

Farmers Utilization of Farm - Radio Programmed for Marketing of Agricultural Commodities in Oyo State, Nigeria

Oyeyinka, R. A.¹ Bello, R. O.² Ayinde, A.F.O.¹

1. Department of Agricultural Administration, Federal University of Agriculture, Abeokuta, Ogun State, Nigeria

2. Department of Agricultural Education, Federal College of Education (Special), Oyo, Oyo State, Nigeria

E-mail of corresponding author. akinoye2009@gmail.com

Abstract

Radio can persuade and effectively influence large audience, thereby contributing substantially to the building of national consensus. It is a powerful instrument in the area of public enlightenment, on health issues, family planning, cultural reawakening, and marketing of agricultural products, business improvement and other social issues. The study examined the use of radio for the marketing of agricultural products in Oyo State, Nigeria. A random sampling technique was used to select one hundred and fifty (150) farmers for the study. The results of the findings showed that majority of the respondents (66.7%) were women with most of them between 41-50 years of age. Majority of the respondents were married (67.3%) and educated (72.0%), which has positive effect on their use of marketing information. Farming constitutes the major occupation (81.3%) of the respondents, with many of them (68.0%) having between 6-15 years farming experience. The result further shows that majority of the farmers (84.0%) used the radio agricultural programme as their agricultural market information source. Inferential statistics results indicate that there were significant relationship between farmers use of farm-radio programme for marketing agricultural commodities and educational attainment ($X^2 = 16.35$; $p < 0.05$) and primary occupation ($X^2 = 61.25$; $p < 0.05$). However age ($X^2 = 5.54$; $p > 0.05$) and marital status ($X^2 = 10.46$; $p > 0.05$) among other variables had no significant relationship with the use of farm-radio programme for marketing agricultural commodities. Also the results on farmers awareness ($r = 0.632$, $p < 0.05$) and use of farm-radio for marketing agricultural commodities had a positive relationship while constraints ($r = -0.0256$, $p < 0.05$) had a negative relationship with farmers use of farm-radio for marketing agricultural commodities. The study concluded that apart from radio, the mostly widely use source of market information by farmers are extension agents and verbal contact with fellow farmers.

Keywords: Radio, Marketing, Utilization, Farmers, Agricultural, Commodities.

1.0 Introduction

Radio is one of the several vehicles in which information is being transferred in Nigeria and the world at large. It has been acknowledged in many write up as the most widely used. The reason for its wide acceptability cannot be separated from the fact that it is cheap to acquire and can be operated with or without electricity so far dry cells are also available. These justify the reason why its audience is not limited to literate and mostly urban dwellers but also to the people in the remotest part of the world i.e. the rural people.

As part of the advantage of radio over the other media is the consideration for the target audience which could be in terms of choice of language to use. This is better imagined when considering the scope of British Broadcasting Corporation (BBC) and Voice of America (VOA) in the world based on the different languages adopted in broadcasting their news. So it is easy through radio for an Hausa man to be aware of immediate things happening in Lagos as it affects his well – being no matter the state of development he is in at the time when the information is released.

Behrens and Evans (1984) reported that extension workers find radio useful at the local level to communicate local problems and solutions. However, there are shortcomings of radio. FAO (1984), points out the fact that audience cannot refer back to what they heard on the radio, nor can they see what is being described as major short fall to adequacy of radio communication. Other criticisms according to Mcanany (1973) and Bello, (2000), are summarized as follows;

There is low interaction between the producers and consumers of programmes before and during planning, production and broadcasting of programmes. Also programmes may be produced based on the knowledge of the subject matter specialist without adequate consultation with the media specialist. In the attempt to solve these problems and make radio communication, more effective most especially to people in the rural area, system such as open broadcast, group listening and audiocassettes were adopted. Also, radio has been identified as a major communication medium in many ACP countries and its use is changing fast. Ever since 1990 there has been a massive surge in the number of rural radio stations which is now totaling to more than 400 according to a recent survey of British Broadcasting Corporation, Centre for Tropical Agriculture (CTA). Yet international stations continue to attract listener especially as they are usually re-broadcast through local FM stations in addition to short – waves which is still used by more than 15% of listeners in Africa (Spore, 1998).

