (63)18% slightly aware, and (31)9% respondents are not aware at all.

As the table indicates, Male respondents who were extremely aware about Agriculture Equipment Hiring Enterprise are (0) 0%, (56)16% are moderately aware, (57)16% are somewhat aware, (60) 17% slightly aware, and (35)10% respondents are not aware at all.

Male respondents that are extremely aware about Presidential Fertilizer initiative/subsidy are (2)1%,(48)14% are moderately aware, (65)19% are somewhat aware, (59)17% slightly aware, and (34)10% respondents are not aware at all.

It can be observed from the table that Male respondents who are aware that the Federal Government is giving financial credit to rice, wheat, ginger, maize and soybeans farmers are (60)2%, (58)17% are moderately aware, (47)14% are somewhat aware, (62)18% slightly aware, and (35)10% respondents are not aware at all.

The table indicates that Female respondents who were extremely aware of the Anchor Borrower's Programme are (131) 38%, (7)2% were moderately aware, (0)0% are

somewhat aware, (0)0% slightly aware, and (0)0% respondents are not aware at all.

The table shows that Female respondents who were extremely aware of Livelihood Improvement Family Enterprises are (138) 40%, (0) 0%, were moderately aware, (0) 0%, are somewhat aware, (0) 0%, slightly aware, and (0) 0%, respondents are not aware at all.

(127)37%, Female of respondents are extremely aware, (11) 3% moderately aware, (0) 0% are somewhat aware(0) 0% are slightly aware, and (0) 0% respondents are not aware at all about the National Irrigation Policy and Strategy of the Federal Government.

The table shows that Female respondents who were extremely aware of River Basin Development Authorities Commercial Agriculture Revitalization are (132)38%, (6)2% are moderately aware, (0)0% are somewhat aware, (0)0% slightly aware, and (0)0% respondents are not aware at all.

Female respondents that are extremely aware of Bank of Agriculture single Digit interest rate loan for farmers are (116)34%, (22)6% are moderately aware, (0)0% are somewhat aware, (0)0% slightly aware, and (0)0% respondents are not aware at all.

As the table indicates, Female respondents who were extremely aware about Agriculture Equipment Hiring Enterprise are (120)35%, (18)5% are moderately aware, (0)0% are somewhat aware, (0)0% slightly aware, and (0)0% respondents are not aware at all.

Female respondents that are extremely aware about Presidential Fertilizer initiative/subsidy are (122)35%, (16)5% are moderately aware, (0)0% are somewhat aware, (0)0% slightly aware, and (0)0% respondents are not aware at all.

It can be observed from the table that Female respondents who are aware that the Federal Government is giving financial credit to rice, wheat, ginger, maize and soybeans farmers are (126)36%, (12)3% are moderately aware, (0)0% are somewhat aware, (0)0% slightly aware, and (0)0% respondents are not aware at all.

**Research Question 3: What channel of awareness is considered the most effective by the respondent?**

Response Key: Q1= Strongly Disagree, Q2 = Agree  
 Disagree, Q3= Neutral, Q4 = Agree, Q5 = Strongly

**Table 4.3.3**

Gender	What channel of awareness is considered the most effective by the respondent?														
	Options	Q1	%	Q2	%	Q3	%	Q4	%	Q5	%	Q6	%	Q7	%
Male	S.						60				60		60		60
	D	0	0%	0	0%	208	%	208	60%	208	%	208	%	208	%
	D	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	N	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	A	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	S.	20	60	20	60										
	A	8	%	8	%	0	0%	0	0%	0	0%	0	0%	0	0%
Total		20	60	20	60		60				60		60		60
	al	8	%	8	%	208	%	208	60%	208	%	208	%	208	%
Female	S.						40				40		40		40
	D	0	0%	0	0%	138	%	138	40%	138	%	138	%	138	%
	D	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	N	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
	A	20	6%	12	3%	0	0%	0	0%	0	0%	0	0%	0	0%
	S.	11	34	12	36										
	A	8	%	6	%	0	0%	0	0%	0	0%	0	0%	0	0%
Total		13	40	13	40		40				40		40		40
	al	8	%	8	%	138	%	138	40%	138	%	138	%	138	%
Total		34	100	34	100		100		100		100		100		100
	al	6	%	6	%	346	%	346	%	346	%	346	%	346	%

