

RESPONSIVENESS OF POULTRY FARMERS TO PRODUCTION INFORMATION DISSEMINATED THROUGH RADIO PROGRAMMES IN ONDO STATE, NIGERIA

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ABSTRACT

The study investigated poultry farmers' responsiveness to production information disseminated through radio programmes in Ondo State, Nigeria. Using a multistage sampling procedure, a total of 126 farmers under the Poultry Association of Nigeria (PAN) in Ondo State served as respondents. Data were collected through an interview schedule and analyzed using the mean and Pearson product-moment correlation. Cost-effectiveness ($\bar{x} = 1.31$) and convenience in accessing information ($\bar{x} = 1.13$) were reasons that motivated access to production information disseminated through radio programmes. Respondents were most responsive to poultry information on record keeping ($\bar{x} = 1.19$) and nutrition ($\bar{x} = 1.09$). Constraints associated with responsiveness to production information were a lack of power to charge the radio and other gadgets ($\bar{x} = 1.31$) and the general nature of the information disseminated ($\bar{x} = 1.19$). Improved productivity and income ($\bar{x} = 1.31$) and free access to expert advice ($\bar{x} = 1.19$) were prioritized as the benefits of responsiveness. A significant relationship existed between reasons that motivated poultry farmers to access production information ($r = 0.635, p = 0.000$), benefits of responsiveness to production information ($r = 0.326, p = 0.002$), and responsiveness to production information disseminated through radio programmes. The study recommends that extension practitioners sustain the dissemination of production information through radio programmes owing to the pronounced responsiveness by poultry farmers.

Keywords: *Production information, Poultry farmers, Radio programmes, Responsiveness.*

INTRODUCTION

Poultry farming is a major agricultural enterprise in Nigeria, contributing significantly to the nation's food supply, employment generation, and economic development. The poultry industry provides a substantial portion of animal protein through the production of eggs and meat, making it a critical sector in addressing the country's nutritional needs (Olawale and Yusuf, 2021). Over the years, poultry farming has grown rapidly, driven by increased demand for poultry products, urbanization, and improvements in farming techniques (Akinbile, 2018). However, despite its potential, poultry farming in

Nigeria is still plagued by numerous challenges, including high mortality rates due to disease outbreaks, inadequate access to quality feed, limited market access, and poor knowledge of modern poultry management practices (Ogunleye and Adepoju, 2020).

One of the key factors influencing the productivity and sustainability of poultry farming is access to timely and accurate production information. Poultry farmers require up-to-date knowledge on issues such as breed selection, vaccination schedules, disease prevention, feeding techniques, housing, biosecurity measures, and market trends to ensure efficient farm management and profitability (Egbule, 2022). However,

many poultry farmers, particularly in rural areas, face difficulties in accessing this vital information due to infrastructural limitations, poor extension services, and limited educational backgrounds (Ajani and Agbamu, 2019). As a result, there is a growing need for effective information dissemination strategies that can bridge the knowledge gap and enhance production practices among farmers.

The dissemination of agricultural information is crucial for improving farmers' productivity and enhancing their ability to make informed decisions. Traditionally, agricultural extension services have been the primary means of providing farmers with production-related knowledge. However, in Nigeria, the extension system is often inadequate due to a shortage of trained personnel, limited funding, and logistical constraints (Ajani and Agbamu, 2019). As a result, alternative means of disseminating agricultural information, such as mass media, have become increasingly important. Among the various communication channels available, radio has proven to be one of the most effective tools for agricultural information dissemination in Nigeria. Radio is a widely used medium, especially in rural areas, due to its affordability, accessibility, and ability to broadcast in multiple local languages (Ogunlade and Adebayo, 2021).

Additionally, radio has the capacity to reach a large audience simultaneously, making it a cost-effective means of providing extension services to farmers who may not have access to physical extension officers (Olowu and Yahaya, 2020). In recognition of the importance of radio in agricultural communication, several government and private-sector initiatives have introduced specialized agricultural radio programmes aimed at educating farmers on best practices in livestock and crop production. These programmes often feature expert discussions,

interactive sessions with farmers, call-in segments, and success stories from experienced poultry farmers (Adebayo *et al.*, 2021). By leveraging radio broadcasts, farmers can stay informed about emerging trends, government policies, disease control measures, and innovative techniques to improve poultry productivity.