The radio has been recommended by most communication researchers and extension experts as an

inexpensive medium for reaching a large number of rural dwellers in developing countries. Through radio, even the most remote populations can learn about their environment and know what contributions they can make (Waeber and Orengo, 2008). Within limits, radio can persuade and effectively influence large audience, thereby contributing substantially, to the building of a national consensus. It is a powerful instrument in the area of public enlightenment, on health issues, family planning, cultural reawakening, and marketing of goods, business improvement and other social issues.

The World Bank, the United States Agency for International Development (USAID) along with many other international donor agencies have found radio to be an effective development tool in promoting their objectives in health, environment, education, governance and more recently agriculture because of food security (World Bank, 1997). In corroborating these assertions, Adeniji and Ega (2006) found radio to be one of the best means of reaching a broad range of the Nigerian populace.

Effective programming takes into account the traditional techniques of communication in the developing world and applies modern radio to them. Radio allows for transmission of information in a variety of languages including the local languages which are simple and better understood by the target population. In today's world especially in the developing nations of Asia and Africa, there are more radio sets than television sets. There are more than 80 million radios in developing countries which translate to an average of one in ten people with access to radio (Bennett, 2001).

Moreover radio is a household item throughout Africa, and invention of the crank radio, which eliminates the need for batteries, further increased the presence of radio in the continent (Bryant, 1996). Radio is a powerful communication tool (Chapman et al, 2003) that has also proved to be the most effective media in promoting agriculture and development in rural areas (Nakabugu, 2001).

Various radio programme designs have been used in an attempt to provide the greatest reach to farmers. Farm broadcasting or "farm casting" refers to the whole system and structure within broadcasting institutions through which agricultural radio programmes are produced and disseminated to the general public, largely as part of agriculture extension strategies (Manyozo, 2007). It is a branch of development journalism that specifically centers on subject matter experts and communicators who rely on radio programming to disseminate technical agricultural knowledge to farming communities (Pickstock, 2006; SADC-CCD, 2006).

In some areas, the cores of the programmes are drama sketches to illustrate the innovations being disseminated. Other programmes have been produced in a magazine format, featuring drama, topical issues and discussions, interspersed with jingles and traditional music. An example is the Rural Development Communication Campaign Project which used two agricultural radio programmes – *Zimachitika* (it happens) and *Mwana Alirenji* (Food Abundance/Security) – as tools for communicating development messages (Chimutu, Kapyepye and Ndlhovu, 2006). *Zimachitika* is a radio drama with two 30-minute episodes each week; *Mwana Alirenji* is a fast-paced farmer-to-farmer magazine with a 30-minute programme every week. *Zimachitika* concentrates on food security and HIV/AIDS, while *Mwana Alirenji* highlights good farming practices and solutions developed by farmers themselves (Chimutu, Kapyepye and Ndlhovu, 2006). In Oyo state, Farm-radio agricultural programmes are broadcast by Broadcasting Cooperation of Oyo State (BCOS-FM). The transformation of an agricultural marketing programme "Oyinladun" led to the creation of "Farming Hints" which is one the agricultural programme on radio. "Farming hints" is broadcast in Yoruba Language from 9.00am-10.00am on Saturday on Frequency Modulated wavelength- 98.5MHz for BSOS-FM. Oyinladun is a regular agricultural marketing information programme that was established by the Oyo State Government through its owned radio broadcasting co – operation of Oyo State (BCOS). It came about on wake of popular demand by local governments, groups and individual within and outside the state seeking recognition for local markets around them.