**Questions key:**

Q1 = Through radio, I was able to understand everything about the federal government agricultural innovation programmes

Q2 = Through Television, I was able to understand everything about the federal government agricultural innovation programmes

Q3 = Through newspaper, I was able to understand everything about the federal government agricultural innovation programmes

Q4 = Through magazines, I was able to understand everything about the federal government agricultural innovation programmes

Q5 = Through Social Media, I was able to understand everything about the federal government agricultural innovation programmes

Q6 = Through GSM Phones, I was able to understand everything about the federal government agricultural innovation programmes

Q7 = Through extension workers, I was able to understand everything about the federal government agricultural innovation programmes

Table 3.3.3 indicates that Male respondents who Strongly Disagree that that through the radio that they were able to understand, comprehend and consider radio as the most effective in the dissemination of the federal government agricultural innovation programmes are (0)0%, (0)0% the respondents Disagree, (0)0% respondents are Neutral, however, (0)0% respondents Agree and (208)60% Strongly Agree that it was through the radio that they were able to understand, comprehend and consider radio as the most effective channel of awareness of the Federal Government’s Agricultural Promotion Policy.

The table shows that (0)0% Male respondents strongly Disagree that through

Television they were able to understand everything about the federal government agricultural innovation programmes, (0)0% respondent Disagree, (0)0% respondents are Neutral (0)0%Male respondents Agree, while (208)60% Strongly Agree that through television they were able to understand, comprehend and consider television as the most effective channel of awareness of the Federal Government’s Agricultural Promotion Policy.

The table shows that (208)60% Male respondents strongly Disagree that through Newspaper they were able to understand everything about the federal government agricultural innovation programmes, (0)0% respondent Disagree, (0)0% respondents are Neutral (0)0%Male respondents Agree, and (0)0% Strongly Agree that through television they were able to understand, comprehend and consider Newspaper as the most effective channel of awareness of the Federal Government’s Agricultural Promotion Policy.

The table shows that (208)60% Male respondents strongly Disagree that through Magazine they were able to understand everything about the federal government agricultural innovation programmes, (0)0% respondent Disagree, (0)0% respondents are Neutral (0)0%Male respondents Agree, and (0)0% Strongly Agree that through television they were able to understand, comprehend and consider Magazine as the most effective channel of awareness of the Federal Government’s Agricultural Promotion Policy.

The table shows that (208)60% Male respondents strongly Disagree that through Social Media they were able to understand everything about the federal government agricultural innovation programmes, (0)0% respondent

Disagree, (0)0% respondents are Neutral (0)0%Male respondents Agree, and (0)0% Strongly Agree that through Social Media they were able to understand, comprehend and consider Social Media as the most effective channel of awareness of the Federal Government’s Agricultural Promotion Policy.

The table shows that (208)60% Male respondents strongly Disagree that through GSM Phone they were able to understand everything about the federal government agricultural innovation programmes, (0)0% respondent Disagree, (0)0% respondents are Neutral (0)0%Male respondents Agree, and (0)0% Strongly Agree that through GSM Phone they were able to understand, comprehend and consider GSM Phone as the most effective channel of awareness of the Federal Government’s Agricultural Promotion Policy.

The table shows that (208)60% Male respondents strongly Disagree that through Extension Workers they were able to understand everything about the federal government agricultural innovation programmes, (0)0% respondent Disagree, (0)0% respondents are Neutral (0)0%Male respondents Agree, and (0)0% Strongly Agree that through Extension workers they were able to understand, comprehend and consider Extension workers as the most effective channel of awareness of the Federal Government’s Agricultural Promotion Policy.

