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**Information sources used by Tiger nut (*Cyperus
esculentus*) Growers in Aduamoa in Kwahu East
district in the Eastern Region, Ghana**

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Abstract

This study assessed the information sources used by tiger nut (*Cyperus esculentus*) growers in Aduamoa in Kwahu East district in the Eastern Region of Ghana. Data was collected on sources of agricultural information, utilization of agricultural information, and constraints in accessing information from 150 tiger nut growers using an interview schedule. Results show that farmers mostly used radio and colleague farmers as their source of agricultural information. The tiger nut farmers have benefited from the use of information mainly on the application of fertilizer and weedicides. Poor public relations of the agricultural extension agents and language barrier were the main constraint to information access. The study recommended establishment of radio networks and information centres across the country as well as improvement of communication skills of extension agents for easy access and effective utilization of agricultural information by farmers.

Keywords: Tiger nut farmers, Tiger nut, Ghana, Information sources, Information usage

CHAPTER ONE

1.0 Introduction

The agricultural sector is considered as the mainstay of many economies in Africa. Over 80% of the population derives their livelihood from subsistence agriculture. The sector is viewed as the engine of development in most developing countries and agricultural information is a major tool for the development of small-scale farmers and it contributes to the livelihood of people both in urban and rural areas (Ronald, Silavo & Abdalah, 2015). Ofuoku, Emah and Itedjere (2008) posit that agricultural information opens windows for sharing experiences, best practices, sources of financial aids and new markets. Information is an indispensable factor in the practice of farming and it is the basis of extension service delivery.

In Ghana, 60% of the population are employed by the agricultural sector, which supports about 80% of the population economically through activities such as farming, distribution of farm products, and the provision of other related services (Sam & Dzandu, 2015). The sector was for many years the largest contributor to the GDP until 2006 when the service sector overtook it. Available data from the Ghana Statistical Service (GSS) shows that in 2006 the service sectors contribution was 48.8% whilst agriculture contributed 30.4% to the country's GDP. This trend had continued till 2010 when the sector's contribution rose to 51.4% whereas that from agriculture fell to 29.9% (GSS, 2011 as cited by Sam & Dzandu, 2015). But in spite of this trend, its development still holds the key to poverty alleviation and improved food security in Ghana and other developing countries.

Tiger nut (*Cyperus esculentus L.*) is a root tuber that is a member of the family *Cyperaceae*. Several names, according to Pascual, Maroto, Lopez-Galarza, Sanbautista, and Alagarda (2000) and Rubert, Sabastià, Soriano, Soler, and Mañes (2011), such as chufa, Zulu nuts and yellow nut sedge have been credited to the plant. A study conducted by Dakogre (2008) suggests that, tiger nut (*Cyperus esculentus*) farming is one of the leading enterprises in the Kwahu East District in the Eastern region of Ghana. It has gained acceptance among the farmers of almost all the towns in the district due to its short term rate of returns in the form of cash and benefits. In Ghana, the nuts are chewed like sweets, or made into a highly cherished milk like beverage referred to as "Atadwe milk".

However, in 2002, a research scientist Patricia Sackeyfio of the Ministry of Food and Agriculture (MOFA) produced flour from tiger nut, following a six month intensive research into the crop. Recognizing the difficulties that tiger nut farmers were encountering, she commenced a Sassakawa Global 2000 Supervised Enterprise Project with collaboration from the University of Cape Coast to conduct research into the crop, and came out with findings that could help reduce some of the problems faced by the farmers at Kwahu Aduamoa and surrounding areas in the district. She was able to use the product to process flour into composite cake, milk, custard, doughnut, biscuit, bread, bread rolls, fancy rolls, savory pie and many others.

This initiative was to aid in adding value to the crop in order to enhance its investment potential with the ultimate aim of alleviating poverty among the crop growers. Other products developed from the crop were edible oil, cream and soap, and also the leaves of the plant can be processed into mat (Ghana News Agency, 2002). The scientist further encouraged women cultivators of the crop to put the skills and knowledge acquired in the various processing procedures into practice to enable them derive maximum economic benefits from the crop. It is also believed that the crop has some medicinal values. For instance, it is alleged to have an aphrodisiac effect when chewed by men. The demand for tiger nuts for local consumption is quite high, and as a result it is quite expensive. There are indications of a viable export market for the crop (Tetteh & Acheampong, 1998).

Agricultural information plays a critical role in agriculture enhancement as well as in improving the livelihoods of farmers. Farrington, Christopolos, Kidd and Beckman (2002) states that, to reduce poverty and improve the livelihoods of poor farmers it is obligatory for them to be able to use information and services that are both production oriented (e.g., agricultural technologies credit and markets) and protection oriented (e.g., pension, health care and disaster preparedness). Unfortunately, lack of access to basic agricultural knowledge and information sources by rural farmers has negative results and many constraints for their farming output.