However, while agricultural radio programmes have the potential to transform the poultry industry, their effectiveness depends on farmers' responsiveness to the information disseminated. Responsiveness, in this context, refers to the extent to which poultry farmers actively listen to, understand, and implement the information provided through radio programmes. Studies have shown that the responsiveness of farmers to radio-based agricultural information varies based on factors such as level of education, farm size, availability of alternative information sources, cultural beliefs, and access to financial resources (Ogunlade and Adebayo, 2021). Some farmers may actively adopt recommendations from radio programmes, while others may remain skeptical or face constraints that prevent them from implementing the knowledge gained. One of the key concerns is whether poultry farmers actively listen to and engage with agricultural radio programmes.

Some poultry farmers may have access to radio broadcasts but may not actively listen to agricultural programmes due to competing interests, lack of trust in the information provided, or difficulty in understanding technical content (Ogunlade and Adebayo, 2021). Furthermore, even when poultry farmers do listen to agricultural radio programmes, their ability to implement the information received may be influenced by several factors. These include their level of education, farm size, financial constraints, cultural beliefs, and access to complementary agricultural services such as veterinary

support and input supply (Adebayo *et al.*, 2021).

Some farmers may find the information useful but lack the resources to act upon it, while others may be skeptical about adopting new techniques due to fear of failure or lack of prior experience. Despite the existence of agricultural radio programmes targeting poultry farmers, there is limited empirical evidence on how well poultry farmers engage with and utilize the information provided. In view of the foregoing, the study was designed to investigate the responsiveness of poultry farmers to production information disseminated through radio programmes in Ondo State, Nigeria. This was driven by the following objectives:

- (i) identify reasons that motivated poultry farmers to access production information through radio programmes;
- (ii) examine the responsiveness of poultry farmers to production information disseminated through radio programmes;
- (iii) identify the constraints associated with responsiveness to production information disseminated through radio programmes and
- (iv) examine the benefits of responsiveness to production information disseminated through radio programmes.

Hypotheses of the study

H₁: There is a significant relationship between factors motivating poultry farmers' access to production information disseminated through radio programmes and the responsiveness of poultry farmers to production information disseminated through radio programmes.

H₂: There is no significant relationship between constraints associated with the responsiveness of poultry farmers to

production information disseminated through radio programmes and the responsiveness of poultry farmers to production information disseminated through radio programmes.

H₃: There is no significant relationship between the benefits of responsiveness to production information disseminated through radio programmes and the responsiveness of poultry farmers to production information disseminated through radio programmes.

MATERIALS AND METHODS

The study was conducted in Ondo State, located in the southwest geopolitical zone of Nigeria. Ondo State lies between latitudes 5°45'N and 7°52'N and longitudes 4°20'E and 6°05'E. It is bounded by Ekiti and Kogi States to the north, Edo State to the east, Delta State to the southeast, Ogun and Osun States to the west, and the Atlantic Ocean to the south. The state covers an estimated landmass of 15,500 square kilometers, with a population of approximately 4.6 million people (National Population Commission, 2006). The climate is tropical, characterized by two distinct seasons: the rainy season (April–October) and the dry season (November–March). Ondo State's economy primarily relies on agriculture, widely cultivating crops such as cocoa, cassava, maize, and oil palm. Livestock farming, particularly poultry production, has gained prominence as a major livelihood activity for rural and peri-urban dwellers. Ondo State ranks among the top-tier States in Southwestern Nigeria; the State competitively engages in commercial poultry production alongside Ogun and Oyo States. The state prides itself as a strong, competitive commercial poultry producer in egg production. The state has a strong competitive advantage in egg production and large-scale broiler processing, with bulk coming from poultry farmers engaged in

active small-to-medium-scale commercial enterprises.