**Research Question 4:** What is the level of adoption of Agricultural Promotion Policy messages among the rural farmers in Kwara South? Response Key: SD = **Strongly Disagree**, D = **Disagree**, N= **Neutral**, A = **Agree**, S.A = **Strongly Agree**

Table 3.3.4

Gender	What is the level of adoption of Agricultural Promotion Policy messages among the rural farmers in Kwara South?										
	Options	Q1	%	Q2	%	Q3	%	Q4	%	Q5	%
Male	S.D	3	1%	0	0%	5	1%	4	1%	0	0%
	D	92	27%	50	14%	60	17%	63	18%	54	16%
	N	25	7%	57	16%	65	19%	47	14%	62	18%
	A	54	16%	64	18%	45	13%	53	15%	53	15%
	S.A	34	10%	37	11%	33	10%	41	12%	39	11%
	Total	208	60%	208	60%	208	60%	208	60%	208	60%
Female	S.D	123	36%	118	34%	125	36%	124	36%	116	34%
	D	15	4%	20	6%	13	4%	14	4%	22	6%
	N	0	0%	0	0%	0	0%	0	0%	0	0%
	A	0	0%	0	0%	0	0%	0	0%	0	0%

S.A	0	0%	0	0%	0	0%	0	0%	0	0%
Total	138	40%	138	40%	138	40%	138	40%	138	40%
<b>Total</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>

Q1 = Knowledge gained from the messages is what I used in running my agric business.

Q2 = My approach to agricultural production is informed by the message of the federal government.

Q3 = With the knowledge gathered I do away with the old way of farming

Q4 = I encourage other farmers to adopt the new methods

Q5 = I cannot go back to the old ways of farming

The table 4.3.4 indicates that (3)1% Male respondents Strongly Disagree that they use Knowledge gained from the Federal Government’s messages in running their Agric business, also (92)27% Male respondents Disagree that they use Knowledge gained from the Federal Government’s messages in running their Agric business, (25)7% Male respondents were neutral, while (54)16% Agree that the knowledge gained from the messages was what they used in running their Agric business and (34)10% respondents Strongly Agree that the Knowledge gained from the messages was what used in running their Agric business.

The table indicates that (0)0% of Male respondents Strongly Disagree that their approach to agricultural production is informed by the messages of the federal government, (50)14% Male respondents Disagree that their approach to agricultural production is informed by the message of the federal government, (57)16% Male respondents are neutral, while (64)18% of Male respondents Agree that their approach to agricultural production is informed by the message of the federal government and (37)11% of Male respondents are Strongly Agree that their approach to agricultural production is informed by the message of the federal government.

(5)1% Male respondents Strongly Disagree that with the knowledge gathered they were able to do away with the old way of farming (60)17% Male respondents Disagree that with the knowledge gathered they were able to do away with the old way of farming methods (65)19% Male respondents neutral, while (45)13% Male respondents Agree that with the knowledge gathered they were able to do away with the old way of farming methods and (33)10% Male respondents Strongly Agree that

with the knowledge gathered they were able to do away with the old way of farming methods.

It can be inferred from the table 4: that (4)1% of Male respondents Strongly Disagree that they encouraged other farmers to adopt the new methods (63)18%, Male respondents Agree they encouraged other farmers to adopt the new methods, (47)14% Male respondents maintains neutrality, while (53)15% Male respondents Agree that they encouraged other farmers to adopt the new methods and (41)12% Male respondents Strongly Agree that they encouraged other farmers to adopt the new methods.

(0)0% Male respondents Strongly Disagree that they cannot go back to the old ways of farming, (54)16% Male respondents Disagree that they cannot go back to the old ways of farming, (62)18% are neutral, while (53)15% Agree that they cannot go back to the old ways of farming, and (39)11% Strongly Agree that they cannot go back to the old ways of farming.

The table indicates that (123)36% Female respondents Strongly Disagree that they use Knowledge gained from the Federal Government’s messages in running their Agric business, also (15)4% Female respondents Disagree that they use Knowledge gained from the Federal Government’s messages in running their Agribusiness, (0)0% Female respondents were neutral, while (0)0% Female respondents Agree that the knowledge gained from the messages was what they used in running their Agribusiness and (0)0% Female respondents Strongly Agree that the Knowledge gained from the messages was what used in running their Agric business.

The table indicates that (118)34% of Female respondents Strongly Disagree that their approach to agricultural production is informed by the messages of the federal government, (20)6% Female respondents Disagree that their approach to agricultural production is informed by the message of the federal government, (0)0% Female respondents are neutral, while (0)0% of Female respondents Agree that their approach to agricultural production is informed by the message of the federal government and (0)0% of Female respondents are Strongly Agree that their approach to agricultural production is informed by the message of the federal government.