The main objective of the programme is to keep the farmers as well as the traders and consumers well informed of the markets around them. The contents of the information include; the days of the market, types of agricultural product and location of the market and the detail information of each market is prepared by the people in the area and send it directly or through their local government area secretariat, to the producer Oyinladun Programme, Broadcasting Co-operation of Oyo State (BCOS). The list of the markets, location, and types of agricultural products were compiled and presented every Saturday. This keeps reminding the audience of detail information about how their agricultural products can be marketed in the markets around the towns and cities in the state. Below are the lists of selected local markets recorded from the radio agricultural programme monitored in May 2013?

| Serial No | Market Name | Type | Location | Market Days |
|-----------|-------------|-------|----------|----------------------|
| 1 | Towobowo | Rural | Igboora | 5th days |
| 2 | Ganmo | Rural | Ganmo | 5th days |
| 3 | Kisi | Rural | Kisi | 5th days |
| 4 | Birukomi | Rural | Okeho | 5th days |
| 5 | Ojoo | Rural | Ojoo | 5th days |
| 6 | Total Apomu | Rural | Apomu | 5th days |
| 7 | Oja Iregba | Rural | Iregba | 5 th days |
| 8 | Oko | Rural | Oko | Everyday |
| 9 | Iware | Rural | Iware | 5th days |
| 10 | Kajola | Rural | Okeho | 5th days |
| 11 | Ogere-Remo | Rural | Ogere | 5th days |
| 12 | Jaloke | Rural | | |
| 13 | Obada | Rural | Ikire | 5th days |
| 14 | Olorunda | Rural | Ilero | 5th days |
| 15 | Temidire | Rural | Eruwa | 5th days |
| 16 | Maya | Rural | Lanlate | 5th days |
| 17 | Obada | Rural | Eruwa | 5th days |
| 18 | Owode | Rural | Lanlate | 9th days |
| 19 | Owode | Urban | Offa | 5th days |
| 20 | Okolo | Urban | Eruwa | 5th days |
| 21 | Egbejoda | Urban | Fiditi | 5th days |
| 22 | Killa | Urban | Killa | 8th days |
| 23 | Osogun | Urban | Lanlate | 5th days |
| 24 | Owode | Urban | Lanlate | 9th days |
| 25 | Bolomope | Urban | Lanlate | Everyday |

Source: BCOS RADIO, O-Y-O.(2013).

2.0 Statement of Problem:

Information is important in bringing about change and development. It is an essential ingredient in agricultural marketing programmes, but Nigerian farmers and traders seldom feel the benefit of agricultural marketing, because they have no access to vital information on how to market their produce or because it is poorly disseminated (Ozowa, 2000). The developing countries have not achieved the desired progress in agricultural information services and this has almost caused stagnancy of agricultural marketing and development. As observed by Ekong (2003), information dissemination in Nigeria and among people (elites) depends largely on face-to-face communication even in the cities. This mode of communication cannot achieve the goal of reaching a large number of farmers at the same time and it is not cost effective. This is why there is a need for utilization of the mass media in reaching farmers and traders on how to market their agricultural products. It is of utmost importance to give priority to agricultural marketing and extension with the objective of increasing production and redistributing income to peasant farmers and traders in the country. Information therefore is an important factor in bringing about development and effective extension through the utilization of modern technology. Skilled and effective manpower responsible for the growth of agriculture requires continuous increase in knowledge. It is necessary to have immediate access to innovations, changes and the latest results of agricultural research. Most of the farmers are in the hinterland and extension workers used for agricultural programmes find it difficult to get to the hinterland due to poor road network and other social infrastructure. This is in addition to the inadequacy of the extension workers involved in the extension programmes. To circumvent these problems, the use of radio as a stop-gap measure needs to be evaluated. Radio listening culture is huge in Nigeria especially in the rural areas. The agricultural programmes help to transfer information which helps to regularly furnish the rural farmers and traders with relevant information to increase production and improve rural livelihood. Also observation has shown that farmers have surplus of agricultural products during harvest. This has resulted in many of the products being wasted on the farm due to lack of awareness of most appropriate places to sell their products. It is in the light of the above stated problems that this research work was conceived.