The population of the study will consist of poultry farmers in Ondo State. A multistage sampling procedure was deployed to sample respondents. The first stage involved the purposive selection of two out of the three senatorial districts that are prominent in poultry production in the state; the senatorial districts were the Ondo South and Ondo North senatorial districts. The second stage involved the random sampling of fifty percent (50%) of the six local government areas in each of the senatorial districts earlier selected. The local government areas sampled were Okitipupa, Odigbo, and Ile-Oluji/Okeigbo under the Southern Senatorial District, while Owo, Akoko North-East, and Akoko South-West were chosen in the Ondo North Senatorial District. The third stage involved the profiling of farmers registered in the Poultry Association of Nigeria (PAN) in each of the local government areas earlier identified. A total of 420 farmers were profiled across the six local government areas. The fourth and last stage involved the proportionate sampling of thirty percent (30%) of profiled poultry farmers in the Poultry Association of Nigeria (PAN) in each of the local government areas earlier identified. This gave a total of 126 poultry farmers who served as respondents. Poultry farmers in the state were conversant with the production information aired on Adaba 88.9 FM, Positive 102.5 FM, and FUTA 93.1 FM radio stations. Some of the programmes aired by these radio stations are Agbe L'oba, Agric hour, Let's go farming, and Farmers congress. Data were elicited using an interview schedule. Variables elicited were factors motivating poultry farmers' quest to access production information through radio programmes; this was assessed by presenting a set of identified factors to which respondents responded with response options

of not a factor, moderate factor, and high factor, with scores of 0, 1, and 2 as scale options.

Responsiveness of poultry farmers to production information disseminated through radio programmes was elicited by presenting a set of production information from which they identified their responsiveness. This depicted the extent to which they put the information to productive use; this was operationalized as not put to use (not responsive), rarely put to use (partially responsive), and often put to use (very responsive), with scales of 0, 1, and 2 assigned, respectively. The constraints associated with responsiveness to production information disseminated through radio were captured as "not a constraint," "mild constraint," and "severe constraint" as response options to a set of identified constraints presented to the respondents. Scales of 1 and 2 were presented, respectively.

The constraints associated with responsiveness to production information disseminated through radio were captured as "not a constraint," "mild constraint," and "severe constraint" as response options to a set of identified constraints presented to the respondents. Scales of 0, 1, and 2 were presented, respectively. The benefits of responsiveness to production information disseminated through radio programmes were captured by presenting a set of benefits from which response options of "not a benefit," "mild benefit," and "huge benefit" were given to the respondents as response options. The response option had a scale of 0, 1, and 2 labeled in each category. For all the variables assessed, the weighted means were calculated, and their average served as a benchmark for item inclusion under each of the variables assessed. Furthermore, Pearson

Product-Moment Correlation (PPMC) was used to test the hypotheses.

RESULTS AND DISCUSSION

Reasons that motivated farmers to access production information through radio programmes

Results in Table 1 reveal that cost-effectiveness ($\bar{x} = 1.31$), convenience in accessing information ($\bar{x} = 1.13$), and the use of the local language for information dissemination ($\bar{x} = 1.08$) were identified as reasons that motivated farmers to access production information through a radio programme. Considering the cost requirement of this medium of communication of poultry information compared to others, accessing poultry information through radio is cost-effective. This medium is considered pocket-friendly. With recent technologies, there are solar-

powered radio sets that are affordable and can be put to sustained use to access production information. Information received through this medium is at the convenience of the farmers. It addresses other concerns associated with access to information, including, but not limited to, friendly broadcast time, simplicity of the message, and suitability of the use of the radio device. This finding is in tandem with Adeyeye *et al.* (2021) that in Southwest Nigeria, access to community and commercial stations is boosted when the programme is scheduled at farmer-friendly times. Deploying local language in disseminating production information through radio further enhances the learning experience of the farmers and makes the communication process more fulfilling. This view is supported by Adeyeye *et al.* (2021), who found that the use of indigenous language broadcasts markedly improved reach, comprehension, and access for less educated farmers.

Table 1: Reasons that motivated poultry farmers to access production information through radio programmes

Reasons that motivated poultry farmers to access production information through radio programmes	Weighted Mean
Cost effectiveness	1.31*
Convenience in accessing information	1.13*
The use of the local language for information dissemination	1.08*
Usefulness and applicability of production information disseminated	1.03
Accessibility to production information	0.85
Opportunity for Participatory learning	0.81

* Reasons that motivated poultry farmers to access production information. ≥ 1.04 (Average of weighted means).