(125)36% Female respondents Strongly Disagree that with the knowledge gathered they were able to do away with the old way of farming, (13)4% Female respondents Disagree that with the knowledge gathered they were able to do away with the old way of farming methods, (0)0% Male respondents neutral, while (0)0% Male respondents Agree that with the knowledge gathered they were able to do away with the old way of farming methods and (0)0% Male respondents Strongly Agree that with the knowledge gathered they were able to do away with the old way of farming methods.

It can be inferred from the table that (124)36% of Male respondents Strongly Disagree that they encouraged other farmers to adopt the new methods, (14)4% Male respondents Agree they encouraged other farmers to adopt the new methods, (0)0% Male respondents maintains neutrality, while (0)0% Male respondents Agree

that they encouraged other farmers to adopt the new methods and (0)0% Male respondents Strongly Agree that they encouraged other farmers to adopt the new methods.

(116)34% Male respondents Strongly Disagree that they cannot go back to the old ways of farming, (22)6% Male respondents Disagree that they cannot go back to the old ways of farming, (0)0% are neutral, while (0)0% Agree that they cannot go back to the old ways of farming, and (0)0% 11% Strongly Agree that they cannot go back to the old ways of farming.

**Research Question 4:** What is the level of adoption of Agricultural Promotion Policy messages among the rural farmers in Kwara South?  
 Response Key: SD = **Strongly Disagree**, D = **Disagree**, N= **Neutral**, A = **Agree**, S.A = **Strongly Agree**

**Table 3.3.4**

Gender	What is the level of adoption of Agricultural Promotion Policy messages among the rural farmers in Kwara South?										
	Options	Q1	%	Q2	%	Q3	%	Q4	%	Q5	%
<b>Male</b>	S.D	3	1%	0	0%	5	1%	4	1%	0	0%
	D	92	27%	50	14%	60	17%	63	18%	54	16%
	N	25	7%	57	16%	65	19%	47	14%	62	18%
	A	54	16%	64	18%	45	13%	53	15%	53	15%
	S.A	34	10%	37	11%	33	10%	41	12%	39	11%
	Total	208	60%	208	60%	208	60%	208	60%	208	60%
<b>Female</b>	S.D	123	36%	118	34%	125	36%	124	36%	116	34%
	D	15	4%	20	6%	13	4%	14	4%	22	6%
	N	0	0%	0	0%	0	0%	0	0%	0	0%
	A	0	0%	0	0%	0	0%	0	0%	0	0%
	S.A	0	0%	0	0%	0	0%	0	0%	0	0%
	Total	138	40%	138	40%	138	40%	138	40%	138	40%
<b>Total</b>		<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>	<b>346</b>	<b>100%</b>

Q1 = Knowledge gained from the messages is what I used in running my agric business.

Q2 = My approach to agricultural production is informed by the message of the federal government.

Q3 = With the knowledge gathered I do away with the old way of farming

Q4 = I encourage other farmers to adopt the new methods

Q5 = I cannot go back to the old ways of farming

The table 4.3.4 indicates that (3)1% Male respondents Strongly Disagree that they use Knowledge gained from the Federal Government's messages in running their Agric business, also (92)27% Male respondents Disagree that they use Knowledge gained from the Federal Government's messages in running their Agric business, (25)7% Male respondents were neutral, while (54)16% Agree that the knowledge gained from the messages was what they used in running their Agric business and (34)10% respondents Strongly Agree that the Knowledge gained from the messages was what used in running their Agric business.

The table indicates that (0)0% of Male respondents Strongly Disagree that their approach to agricultural production is informed by the messages of the federal government, (50)14% Male respondents Disagree that their approach to agricultural production is informed by the message of the federal government, (57)16% Male respondents are neutral, while (64)18% of Male respondents Agree that their approach to agricultural production is informed by the message of the federal government and (37)11% of Male respondents are Strongly Agree that their approach to agricultural production is informed by the message of the federal government.