Information and knowledge are very vital in agricultural development of any community and when sources of information are not known by the farmers they continue to practice the traditional methods known to them and this affects their mode of practices in farming activities. For a farmer to be effective and knowledgeable, he needs quality, quantity and timely information. Information must be relevant and meaningful to farmers. In addition, packaging and delivering should be done

properly to suit the preferred output of the farmers (Diekmann, Loibl & Batte, 2009). However, Ferris and Robbins (2005) asserts that in most African countries lack of accurate and relevant agricultural information by small-scale farmers is a major factor constraining efforts to improve the agriculture sector.

The significance of information in enhancing agricultural production cannot be over emphasized. Information is vital in increasing production and improving marketing and distribution strategies. Information is also imperative for the adoption of new technologies and consequent increases in yield and improved income. The absence of information has a lot of implications such as inefficiency and lowering of productivity. According to Mgbada (2006), access to adequate information is very essential to increase agricultural productivity.

Babu et al. (2011) as cited by Ronald, Dulle and Ngalapa (2014) reports that, a better understanding of farmers' agricultural information needs and information sources could help guide extension and other agricultural programmes to better target specific groups of farmers. Ajani (2014) also emphasizes a high demand for agricultural information among farmers, especially on new and more efficient farming practices and technologies, as well as recent information on pests, diseases, and marketing strategies. Hence, the present study was undertaken with the aim of seeking to provide some clarity concerning tiger nut farming in Aduamoa in Kwahu East district to develop an understanding of the activity specifically with respect to information sources utilization.

1.1 Statement of the problem

In the agricultural sector, information is one of the major resources to increase food production, thus an effective information dissemination enhances agricultural development. Information is very crucial for farming, monitoring and control. This means that, the farmers need to follow procedures to ensure that the aim of farming is achieved and targets are attained. Bachhav (2012) believes that the use of information in agriculture sector is enhancing farming productivity in a number of ways. Furthermore, Masuki et al., (2010) suggested that agricultural information constitutes a key component in improving small-scale agricultural production and linking increased production to remunerative markets, thus leading to improved rural livelihoods, food security and national economies.

Farmers need to be abreast with all the necessary information that will enhance cultivation. In other words, they should be well informed of issues and developments surrounding various crops that they cultivate before every farming season. Providing information on weather trends, best practice in farming, timely access to market information helps farmer make correct decisions about what crops to plant and where to sell their product and buy inputs. Stienen, Bruinsma and Neuman (2007) pointed out that, agricultural information is generally spread across many different stakeholders, notably farmers, universities, research institutes, extension services, commercial enterprises, and non-governmental organizations. However, according to Burton (2002) most people in most underdeveloped communities do not know what information they lack and what information is available to help them solve their problems.

Therefore, the question then arises as to what sources of information are available to tiger nut growers to enable them produce to the maximum desired output. How many tiger nut growers know that the crop can be used to produce variety of products? Consequently, the key issue central to this study was to investigate the sources of information available to farmers that could be useful for the formulation of policies to strengthen and improve the efficiency of crop production.

1.2 Objectives of the study

The general objective of the study is to assess the sources of information for tiger nut growers in Ghana. The following are the specific objectives: -

1. To ascertain the information sources of tiger nut farmers
2. To determine the level of usage of the information acquired
3. To identify the challenges faced by tiger nut farmers in accessing information.

CHAPTER TWO

2.0 Literature review

Tiger nut (*Cyperus esculentus*) a lesser known and underutilized crops, many of which are potentially valuable as human and animal food, has been identified to maintain a balance between population growth and agricultural productivity particularly in the tropical and sub-tropical areas of the world (Adejuyitan, 2011). The nut is an important representative crop of the Spanish Mediterranean region, with nearly 2450 ha and an annual production of 9000 metric tons (CRDO, 2012). In Spain, the “horchata” industry is of considerable economic importance (Rubert et al, 2011). The annual value of tiger nut production is close to 3.3 million euros (CRDO 2012). In recent years, the popularity of “horchata” has been extended to other countries, such as the United Kingdom, France, Portugal, Argentina, and United States of America (Pascual et al, 2000; Rubert et al, 2011).

According to Abaejoh, Djomdi & Ndojouenkeu (2006), the plant is a tuber that grows freely and is consumed widely in Nigeria, other parts of West Africa, East Africa, parts of Europe particularly Spain as well as in the Arabian Peninsula. Furthermore, tiger nut milk has been classified as a medicinal drink due to its highly energetic and diuretic, rich in mineral, predominantly phosphorus, potassium and also vitamins C and E contents. It is known in Nigeria as “Aya” in Hausa, “Ofio” in Yoruba and “Akiausa” in Igbo where these varieties (black, brown and yellow) are cultivated.