Source: Field survey, 2025.

Responsiveness of poultry farmers to production information disseminated through radio programmes

Results in Table 2 reveal that respondents were responsive to record keeping ($\bar{x} = 1.19$), nutrition ($\bar{x} = 1.09$), housing and environment ($\bar{x} = 1.03$), and marketing ($\bar{x} = 1.03$) production information disseminated through radio, based on the

benchmark of 1.02. The benefit associated with record keeping may be plausible for their responsiveness; these include, but are not limited to, tracking of profit, planning, forecasting, and decision-making. It is further acknowledged that farm records are veritable documents in accessing credit. Understandably, this component of information disseminated will be nearly free,

explaining its prominence in the respondents' responsiveness. This view is consistent with the findings of Maduka (2024) that responsiveness tends to be highest for low-cost, low-risk changes (e.g., record-keeping, hygiene routines) and moderate for costlier changes (e.g., housing). Understanding feeding strategies and understanding the right balance of nutrients to support growth, production, and overall health of the animal must have informed their responsiveness to nutrition as a component of production information disseminated. A functional housing and environmental control system in

poultry production is important. Its importance includes but is not limited to delivering fresh air and taking away excess heat, moisture, and bad gases in the chicken house. Higher profitability, improved animal welfare, and reduced environmental impact are associated with increased responsiveness. Responsiveness to the marketing component of poultry information disseminated could be because they want to understand the market dynamics of poultry products. This will enhance remunerative income from the sales of their products.

Table 2: Responsiveness of poultry farmers to production information disseminated through radio programmes

Production information	Weighted Mean
Record Keeping	1.19*
Nutrition	1.09*
Housing and environment	1.03*
Marketing	1.03*
Pest and wildlife control	0.94
Disease Prevention	0.92
Breeding and Stock Management	0.92

*Production information respondents were responsive to. ≥ 1.02 (Average of weighted means).

Source: Field survey, 2025.

Constraints associated with responsiveness to production information disseminated through radio programmes

Results in Table 3 reveal that, based on a benchmark of 1.02, inadequate power supply to charge the radio ($\bar{x} = 1.31$), general nature of the information disseminated ($\bar{x} = 1.19$), short duration dedicated to feedback during the radio programme ($\bar{x} = 1.13$), and the programme not aired at the appropriate time ($\bar{x} = 1.08$) were identified as the key constraints associated with accessing production information disseminated through radio. Owing to the general nature of the information disseminated, specific details in relation to production information are not provided; hence, it becomes challenging for the poultry farmers to get specific details on other core aspects of their production.

Getting specific on production activity remains goal-oriented compared to receiving general information, which is labor-intensive and may be time-consuming, and is not in tandem with the needs of the poultry farmers. Inability to get power to charge their radio and other electronic gadgets used to access production information is also considered a constraint. Their inability to get power makes them miss the time when the programme is aired, hence limiting their responsiveness.

The short duration dedicated to feedback during the programme does not create an avenue to make necessary inquiries regarding the information disseminated. This distorts the feedback process, as the respondents are unable to make necessary clarifications in respect of the information disseminated. This

assertion is in tandem with the findings of Tafida and Sabiu (2021), who reported that limited interactivity (one-way flow) gives rise to message complexity. The wrong scheduling of programme content hinders the poultry farmers from accessing timely

information. This goes a long way to hinder taking advantage of market and price variations (profit maximization) associated with the market dynamics of the poultry production enterprise.

Table 3: Constraints associated with responsiveness to production information disseminated through radio programmes

Constraints associated with responsiveness to production information disseminated through radio programmes	Weighted Mean
Lack of power to charge the radio and other gadgets to tune in to radio programmes	1.31*
General nature of the information disseminated	1.19*
Short duration dedicated to feedback during the radio programmes	1.13*
Programme not aired at the appropriate time	1.08*
The technical terms used are difficult to understand	1.03
Poor radio signals	0.85
The information provided is more theoretical than practically oriented	0.81

*Constraints ≥ 1.06 (Average of weighted means).

Source: Field survey, 2025.