2.1 Objective of the Study: The study was conducted to assess the use of farm-radio for the marketing of agricultural commodities in Oyo State, Nigeria. Specifically the objectives of the study were as follows:

1. examine the socio-economic characteristics of the marketers of agricultural products in the study area.
2. identify different agricultural products marketed in the study area.
3. ascertain respondents sources of marketing information.

4. investigate the awareness and use of the respondents about farm - radio programme in the study area.
5. describe the marketing constraints faced by the respondents.

2.2 Hypotheses of the Study: The following hypotheses' were tested in the null form as follows:

Ho₁. There is no significance relationship between the socio-economic characteristics of respondents and their use of farm- radio programme for marketing agricultural commodities. '

Ho₂. There is no significant relationship between awareness of the respondents and their use of farm-radio programme for marketing agricultural commodities.

3.0 Methodology of the study

Oyo state is located in the south-west geopolitical zone of Nigeria, it is one of the three states carved out of the former western state of Nigeria in 1976. The state is made up 33 local government areas. The state covers a total of 27,249 square kilometers of land mass and it is bounded in the south by ogun state, in the north by kwara state, in the west by partly ogun state and Republic of Benin, while in the east by osun state. The landscape consists of old hard rocks and dome shape hills, which rise gently from about 500 meters in the southern part and reaching a height of about 1,219 meter above sea level in the northern part. The topography of the state is of gentle rolling low land in the south, rising to a plateau of about 40 meters. The state is well drained with rivers flowing from the upland in the North-south direction. Oyo State has an equatorial climate with dry and wet seasons and relatively high humidity. The dry season last from November to March while the wet season starts from April and ends in October. Average daily temperature ranges between 25 C (77.0 F) and 35 C (95.0 F), almost throughout the year. The vegetation pattern in the state is of two types: rain forest in the southern part and guinea savannah in the northern part. Thick forest in the south gives way to grassland interspersed with trees in the north. The climate in the state favours the cultivation of crops like maize, yam, cassava, millet, rice, banana and plantain, cacao tree, palm tree, and cashew. The state has many markets, urban and rural where many agricultural commodities are bought and sold with arable crops featuring prominently. The study population comprised of all farmers who were actively involved in the marketing of agricultural products like, yam, maize, cassava, melon, vegetable, etc in five (5) markets randomly selected from the major markets in Oyo State. These markets were selected because they were noted for the sale of the selected agricultural commodities. Primary data was collected from one hundred and fifty (150) farmers randomly selected from the five (5) markets, as follows: Towobowo Igboora(30),Kajola Okeho(30),Temidire Eruwa(30),Egbejoda Fiditi(30),and Elekara Oyo(30), using a well structure questionnaire and interview schedule. The dependent variable for the study was the use of farm-radio programme for marketing of agricultural commodities by farmers. Seven marketing information items were identified as follows: where to obtain funds, use of adequate storage facilities, prices of agricultural products, how to control pests and diseases, products packaging methods, sale points of materials, and uses of agricultural products were measured on a three points scale of: aware and adopted(3), aware but not adopted(2), and not aware(1). The independent variables were, types of marketing information, farmers sources of information, agricultural products marketed, and farmers marketing constraints. The data collected were analysed with the used of frequency counts, percentages, and means, while chi-square and correlation analysis were used to test the relationship between the dependent and independent variables of the study.