In Ghana, commercial cultivation of tiger nuts are found in areas such as Aduamoa and Esereso in the Kwahu areas of the Eastern Region. In the Central Region, it is cultivated at Bawjiase and surrounding villages in the Awutu Senya East District, Ampenyi and its surrounding villages in the Komenda Edina Eguafo District, Twifo Praso and surrounding villages in the Twifo Praso Lower Hemang District and New Ebu and surrounding villages in the Abura Aseibu Kwamankese District. Also, the crop is cultivated in commercial quantities in Adansi Danyameso in the Adansi South District in the Ashanti Region, Tanoso and surrounding villages in the Sunyani District of the Brong Ahafo Region and Tampiong in the Savelugu Nantom District in the Northern Region (Asante, 2015). According to an earlier study conducted by Tetteh and Ofori (1998) in Kwahu Aduamoa on the cultivation of the tubers, shows that women constituted about 70 % of the farmers whilst the men were about 30 %.

According to Oladele (2006) information provision is crucial for increasing agricultural production and improving marketing and distribution strategies. Thus, farmer's access to information helps them to know about improved technologies and enhance the adoption of new innovations (Daberkow & McBride, 2003). Lack of information and technical knowledge is among the factors responsible for low crop yield (Abbas, Lodhi, Bashir & Mahmood, 2008). Utilization of relevant, accurate and up-to-date information in the agricultural sector would ensure increased productivity (Banmeke & Ajayi, 2008).

Access to reliable, timely and relevant information can help significantly and in many ways to reduce farmers' risk and uncertainty, empowering them to make good decisions (Mittal & Mehar, 2013). Indeed, Ronald et al. (2015) citing Mahapatara (2012) suggest that, farmers need information to know the various techniques for improving and increasing agricultural productivity for instance, the use of fertilizers, useful pesticides, high quality seeds, access to agricultural credit facilities, and good marketing of their agricultural produce.

Furthermore, Bala and Sharma (2005), Singh, Vijay, Kamal & Wakchaure (2011) were of the view that, to compete in the global market today, farmers should have the latest information regarding new techniques of farming, new methods of cultivation, new crops, seeds, pesticides, water management, marketing of the product, government policies regarding agriculture, export potential of their crops and information about allied activities like fish farming, apiculture, poultry and dairy, and weather information on local and regional levels.

According to Cartmell, Orr and Kelemen (2004) information messages must be disseminated to farmers in the manners and methods which are appropriate, and which best support the recipients. Okunade (2007) describes a variety of sources of information dissemination in agriculture, comprising results demonstrations, general meetings, group discussions, lectures, television, radio, cinema, leaflets, bulletins, letters, and circulars. Nazari and Hassan (2011) also suggest that, mass media offer powerful channels for communicating agricultural messages and related information which can enhance the capacity building of farmers. Broadcast media have the ability to disseminate information to large audience efficiently; and television can be a particularly most famous channel among farmers.

Existing research undertaken by Opara (2008), found out that the overall sources of agricultural information available to farmers in Imo State (Nigeria), as well as the farmers' preferred sources,

specifies that 88.1% of the farmers' sources of information were through extension agents. On the other hand, Mokotjo and Kalusopa (2010), in their survey, establish that print sources are among the sources of information for farmers in Lesotho. Their study also revealed that, though most of the farmers have acquired primary education, the agricultural information delivered to them was written in local languages. In Pakistan, Farooq, Muhammad, Chaudhary and Ashraf (2007) also established that the leading agricultural information sources for farmers were print media and fellow farmers, as both were used by 100% of respondents. The electronic media (radio) also provide support for the growing involvement of farmers/producers and their organizations in the information dissemination arena. The rapid development of information technologies has profoundly changed the media landscape in African countries.

Muhammad (2005) revealed that, for dissemination of agricultural information in Ghana various methods are being employed by the extension wing of the Ministry of Food and Agriculture, involving both interpersonal and impersonal contacts. Various extension methods are useful in different situations and the selection of the most appropriate method is the key function of the extension agent (Nisha, 2006). Among various extension methods, radio is useful in creating awareness about new information resources. According to Okunade (2007), radio has its own distinctive place in information dissemination and can play a vital role in informing farmers in situations of urgency and emergency. Farmers can be informed quickly and swiftly about diseases and pest control, floods, and changing weather (Muhammad 2005). Farmers can also get appropriate advice from experts through radio to cope with emerging problems. In this way farmers can better plan their farming activities in a more systematic way.