Benefits of responsiveness to production information disseminated through radio programmes

Results in Table 4 reveal that free access to expert advice ($\bar{x}=1.19$), improved productivity and income ($\bar{x}=1.31$), enhanced decision-making ($\bar{x}=1.13$), and awareness of current market prices of produce and local market days ($\bar{x}=1.08$) were the benefits derived from responsiveness to production information disseminated through radio programmes. Owing to the dynamic nature of information dissemination through radio, respondents have access to free consultation on various issues concerning their venture. Notably, the call-in (feedback process) enhances access to

these free consultation services. Notably, with expert advice, disseminated information has been put to productive use to enhance their productivity and income. This view is in tandem with the findings of Sanusi (2025), who opined that radio forums or phone-in shows are useful for poultry farmers, as they report higher profits owing to real-time clarification and peer learning associated with their information dissemination process. Receiving current market prices of their goods and the schedule of local market days creates room for the poultry farmers to schedule their marketing activities. Considering the prevailing market day that is most favorable, poultry farmers strategize and plan for the market, giving room to make a remunerative income from their venture.

Table 4: Benefits of responsiveness to production information disseminated through radio programmes

Benefits of responsiveness to production information disseminated through radio programmes	Weighted Mean
Improved productivity and income	1.31*

Benefits of responsiveness to production information disseminated through radio programmes	Weighted Mean
Free access to expert advice	1.19*
Enhanced decision-making	1.13*
Awareness of current market prices of produce and local market days	1.08*
Better management practices	1.00
Encouragement to join farmers' groups and cooperatives	1.00
Encouragement to try new technologies and practices	0.81
Increased knowledge of poultry health	0.85
Exposure to the intervention of government and non-governmental organizations	0.66

* Benefits of responsiveness ≥ 1.01 (Average of weighted means).

Source: Field survey, 2025.

Relationship between selected variables and responsiveness to production information disseminated through radio programmes

Results in Table 5 reveal that there is a significant relationship ($r = 0.635$) between reasons that motivated poultry farmers to access production information and responsiveness to production information disseminated through radio programmes. Probable factors are that they were propelled to seek production information through radio, which was potent enough to make them responsive to the production information disseminated through the radio programme. Also established was a significant relationship ($r = 0.326$) between the benefits of responsiveness to production information disseminated through radio programmes and responsiveness to

production information disseminated through radio programmes. This depicts that there are numerous benefits ascribed to the production information received; hence, it was potent enough to make them responsive to the information disseminated. Also revealed in Table 5 is that there was no significant relationship ($r = -0.529$) between constraints associated with responsiveness and the dissemination of production information through radio programmes. This depicts that the constraints associated with responsiveness to production information did not influence their responsiveness. Invariably, the farmers remained resilient in being responsive to production information. This phenomenon could partly be due to the numerous benefits of being responsive to production information.

Table 5: Relationship between causal variables and responsiveness to production information disseminated through radio programmes

Causal variables	r	p
Reasons that motivated poultry farmers to access production information	0.635	0.000
Benefits of responsiveness	0.326	0.002
Constraints associated with responsiveness	-0.529	0.062

Source: Field survey, 2025. (Significance= $p \leq 0.05$)

CONCLUSION AND RECOMMENDATIONS

The study concludes that cost-effectiveness, convenience in accessing information, and the use of the local language for information dissemination were the reasons that motivated poultry farmers to access production information through radio programmes. Poultry farmers were responsive to production information on record keeping, nutrition, housing, and environment. Inadequate power supply, short duration dedicated to feedback during the radio programmes, and inappropriate time for airing radio programmes were identified as constraints associated with responsiveness to production information disseminated through radio programmes. Improvement in productivity and income, free access to expert advice, enhanced decision-making, and awareness of current market prices of produce and local market days were the major benefits of responsiveness to radio programmes. Furthermore, a significant relationship was established between reasons motivating poultry farmers to access production information through radio programmes, benefits associated with responsiveness to production information, and responsiveness of poultry farmers to production information disseminated through radio programmes. Based on the foregoing, the study recommends the sustained dissemination of production information through radio, owing to the pronounced responsiveness of poultry farmers and the numerous benefits ascribed to their responsiveness to the production information.

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