(5)1% Male respondents Strongly Disagree that with the knowledge gathered they were able to do away with the old way of farming (60)17% Male respondents Disagree that with the knowledge gathered they were able to do away with the old way of farming methods (65)19% Male respondents neutral, while (45)13% Male respondents Agree that with the knowledge gathered they were able to do away with the old way of farming methods and (33)10% Male respondents Strongly Agree that with the knowledge gathered they were able to do away with the old way of farming methods.

It can be inferred from the table 4: that (4)1% of Male respondents Strongly Disagree that they encouraged other farmers to adopt the new methods (63)18%, Male respondents Agree they encouraged other farmers to adopt the new methods, (47)14% Male respondents maintains neutrality, while (53)15% Male respondents Agree that they encouraged other farmers to adopt the new methods and (41)12% Male respondents Strongly Agree that they encouraged other farmers to adopt the new methods.

(0)0% Male respondents Strongly Disagree that they cannot go back to the old ways of farming, (54)16% Male respondents Disagree that they cannot go back to the old ways of farming, (62)18% are neutral, while (53)15% Agree that they cannot go back to the old ways of farming, and (39)11% Strongly Agree that they cannot go back to the old ways of farming.

The table indicates that (123)36% Female respondents Strongly Disagree that they use Knowledge gained from the Federal Government's messages in running their Agric business, also (15)4% Female respondents Disagree that they use Knowledge gained from the Federal Government's messages in running their Agribusiness, (0)0% Female respondents were neutral, while (0)0% Female respondents Agree that the knowledge gained from the messages was what they used in running their Agribusiness and (0)0% Female respondents Strongly Agree that the Knowledge gained from the messages was what used in running their Agric business.

The table indicates that (118)34% of Female respondents Strongly Disagree that their approach to agricultural production is informed by the messages of the federal government, (20)6% Female respondents Disagree that their approach to agricultural production is informed by the message of the federal government, (0)0% Female respondents are neutral, while (0)0% of Female respondents Agree that their approach to agricultural production is informed by the message of the federal government and (0)0% of Female respondents are Strongly Agree that their approach to agricultural production is informed by the message of the federal government.

(125)36% Female respondents Strongly Disagree that with the knowledge gathered they were able to do away with the old way of farming, (13)4% Female respondents Disagree that with the knowledge gathered they were able to do away with the old way of farming methods, (0)0% Male respondents neutral, while (0)0% Male respondents Agree that with the knowledge gathered they were able to do away with the old way of farming methods and (0)0% Male respondents Strongly Agree that with the knowledge gathered they were able to do away with the old way of farming methods.

It can be inferred from the table that (124)36% of Male respondents Strongly Disagree that they encouraged other farmers to adopt the new methods, (14)4% Male respondents Agree they encouraged other farmers to adopt the new methods, (0)0% Male respondents maintains

neutrality, while (0)0% Male respondents Agree that they encouraged other farmers to adopt the new methods and (0)0% Male respondents Strongly Agree that they encouraged other farmers to adopt the new methods.

(116)34% Male respondents Strongly Disagree that they cannot go back to the old ways of farming, (22)6% Male respondents Disagree that they cannot go back to the old ways of farming, (0)0% are neutral, while (0)0% Agree that they cannot go back to the old ways of farming, and (0)0% 11% Strongly Agree that they cannot go back to the old ways of farming.

### 3.5 Summary of the Major Findings

Following are the major findings of this study:

- Rural farmers in Kwara South are aware of the Federal Government's Agricultural Promotion Policy's objectives
- Local farmers in Kwara South have knowledge about various components of the policy
- Radio serves as the farmers' primary source of information about Federal government agricultural innovation messages and it is considered the most effective in reaching them.
- Rural farmers in Kwara South could not act on the message of Agricultural Promotion Policy because there is no agricultural extension service provider who can guide them to access the facilities the policy promised.

### 3.6 Discussion of Findings

#### 3.6.1 Awareness about the messages of the Federal Government on Agricultural Promotion Policy (APP).

The finding of the study shows that there significant level of awareness of the federal government Agricultural Promotion Policy among rural farmers in the Kwara South on the basis of gender. From the data presented and analysed in table 4.6, it is vividly clear that the level of awareness of the APP is high among the farmers in Kwara South. The level of awareness of rural farmers in Kwara South shows that the farmers are aware that the programme was designed to bring about self-sustainability in food production and alleviate poverty among the rural farmers.