CHAPTER THREE

3.0 Methodology

3.1 The Study Area

The authors carried out the study in Aduamoa in the Kwahu East district in the Eastern region of Ghana, as it is a major tiger nut production zone in Ghana. The Kwahu East District was carved out of the Kwahu South District, through the Legislative instrument (L.I) 1839 and inaugurated on 29th February 2008. The towns in Kwahu East district include Aduamoa, Nkwatia, Abetifi (capital), Pepease, Hweehwee, Kwahu-Tafo, Nkwantanana, Kotoso, and Abene Dwerebease. The district shares common boundaries with Sekyere East District to the north, Asante-Akim North Municipal and Asante Akim South District to the West, Kwahu West District to the East and Birim North, East Akim Municipal and Fantekwa District to the South.

Specifically, it lies between latitude 6° 30' N and 7° N and longitude 0° 30' W and 1° W. It covers a total land area of 1,462km². The area also lies within the Semi-deciduous forest zone with annual average rainfall between 1580mm and 1780mm. Cash and food crops such as cocoa, coffee, plantain, cassava, yam and vegetables (which include pepper and tomato) are mostly cultivated in the area (MOFA, 2014).

According to Obeng (2000), soils in the area belong to the Forest Ochrosols group. These soils are deeply weathered and their profiles show some appreciable amount of clay accumulation in the subsoil. The soils are red, brown and yellow-brown in colour and well to imperfectly drained. The topsoil is concentrated with some amount of organic matter with strongly leached lower horizons. The texture of the soils varies but the structure is moderate fine granular and friable in consistency. The soils are slightly to moderately acidic in the topsoil with pH normally between 6.5 to 5.1 in 1:1 soil: water ratio (Adjei-Gyapong & Asiamah, 2002). The soils are also less endowed in terms of nutrient level, especially nitrogen and phosphorus. They however quickly respond to soil amendments usually when allowed to fallow for some time (Adjei-Gyapong & Asiamah, 2002). Figure 3.11 below is a map of the study area:-