4.0 Results and Discussion of the study:

4.1 Social – Economic Characteristics of the Respondents:

Table 1 shows that majority (47.33%) of the respondents fall between the age group of 41 – 50 years, while a few (10.67%) were within the age range of 51 – 60years. This is in support of the findings of Oyeyinka and Bello (2013), that majority of active farmers fall between the ages of 30 – 50 years. The table also indicates that 66.7% of the respondents were females while 33.3% were males. The educational background shows that a high proportion of the respondents (72%) had completed one form of formal education while (28%) of the respondents had no formal education. The findings showed that majority of the respondents (56.7%) were Muslims, while (43.3%) were Christians. Majority of the respondents (42.7%) had a farming experience of 11-15years while a few (8.0%) had a farming experience of 1-5yaesr. The table further shows that majority of the respondents (81.3%) were farmers while 8.0% and 10.7% were traders and civil servant respectively. On the mode of transportation, a high numbers of the farmers (68.0%) used truck to evacuate their products from the farm gate to the market while a few of them (4.0%) make used of their bicycle to transport their agricultural goods to the market centre's. Majority of the respondents (61.3%) have a family size of 5-10, while a few of them (5.3%) had a family size of above 15members.

4.2 Agricultural Products Marketed

Table 2 shows that a large proportion of the following crops were marketed, cocoa is sold by (93.3%) of the farmers that grows it, (85.3%) of those farmers that produces kola nut sold the products and (88.0%) of the

respondents that grow cashew sold the nuts. A larger proportion of the respondents that grows maize, cassava, and yam indicated that they consumed their products, while majority of those who produce cowpea (65.3%), and palm tree (oil) (61.3%) sold the products in the market.

4.3 Farmers Sources of Marketing Information:

Table 3 shows the various sources of agricultural marketing information and the percentage availability of each. The table further revealed that, radio (84.0%), extension agents (65.3%), other farmers (57.3%), family and friends (45.3%), agricultural shows (45.3%) and television (41.3%) are the mostly available sources of agricultural marketing information. The least used marketing information source was internet (2.0%). This supported the views of Omenasa (1991) and Bello (2000) that radio among other means of communication is the easiest and common because it is very cheap to acquire compare with others. Also Aragon (2004) posited that farmers frequent use of radio for obtaining information on its portability as a communication facility. Behrens and Evans (1984), confirm this by saying that extension workers use radio as a useful tool to communicate at the local level.

4.4 Use of Farm-Radio Programmed for Marketing Agricultural Commodities by Farmers:

Marocchino (2009) described agricultural marketing as a series of interconnected activities involving: planning, production, growing, harvesting, grading, packaging, transport, storage, agro and food processing, distribution and sale. These activities cannot take place without the exchange of information between producers and buyers. The results in table 4 summarized respondents' awareness and use of farm-radio programmed for marketing agricultural commodities. The table shows that (74.7%) of the respondents said that the programme reminds them of market locations, (74.0%) confirmed that the programme intimates them of prices of agricultural products in the markets, while (69.3%) utilized the programme information to know the days of the market. Although, (68.0%) of the respondents said that the programme intimate them with information on where to obtain loans. However, they did not utilize this information, probably because of the exorbitant interest rates charged by formal financial institutional source of loans (credit). The table further shows that, (41.3%) of the respondent said that they were not aware of the radio programme on pests and diseases control, despite the popular nature of the radio programme in Oyo State, Nigeria.

4.5 Marketing Constraint of Respondents:

Data to the use of agricultural marketing information was solicited. Results in table 5 shows the area to which respondents shows substantial constraints to the use of marketing information: inadequate price information (74.0%), inadequate transport facilities (69.3%), seasonal price fluctuation (68.0%), inadequate finance (68.7%), and small scale of production (67.3%). However, majority of the respondents (61.3%) did not considered non-availability of the products as a severe constraint. The implication of this finding is that agricultural products supplies to the markets were higher than the commodity demand by the consumers.

4.6 Chi-Square analysis between socio-economic characteristics of Respondents and Use of farm-radio Programmed for Marketing Agricultural Commodities.