#### 3.6.2 Awareness of government innovation messages on various agricultural programmes

The most popular of the all the programmes of the Federal Government on agriculture among the rural farmers in Kwara South is Bank of Agriculture single Digit interest rate loan, followed by Agriculture Equipment Hiring Enterprise, River Basin Development Authorities

Commercial Agriculture Revitalization, Presidential Fertilizer initiative/subsidy, National Irrigation Policy and Strategy, Federal Government financial credit to rice, wheat, ginger, maize and soybeans farmers, Livelihood Improvement Family Enterprises, and Anchor Borrower's Programme is the least known among rural farmers in Kwara South.

#### 3.6.3 Channel of awareness of the Federal Government's Agriculture Promotion policy considered most effective by the rural farmers

The channel through which the rural farmers aware of the various components of the Federal Government Agricultural Promotion innovation messages mostly is radio, this confirmed the study carried out by Ani, Umunakwe, Ejiogu-Okereke, Nwakwasi, and Aja (2015); Ango, Illo, Abdullahi, Maikasuwa and Amina (2013); Ariyo, O.C, Ariyo, M.O, Okelola, O.E, Aasa, O.S, Awotide, O.G, Aaron, A.J, and Oni, O.B (2013). Omenesa (2017) observed that radio programmes are usually timely and capable of extending messages to the audience no matter where they may be as long as they have a receiver with adequate supply of power. Ango, Illo, Abdullahi, Maikasuwa and Amina (2013) wrote that the implication of this is that majority of the farmers in the study area enjoyed the agricultural programmes aired and it helps them improve their level of productivity. But, Saleh, Burabe, Mustapha and Nuhu (2018) wrote that the success of agricultural development programmes largely depends on the nature and extent of utilization of mass media for development. In respect of this finding, Radio and Television are the most effective media suitable for diffusing the federal government innovation programmes to the farmers in rural areas.

#### 3.6.4 Level of adoption of the messages of the Federal Government's Agricultural Promotion programmes among farmers in rural areas of Kwara South.

Majority of the farmers in Kwara South could not progress to adoption because of the absence of the agricultural extension service provider who would guide them. This is in line with Boekel and Silva (2016) in their study of the adoption of new Agricultural Technology Programme in Hambantota District in Sri Lanka reported that majority of the farmers in the community progressed to the awareness stage but only about 50 per cent of farmers continued until the final adoption stage was reached for different reasons.

### 4.1 Summary of the findings

The level of awareness of the APP is high among the rural farmers in Kwara South. The farmers are aware that the programme was designed to bring about self-sustainability in food production, diversification of economy and alleviate poverty among the rural farmers.

Rural farmers are aware but their knowledge about each component of the Agricultural Promotion Policy varies based on gender. The most popular of the all the programmes of the Federal Government on agriculture among the rural farmers in Kwara South is Bank of Agriculture single Digit interest rate loan for famers, followed by Agriculture Equipment Hiring Enterprise, River Basin Development Authorities Commercial Agriculture Revitalization, Presidential Fertilizer initiative/subsidy, National Irrigation Policy and Strategy, Federal Government financial credit to rice, wheat, ginger, maize and soybeans farmers, Livelihood Improvement Family Enterprises, and Anchor Borrower's Programme is the least known among rural farmers in Kwara South.

The channel through which the rural farmers are aware of the various components of the Federal Government Agricultural Promotion innovation messages mostly is radio. It is the most popular medium among the 'lettered' and 'unlettered' in the rural areas. Even though, Television with audio-visual capability capable of demonstrating how to do the farming trailed behind. In respect of this finding, to create awareness Radio and Television are considered to be the most effective media so far in diffusing the federal government innovation programmes to the farmers in rural areas. However, despite the high level of awareness of the various components of the Agricultural Promotion Policy of the Federal Government, the level of adoption of the innovation messages of the government by the rural farmers in Kwara South is very low, this is so because farmers could not act on the information received. This implies that the expected role of extension service is conspicuously missing.