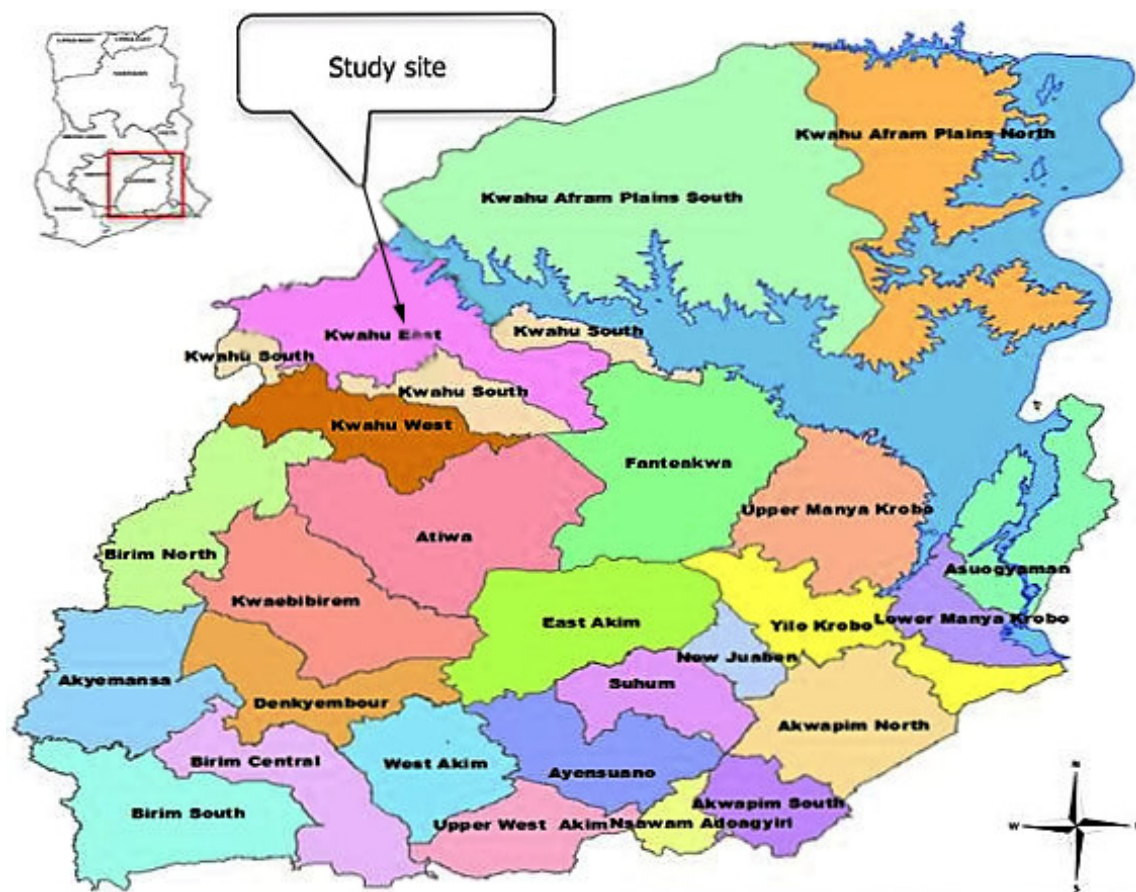


Figure 3.1: Map of the study area

3.2 Data collection

Data used for this study were mainly primary and were obtained from the tiger nuts farmers using a questionnaire administered during the 2015 farming season at Aduamoa area. 150 tiger nut farmers were selected and interviewed. The authors wanted to deal with the tiger nut association but unfortunately there was no such an association. Data on socio-economic characteristics, sources of information, method of information acquisition, use of information and challenges faced by tiger nut farmers in accessing information were collected and analyzed.

3.3 Data analysis

The data collected were analyzed using IBM SPSS Statistics version 24 and Microsoft Excel 2016. Data analysis was univariate using descriptive statistics of frequencies and percentages.

CHAPTER FOUR

4.0 Results and Discussion

4.1 *Demographic information of Tiger nut farmers*

Table 1 presents the demographic information of farmers. From the table below, tiger nut cultivation is dominated by males (55.3%). However, there is quite a sizeable number of females (44.7%) who are also into tiger nut farming. An earlier study conducted by Tetteh and Ofori (1998) in Kwahu Aduamo on the cultivation of the tubers, shows that women constituted about 70 % of the farmers whilst the men were about 30 %. The current dominance and upsurge of men in the cultivation of the crop could be attributed to the economic benefits of tiger nut farming. Hence, males now see the cultivation of crop as a profitable venture. The data also revealed that the youth (30-39 age brackets) represents more than half (59.3%) of the respondents who cultivated tiger nut. This implies that the respondents possess the strength, interest, ability, knowledge, and experience to process and possibly utilize acquired agricultural information for meaningful agricultural transformation.

Agricultural information can only be properly exploited by farmers who have certain levels of formal literacy. Farmers with basic education are more likely to adopt new technology, and become more productive. The data shows that most farmers (66.7%) have acquired basic education. The rest had no formal education (19.3%), secondary education (10.7%) and tertiary education (3.3%). Since majority of farmers have acquired some basic education this could enable them to better understand and utilize the agricultural information disseminated. Kansana, Sharma, and Sharma (1996) and Zegeye, Tadese, and Tesfaye (2001) have concluded that education positively influences the utilization of agricultural information and optimal utilization of agricultural information by the farmers may be positively impacted on their farming activities. Furthermore, majority (64.7%) were married, which confers responsibility to cater for their families and thus stimulates them to seek, acquire, and utilize sought agricultural information. Opara (2008) further notes that married farmers sought information more due to desire to produce more for family consumption and also for sale. The desire to produce more could lead to agricultural information seeking and use.

<i>Variable</i>	<i>Categories</i>	<i>Frequency</i>	<i>Percent (%)</i>
<i>Sex</i>	Female	67	44.7
	Male	83	55.3
<i>Age (Years)</i>	20-29	31	20.7
	30-39	89	59.3
	40-49	15	10
	50 and above	15	10
<i>Marital status</i>	Single	53	35.3
	Married	97	64.7
<i>Level of education</i>	No Formal Education	29	19.3
	Basic Education	100	66.7
	Secondary Education	16	10.7
	Tertiary Education	5	3.3

Table 4.1: Demographic information of tiger nut farmers

4.2 Sources of agricultural Information used

The results of sources of information on tiger nut are presented in Figure 4.1. The sources of agricultural information used by tiger nut farmers in the study area included radio, colleague farmers, extension agents, agro-chemical shops and television. As shown in the figure below, radio was the source tiger nut farmers used most to obtain agricultural information, identified as such by 100% of respondents in Aduamoa. The popularity of radio among the farmers is not surprising in view of the fact that many of the farmers surveyed acknowledged owning personal radio device through which agricultural information was aired to them. According to Egge, Tongdeelert, Rangsipaht, and Tudsri (2011) and Okwu, Kuku, and Aba (2007), radio as a communication medium has a number of advantages. Radio is cheap to obtain and operate, thus farmers can easily afford it. It overcomes long distance, has immediate effect, does not require literacy and is familiar in most rural households.

The effectiveness of radio in agricultural information delivery to farmers is well acknowledged in the literature. For instance, Okunade (2007) asserts that radio has its own distinctive place in information dissemination and can play a vital role in informing farmers in situations of urgency and emergency. Muhammad (2005) also comments that farmers can be informed quickly and swiftly through radio, about diseases and pest control, floods, and changing weather conditions. Radio is said to be a more convenient medium of mass communication. This introduces some flexibility in the listening habit of farmers, who may listen while on the farm, at home or elsewhere. However, the finding of this study in respect of radio is inconsistent with the finding by Opara (2008) which shows that radio was not a major source of agricultural information to the farmers surveyed in Imo State, Nigeria. Variations in the findings of similar researches may be explained by the fact that such studies were conducted at different times, in different places, with different people, and under different prevailing socio-economic, political and cultural settings.