The chi-square analysis in table 6 indicates that there were significant relationship between farmers use of farm-radio programme for marketing agricultural commodities and educational attainment ($X^2 = 16.35$; < 0.05), primary occupation ($X^2 = 61.25$, < 0.05) and farming experience ($X^2 = 15.54$, < 0.05), while age ($X^2 = 5.54$, > 0.05), sex ($X^2 = 4.11$, > 0.05), marital status ($X^2 = 10.46$, > 0.05), family size ($X^2 = 7.89$, > 0.05) and religion ($X^2 = 5.46$, > 0.05) had no significant relationship with the use of farm-radio for marketing agricultural commodities. Women play major role in the marketing of agricultural products in Oyo State in particular and Nigeria in general. FAO (2005) posited that about 62% of women in the country were involved in agricultural production/marketing. About sixty-six percent of the respondents in the area of study were females, and the use of marketing information among them was higher than their male counterpart. Education influences the use of marketing information among the respondents. The higher the educational status of the respondents, the higher their ability to interprets and decodes complex marketing information. Older farmers who have acquired better farming experience through long years in farming were able to utilize marketing information better than the young farmers. The significant relationship found between primary occupation and use of marketing information is expected. This is because the use of efficient market information has benefits for farmers and traders (Grahame, 2007).

4.7 Correlation coefficient between farmers' awareness, constraint and use of farm-radio programme for marketing agricultural commodities:

In table 7, it was assumed that, the data collected from the respondents is normally distributed. Farmers' awareness and use of farm-radio for marketing agricultural commodities were subjected to correlation analysis at

0.05 level of significant. This implies that the higher the magnitude of the coefficient; the more important the corresponding variables. Table 7, shows that farmers awareness of the programme and use of farm-radio for marketing agricultural commodities has a positive relationship ($r = 0.632$, $p < 0.05$), whereas, constraint had negative relationship ($r = -0.0256$, $p < 0.05$). This finding implies that the use of farm-radio for marketing agricultural commodities is affected by some constraints. Establishing the fact that constraints are strong enough to impede the use of market information is instructive. It is pertinent to identify specific issues that constitute greatest constraint to the use of farm-radio for marketing agricultural commodities. Gelb et al (2008) posited that researchers have not devoted sufficient time and resources to identify solutions for effective adoption of technologies, including the use of radio for market information. Such dedication is necessary to prioritize the pursuit of practical solutions to constraints the effective market information uptake in the area of study.

5.0 Conclusion and Recommendations

Based on the findings of the study, it was concluded that majority of the respondents were women, with most of them between 41 – 50 years of age. Majority of the respondents were married and educated, which has positive influence on the farmers use of farm-radio programme for marketing agricultural commodities. It was also observed that most of the respondents practice Islam; this could be the reason why majority of them has large number of family size. Farming constitute the major occupation of the respondents in the study area, with long years of farming experience, this experience has assisted them in utilizing farm-radio market information. The farmers' major means of evacuating their agricultural products from the farm gate to the market was through truck which is much easier than wheel barrows and bicycles. It can be inferred that farmers irrespective of their age, sex and marital status mainly use the farm-radio agricultural programme as their agricultural market information sources. Apart from radio, the most widely used source of market information is extension agents and verbal contact among their fellow farmers.

The following recommendations were suggested based on the findings of the study.

1. The programme area of coverage should go beyond the state. If this information network can be adopted by all the states of Nigeria, farmers will have improved market price for their products.
2. Other sources of information, most especially television, internet (social media), printed media should adopt similar programme that will promote farm marketing and sales of agricultural commodities in Oyo State in particular and Nigeria in general.
3. The problem of inadequate price information and the exorbitant market charged by the middle men should be ameliorated through the inclusion of the information package in the broadcasting by the programme presenter.