The finding of the study shows that there significant difference in the level of awareness, knowledge and adoption of the federal government Agricultural Promotion Policy among rural farmers in the Kwara South on the basis of gender.

The result of the findings in also indicate that there is significant difference between the channels of awareness of Federal Government's Agriculture Promotion policy which the rural farmers considered most effective on the basis of gender of the farmers in Kwara South. This shows

that the channel of communication has significant impact on Federal Government's Agriculture Promotion policy. Succinctly, the following are the key findings of this study:

- Rural farmers in Kwara South are aware of the Federal Government's Agricultural Promotion Policy's objectives
- Local farmers in Kwara South have knowledge about various components of the policy
- Radio serves as the farmers' primary source of information about Federal government agricultural innovation messages and it is considered the most effective in reaching them.

## 5.2 Conclusion

The findings revealed that farmers in the rural communities in Kwara South are aware of the federal government's agricultural promotion policy programmes. The most popular mass media among them is radio. This fact accounts for the adoption of radio as most effective means of reaching the rural farmers with agricultural innovations messages. However, it has been established that the level of change that the mass media can make is minimal, there is need for integration of interpersonal communication imbedded in extension service which the APP is yet to be effectively integrated

The absence of extension service has hindered farmers' access to link up information that will enable them to act or use the message or benefitted from the programme. Somewhere else, rural farmers depend on ICT for their farming activities from land preparation to produce marketing but the situation is not the same with the rural farmers in the area of study, government has not been able to create an ICT platform that will serve as situation room using Social media or software application that will be available to the farmers.

The APP is a laudable policy programme, that its testimony has resulted in production of and dependent on homegrown food and the government has received accolades on this giant step. However, the communication thrust articulated in the policy document of the government on the programme has not been well implemented and executed. Notwithstanding, strengthening communication strategies adopted for the programme, and creating access to the programme incentives will go a long way in diffusing the adoption of the programme.

## 5.3 Recommendation

1. There should be resuscitation and revitalization of extension services in rural areas while their offices are moved closer to



rural farmers who are the target of their (extension workers') activities.

2. The Federal Government should monitor the programme to ensure that target groups are the actual beneficiary of the policy.
3. Provision of ICT infrastructure, training, and maintenance of the infrastructure at a price the rural farmers can afford.

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**Appendix**  
**The Federal Polytechnic Offa**  
**Department of Mass Communication**  
**School of Communication and Information Technology**

**QUESTIONNAIRE**

Dear Respondent,

This questionnaire is an attempt to assess the Evaluation of the effectiveness of the Federal Government Agricultural Promotion Policy (APP) message strategies among rural farmers in kwara South.

Kindly respond to the set of questions below objectively as possible to each statement by putting a tick (  ) in only one of the columns provided against such question or statement and fill where appropriate. All information supplied would be used strictly for academic purpose and treated with utmost confidentiality.

**PART A: please tick as**

1. What is your gender (Male (  ) Female (  )
2. I belong to this age group/bracket (Under 18(  ) 19-29 (  ) 30-39 (  ) 40- 49 (  ) > 50(  )
3. My job type is (civil servant (  ) Trader (  ) Artisan (  ) Student (  ) Farming(  )
4. I am also into another business in addition to farming, (please state it) .....
5. Level of my education attainment is:
  - a. Primary School (  ) Secondary education (  ) HND/ B.Sc., ND/NCE (  )
  - b. MSc and above (  ) Did not attend a formal school(  )
6. I live in.....village of .....Local Government

**PART B:** This section is focused on measuring your level of awareness about messages on agricultural innovation and programmes of the federal government of Nigeria using these categories. **5 = Extremely aware, 4 = Moderately aware, 3 = Somewhat aware, 2 =Slightly aware; 1= Not aware at all**

S/n	Level of Awareness	5	4	3	2	1
1.	I am aware of the federal government’s agricultural programme					
2.	I am aware that the programme is designed to alleviate poverty among the rural poor.					
3.	I am aware that the programme is to empower the smallholder farmers to increase their productivity					
4.	I am aware that the programme is to bring about self-sustainability in food production					
5.	I am aware that the programme is aimed at diversifying the economy					
6.	I know the federal government want smallholder farmers to see agriculture as business, not hobby					