The results further shows that 97.4 % of the farmers studied indicated colleague farmers as a source of their information. This result may be attributed to their easy access to co-farmers and ready availability of this information source. Fellow farmers are important sources because of interpersonal communication that is more robust with built-in feedback mechanism (Opara 2008). This result is also consistent with Asiabaka and Owens (2002), Boz (2002) and Sivayoganathan (2008 as cited by Koskei (2012) whose finding noted that farmers rank fellow farmers and friends as an important source of information. Similarly, the finding also agrees with Ajayi, Banmeke, and Solomon (2011) and Antholt (1994), who attributed the rise in farmers' preference for fellow farmers as a first-hand information source to the apparently ineffective public extension services in developing countries.

Other significant sources of information to the farmers revealed in this study are extension agents (91.4%), agro-chemicals shop (70.2%) and television (29.8%). It is curious that television was ranked lower than radio. This may be because the former was not widely used by the farmers because of problem of affordability and perhaps television broadcast information that is too general and lacks local farming context, thus could be irrelevant for the farmers. Television has an advantage over the radio for being audiovisual. Thus, it is a more effective means of information delivery than radio.

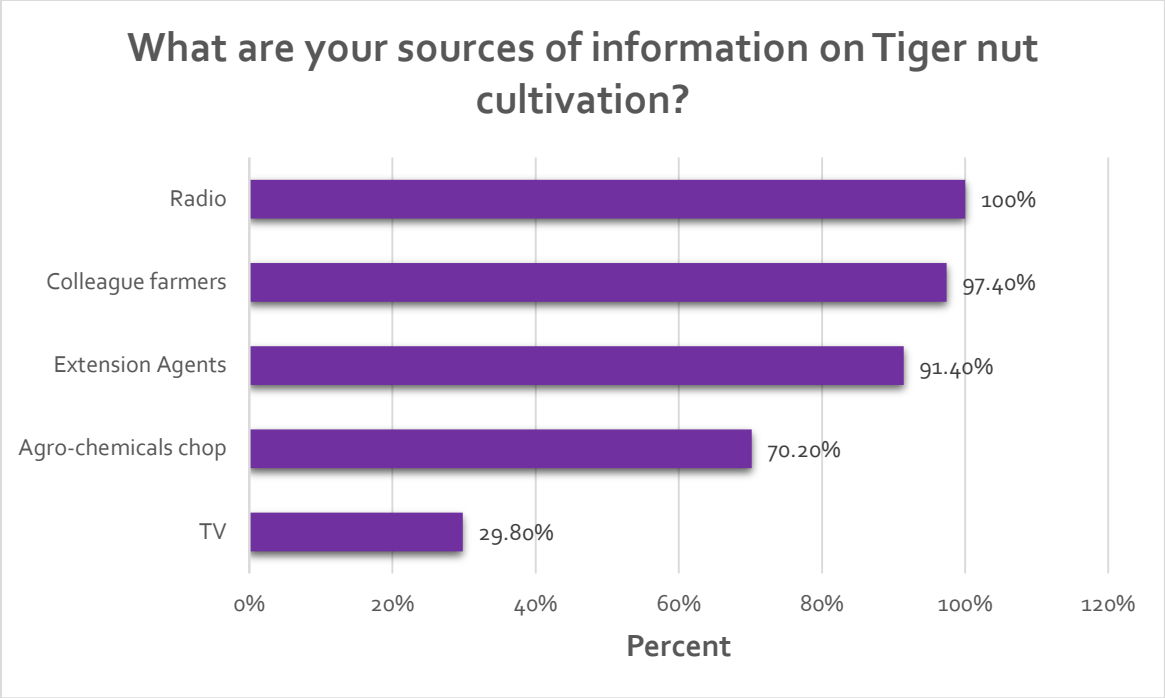


Figure 4.1: Sources of information on tiger nut

4.3 Usage of Tiger nut information

To establish the purposes for which tiger nut farmers utilize available information sources in Aduamoa, multiple statement were provided to farmers to solicit responses in the usage of information on tiger nut. Figure 4.2 shows that 100% of tiger nut farmers have benefited from use of information in the application of fertilizer, while 96% also benefited from the use of information in weedicides application. Similarly, 90.1% of tiger nut farmers indicated that they benefited from the use of information on soil improvement practices, and 43% in the use of information in market pricing. Also, 25.8% of farmers indicated that they benefited from the use of information in pest management practices.