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Table1: Distribution of Respondents According to Socio-Economic Characteristics: n = 150

| Variables | Frequency | Percentages |
|-----------------------------|------------------|--------------------|
| *Age in Years | | |
| Under 20years | 20 | 13.3 |
| 21 – 30 | 21 | 14.0 |
| 31 – 40 | 22 | 14.7 |
| 41 – 50 | 71 | 47.3 |
| 51 – 60 | 16 | 10.7 |
| Above 60years | 0 | - |
| *Sex | | |
| Male | 50 | 33.3 |
| Female | 100 | 66.7 |
| *Marital Status | | |
| Single | 35 | 23.3 |
| Married | 101 | 67.4 |
| Divorce | 06 | 4.0 |
| Widow | 08 | 5.3 |
| *Educational Level | | |
| No formal Education | 42 | 28.0 |
| Primary School | 44 | 29.3 |
| Secondary School | 52 | 34.7 |
| Tertiary School | 12 | 8.0 |
| *Religion | | |
| Islam | 85 | 56.7 |
| Christianity | 65 | 43.3 |
| *Farming Experience | | |
| 1 – 5 | 12 | 8.0 |
| 6 – 10 | 38 | 25.3 |
| 11 – 15 | 64 | 42.7 |
| 16 – 20 | 36 | 24.0 |
| *Occupation | | |
| Farming | 122 | 81.3 |
| Trading | 12 | 8.0 |
| Civil Servant | 16 | 10.7 |
| *Transportation Mode | | |
| Truck | 102 | 68.0 |
| Car | 22 | 14.6 |
| Head Pan | 10 | 6.7 |
| Bicycle | 06 | 4.0 |
| Wheelbarrow | 10 | 6.7 |
| *Family Size | | |
| Less than 5 | 28 | 18.7 |
| 5 – 10 | 92 | 61.3 |
| 10 – 15 | 22 | 14.7 |
| Above 15 | 08 | 5.3 |

Source: Field Survey, 2013.

Table 2: Distribution of Respondents by Agricultural Products Marketed, n = 150

| Crops / Products Marketed | Sale | | Consumed | | Both (Sale & Consumed) | |
|---------------------------|-------|------|----------|------|------------------------|------|
| | Freq. | % | Freq. | % | Freq. | % |
| Maize (Grain) | 22 | 14.7 | 28 | 18.7 | 100 | 66.7 |
| Melon (Seed) | 68 | 45.3 | 10 | 6.7 | 72 | 48.0 |
| Cocoa (Beans) | 140 | 93.3 | 4 | 2.7 | 6 | 4.0 |
| Palm Tree (Oil) | 92 | 61.3 | 14 | 9.3 | 44 | 29.3 |
| Cowpea (Bean) | 98 | 65.3 | 10 | 6.7 | 43 | 28.0 |
| Yam (Tubers) | 62 | 41.2 | 22 | 14.7 | 66 | 44.0 |
| Kola nut (Seed) | 128 | 85.3 | 4 | 2.7 | 18 | 12.0 |
| Cashew (Nut) | 132 | 88.0 | 08 | 5.3 | 10 | 6.7 |
| Cassava (Grain) | 34 | 22.7 | 10 | 6.7 | 106 | 70.7 |

Source: Field Survey, 2013

Table 3: Distribution of Respondents by Source of Marketing Information:

| Sources of Information | Frequency | Percentages |
|------------------------|-----------|-------------|
| Radio | 126 | 84.0 |
| Family and Friends | 68 | 45.3 |
| Posters | 32 | 21.3 |
| Bill Board | 16 | 10.7 |
| Other farmers | 86 | 57.3 |
| Fliers | 08 | 5.3 |
| Television | 62 | 41.3 |
| Bulletins | 10 | 6.7 |
| Leaf lets | 08 | 5.3 |
| Newspaper | 44 | 29.3 |
| Extension Agents | 98 | 65.3 |
| Agric Magazine | 14 | 9.3 |
| Internet | 03 | 2.0 |
| Agric Shows | 68 | 45.3 |
| Extension guide | 34 | 22.7 |
| Seminars / Conferences | 22 | 14.7 |

Source: Field Survey, 2013.

* Multiple Responses.