**PART C:** This section is focused on measuring the level of awareness of various Federal Government innovation programme message on agriculture using these categories. **5 = Extremely aware, 4 = Moderately aware, 3 = Somewhat aware, 2 =Slightly aware; 1= Not aware at all**

S/n	Awareness	5	4	3	2	1
1	I am aware of the Anchor Borrower’s Programme					

2	I am aware of Livelihood Improvement Family Enterprises					
3	I heard about the National Irrigation Policy and Strategy					
4	I am aware of River Basin Development Authorities Commercial Agriculture Revitalization					
5	I heard about Bank of Agriculture single Digit interest rate loan for farmers					
6	I heard about Agriculture Equipment Hiring Enterprise					
7	I know about Presidential Fertilizer initiative/ subsidy					
8	I am aware that the Federal Government is giving financial credit to rice, wheat, ginger, maize and soybeans farmers					

**PART D:** This section is focused on measuring the medium of awareness of federal government Programmes among the respondents used by the Federal government to communicate agricultural innovation programmes to the farmers in rural areas using these categories. **5 = Extremely aware, 4 = Moderately aware, 3 = Somewhat aware, 2 = Slightly aware; 1= Not aware at all.** (NOTE: you can choose more than one options)

S/n	Medium of Awareness	5	4	3	2	1
1	I heard about the programme on radio					
2	I watched the programme on television					
3	I come across the programme on social media					
4	An SMS was sent to me on phone					
5	I read about the programme on the pages of newspaper					
6	Extension workers paid us a visit, to discuss the programme					
7	I heard about the programme through farmers' association					
8	Our community leaders informed us about the programme					
9	We were told in one of the religion congregations we had					
10	I was told by a relation					
11	A fellow farmer told me					

**PART E:** This section is focused on measuring the effectiveness of communication channel used in communicating agricultural innovation programmes to the farmers in rural areas using these categories: **1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree**

.S/n	Channel Effectiveness	5	4	3	2	1
	<b>RADIO</b>					
1	Through radio, I was able to understand everything about the federal government agricultural innovation programmes					
2	Through radio, I comprehend the different messages on federal agricultural					
3	I consider radio the most effective in helping me to understand and adopt (use or act) on the message of the federal government agricultural programmes.					
	<b>TELEVISION</b>					
1	Through Television, I was able to understand everything about the federal government agricultural innovation programmes					
2	Through Television, I comprehend the different messages on federal agricultural					
3	I consider Television, the most effective in helping me to understand and adopt (use or act) on the message of the federal government agricultural programmes.					
	<b>NEWSPAPER</b>					
1	Through newspaper, I was able to understand everything about the federal government agricultural innovation programmes					
2	Through newspaper, I comprehend the different messages on federal agricultural					
3	I consider newspaper the most effective in helping me to understand and					

	adopt (use or act) on the message of the federal government agricultural programmes.					
	<b>MAGAZINES</b>					
1	Through magazines, I was able to understand everything about the federal government agricultural innovation programmes					
2	Through magazines, I comprehend the different messages on federal agricultural					
3	I consider magazines the most effective in helping me to understand and adopt (use or act) on the message of the federal government agricultural programmes.					
	<b>SOCIAL MEDIA</b>					
1	Through Social Media, I was able to understand everything about the federal government agricultural innovation programmes					
2	Through Social Media, I comprehend the different messages on federal agricultural					
3	I consider Social Media the most effective in helping me to understand and adopt (use or act) on the message of the federal government agricultural programmes.					
	<b>GSM PHONES</b>					
1	Through GSM Phones, I was able to understand everything about the federal government agricultural innovation programmes					
2	Through GSM Phones, I comprehend the different messages on federal agricultural					
3	I consider GSM Phones the most effective in helping me to understand and adopt (use or act) on the message of the federal government agricultural programmes.					
	<b>EXTENSION WORKERS</b>					
1	Through extension workers, I was able to understand everything about the federal government agricultural innovation programmes					
2	Through extension workers , I comprehend the different messages on federal agricultural					
3	I consider extension workers the most effective in helping me to understand and adopt (use or act) on the message of the federal government agricultural programmes.					

Thank you.

Researcher.