The outcomes of the study are in agreement with Obidike (2011) who report that farmers benefit from the use of information on new methods of crop preservation, introduction of new herbicides and pesticides for the control of farm weeds and insect pests methods of crop disease treatment and control, better systems of crop rotation and fertilizer application and types of soil and best soil type for planting. Also, Byamugisha, Ikoja-Odongo, Nasinyama and Lwasa (2008) outline the following as the likely benefits of using current agricultural information; improvement in farming

techniques and knowledge of when to use manure or fertilizer, how to treat diseases and what crops to plant.

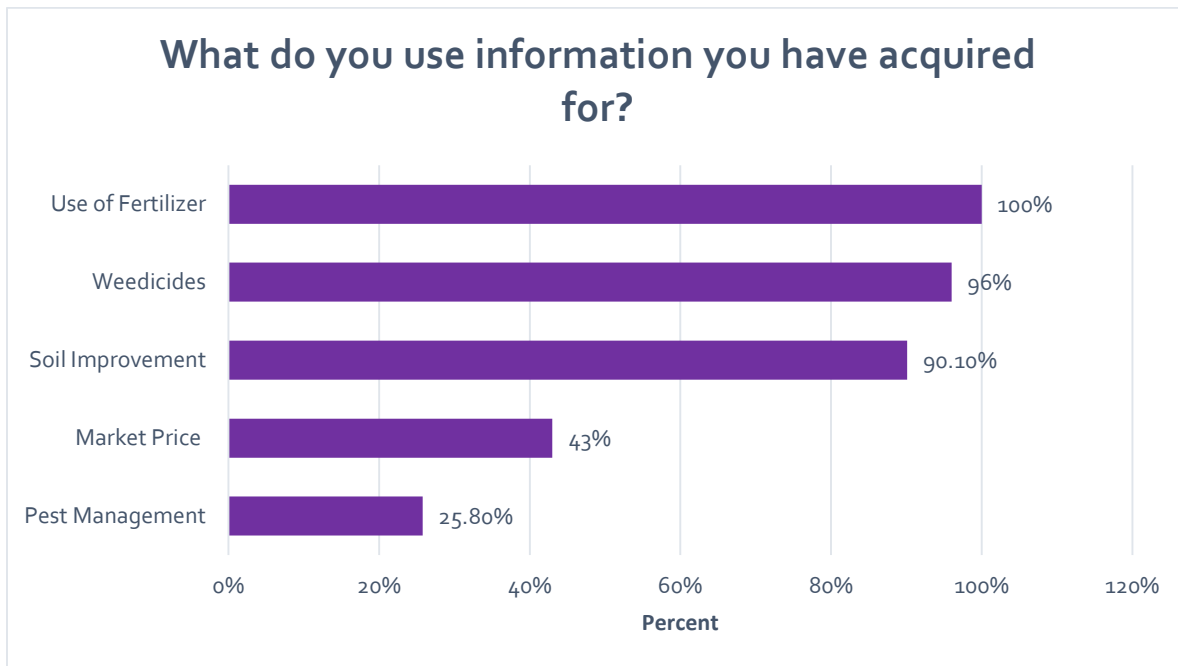


Figure 4.2: Usage of Tiger nut information

4.4 Challenges faced in accessing agricultural information

From this study six (6) constraints were mentioned by tiger nut growers as shown in Figure 4. These barriers serve as obstacles to their quest for information for better production of the crop. The data in figure 4 revealed that 100% of the tiger nut farmers attributed poor public relations on the part of agricultural extension agents, although they recognized these agents as a worthy source of information. Agriculture requires information and technical expertise hence the need for extension services, however due to various factors extension services are not readily available to all farmers. A consensus exists that extension services, if functioning effectively, improve agricultural productivity by providing farmers with information that helps them to optimize their use of limited resources (Muyanga & Jayne, 2006). Agricultural extension has a strong reliance to transfer agricultural knowledge (Hedjazi, Rezaee, & Zamani, 2006) generated through research with the aim of acquiring useful information and changing attitudes and practices by farmers. It is considered as a process of bringing desirable change in the behaviour of the farmers to adopt

innovations relating to agriculture in such a way that they are clear and convinced of their utility (Khan, 2005).

Next, television seems to be a less popular medium of mass communication method for extension delivery, as 88.7% of the farmers reported that information is not broadcast on television in the local languages. Since most of the farmers have basic or no formal education, the use of the English language is likely to serve as a barrier to communication. It is therefore not surprising that inability to read and write was cited as a limitation by 86.1% of the farmers. Next, 76.8% indicated lack of money to purchase do it yourself manuals as a barrier, whilst 48.3% of the farmers cited lack of training programmes, workshops and seminars as a challenge and also 43% stated lack of farmers field flora, where they could gather information on new methods of using insecticides, weedicides, pesticides and fertilizer application as a limitation to their quest for information. Figure 4.3 below shows the details.