Table 4: Distribution of Respondents According to Awareness and use of farm – Radio Porgramme.

| Marketing Information | Aware & Use | | Aware but not Use | | Not Aware | |
|------------------------------------|-------------|------|-------------------|------|-----------|------|
| | Freq. | % | Freq. | % | Freq. | % |
| Markets locations | 112 | 74.7 | 12 | 8.0 | 26 | 17.3 |
| Days of the markets | 104 | 69.3 | 18 | 12.0 | 28 | 18.7 |
| Sale points of Products | 96 | 64.0 | 44 | 29.3 | 20 | 13.3 |
| Products packaging methods | 103 | 68.7 | 37 | 24.7 | 10 | 6.7 |
| Pest and disease control | 74 | 49.3 | 14 | 9.3 | 62 | 41.3 |
| Prices of agricultural products | 111 | 74.0 | 19 | 12.7 | 20 | 13.3 |
| Information on loan bases | 44 | 29.3 | 102 | 68.0 | 02 | 1.3 |
| Use of adequate storage facilities | 62 | 41.3 | 74 | 49.3 | 14 | 9.3 |

Source: Field Survey, 2013.

Table 5: Distribution of Respondents According to Marketing Constraints

| Marketing Constraints | Not Severe | | Partially Severe | | Severe | |
|----------------------------------|------------|------|------------------|-------|--------|------|
| | Freq. | % | Freq. | % | Freq. | % |
| Inadequate transport facilities | 16 | 10.6 | 30 | 20 | 104 | 69.3 |
| Poor quality of produce | 42 | 2.8 | 44 | 29.3 | 64 | 42.7 |
| Pests and disease attack | 16 | 10.7 | 62 | 41.33 | 72 | 48 |
| Inadequate price information | 10 | 6.7 | 49 | 32.7 | 111 | 74 |
| Inadequate finance | 17 | 11.3 | 30 | 20 | 103 | 68.7 |
| Exorbitant market charges | 52 | 34.7 | 12 | 8 | 86 | 57.3 |
| Non-availability of products | 92 | 61.3 | 16 | 10.7 | 42 | 28 |
| Seasonal price fluctuation | 20 | 13.3 | 28 | 18.7 | 102 | 68 |
| High cost of packaging materials | 96 | 64.0 | 08 | 5.33 | 36 | 24 |
| Poor weather condition | | | | | | |
| Small scale of production | 10 | 6.7 | 37 | 24.7 | 103 | 68.7 |
| | 37 | 24.7 | 12 | 8.0 | 101 | 67.3 |

Source: Field Survey, 2013

Table 6: Relationship between socio-economic characteristics of respondents and the use of farm-radio programme for marketing agricultural commodities:

| Variables | X ² Cal | df | X ² tab | Contingency Coefficient | Decision |
|------------------------|--------------------|----|--------------------|-------------------------|----------|
| Age | 5.54 | 2 | 5.92 | 0.16 | NS |
| Sex | 4.11 | 2 | 5.99 | 0.21 | NS |
| Marital Status | 10.46 | 2 | 13.44 | 0.58 | S |
| Educational attainment | 16.35 | 2 | 7.12 | 0.34 | S |
| Religion | 5.46 | 3 | 5.46 | 0.18 | NS |
| Farming Experience | 15.54 | 2 | 12.14 | 0.45 | NS |
| Primary occupation | 61.25 | 3 | 51.39 | 0.71 | S |
| Family size | 7.89 | 3 | 10.34 | 0.31 | NS |

Source: Field Survey, 2013.

Table 7: Relationship between Farmers Awareness, Constraints and the Use of Farm-Radio Programme for Marketing Agricultural Commodities.

| Variable | Correlation(r) value | P-value | Decision |
|-------------|----------------------|---------|----------|
| Awareness | 0.632 | 0.000 | S |
| Constraints | -0.256 | 0.001 | S |

*Correlation is significant at the 0.05 level (2-tailed)

Source: Field Survey, 2013.

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