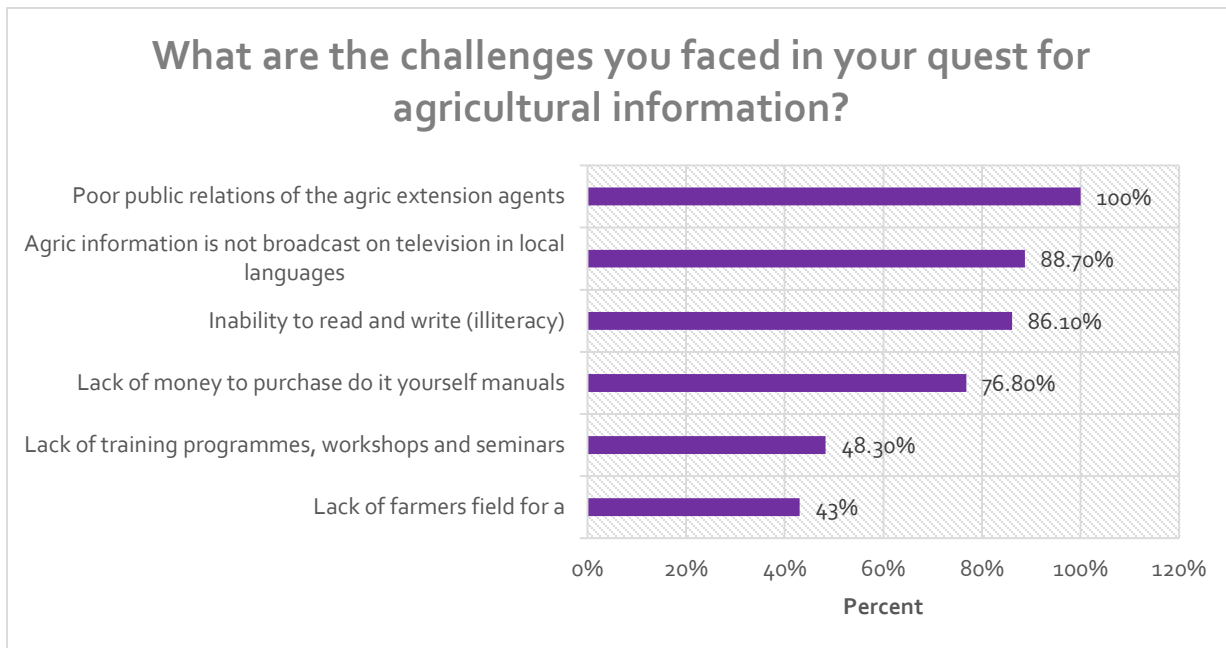


Figure 4.3: Challenges faced in accessing agricultural information

Conclusion and Recommendations

Agricultural information plays a crucial role in agricultural development as well as in improving the livelihoods of farmers. A variety of agricultural information sources were available to the farmers studied. These consisted of radio, colleague farmers, extension agents, agro-chemical shop and television. Much of the information reached the farmers through radio. The farmers mostly utilized agricultural information for the application of fertilizer and weedicides.

Based on the findings of this study, the following recommendations were made:

- Establishment of regional farm radio /community radio networks across the country. Since radio has proven to be the major source of agricultural information utilised by tiger nut farmers, it implies that tiger nut farmers listen to radio. Radio is effective particularly in making farmers aware of new technologies. It can be used by extension agents to deliver repackaged agricultural information from subject matter specialists to farmers. Therefore, it is possible to reach more farmers through this channel. More radio networks will also reduce the need for more extension workers, and huge logistical support needed for them. The government of Ghana should also consider the need to provide radio sets at reasonable cost or even free to farmers, given the huge benefits.
- Education and training of extension agents needs to emphasize the acquisition of persuasive communication skills to enable them function effectively as change agents. This will help improve the relations of extension agents and farmers.
- Efforts must be made to ensure that radio and television broadcast agricultural information in local dialects and broadcast times are also appropriate and the area coverage is as wide as possible to enable the illiterate farmers understand and apply the information.
- For easy access and effective utilization of agricultural information in this digital age, there is the need for establishment of information centres in all rural communities in Ghana. Such information centres would be able to provide the rural farmers the desired agricultural

information in a format that would be comprehensible to them, taking into cognizance the prevailing high illiteracy rate, cultural differences and limited technology (Aina, 2007).

- Farmers should be exposed to a wide variety of information sources to help them get information about improved technologies so as to enhance the adoption of new innovations. Agriculture related institutes under the Council for Scientific and Industrial Research in Ghana should organized training, technology transfer and extension programmes all targeted towards enhancing the adoption of modern farming techniques to improve agricultural productivity and increased production.

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