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# Community radio -Based Extension Services on Adoption of Conservation Agriculture in Siaya County, Kenya.

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## ABSTRACT

*Communication and knowledge sharing are critical to the acceptance and sustainability of any agricultural innovation. In order to enable farmers and rural communities use climate smart technology solutions for increased agricultural output; community radio can be an essential information source. For example, low-cost conservation farming techniques like cover crops and minimum tillage can help communities keep an eye on and control their own output. Siaya County's adoption of conservation agriculture is still low despite community radio's many benefits for agricultural technology adoption. Thus, the study examined the impact of community radio-based extension services on the uptake of conservation agriculture in Siaya County. The study was guided by Diffusion of innovations theory. Qualitative research approach was conducted to collect textual data from the respondents. A case study design was used to analysed the influence community radio -based extension services on adoption of conservation agriculture in Siaya County, Kenya. From the population, 12 farmers were sampled from the listening club for two focus group discussion. Two ward agricultural officers were sampled from the wards where the radio station was located. Two experts championing conservation agriculture in Siaya County were also sampled and 3 radio presenters airing and creating agricultural content in the community radio stations were also sampled for this study. Therefore, a total of 7 respondents were sampled as key informants while 12 respondents were sampled for two focused group discussions. The interview guide was used to collect data from agricultural programs presenter from each community radio station. While focus group discussion was conducted to collect data from farmers. Qualitative data from focus group discussion guides and in-depth interviews with key informants were analysed using thematic analysis. The purpose of this study was to gain a better understanding on the role of community radio on the adoption of conservation agriculture. The study findings highlight that Tembea Fm community radio has been successfully used to communicate conservation agriculture principles such as minimum tillage, crop rotation and cover cropping.*

**Keywords: Community radio, conservation agriculture, Extension Services, Farmers, Adoption**



## 1. INTRODUCTION

Any agricultural innovation's adoption and sustainability depend heavily on communication and knowledge exchange (Babu et al., 2012; Ashraf et al., 2015). Since the advantages of investing in technologies are not only knowledge-intensive but also difficult to distinguish from the effects of season-specific factors like rainfall, effective communication is thought to be essential (Vanlauwe et al., 2017; Spurk et al., 2020). The effectiveness of communication and the instruments used to disseminate research findings determine how well technologies or methods can be scaled up (Adolwa et al., 2018).

According to a number of studies (Spurk et al., 2014; Adolwa et al., 2017, 2018), the primary cause of low technology adoption in agriculture is the perception of information, knowledge, and channels for information dissemination combined with improper organisation and distribution of agricultural knowledge. According to Mapfumo et al. (2013) and Spurk et al. (2020), weak communication systems, poor information packaging, ineffective technology distribution systems, and bad communication approaches have all been blamed for low agricultural output. We looked into communication elements that affect the adoption of conservation agriculture in an effort to comprehend these dynamics.

For agricultural communication, radio has proven to be a very successful medium, especially in rural areas with low literacy rates and restricted access to other media (Adebayo & Adedoyin, 2020). Farmers can learn about government legislation, market prices, pest control, weather updates, and best farming techniques from

radio. Even in isolated locations with inadequate infrastructure, radio is more accessible, portable, and less expensive than television and print media (Mboho & Inyang, 2021). Farmers' understanding is further strengthened and the adoption of better farming practices is encouraged by community radio stations and agricultural programs that are broadcast in regional languages.

According to Antwi-Boateng et al. (2023), radio in frequency modulation mode was regarded as the most dependable, trustworthy, simple, convenient, and affordable source of information that promotes agency in rural communities on development concerns pertaining to health, education, and agriculture. In order to provide extension services, radio collaborates with affiliated stations by designing and broadcasting related programs that provide affordable ways to concurrently reach huge audiences in many locations without distorting the material.

According to Chavinda (2023), community radios offer a platform for the creation of media narratives that empower marginalised groups and communities by sharing knowledge and experiences. In Malawi, radio is the rural population's favourite source of agricultural and nutritional guidance, which has a favourable effect on technology awareness but little effect on the actual implementation of agricultural methods (Regasa et al., 2021). In Kenya, Ochichi (2014) argues that community radio remains the most important media in most rural parts of the country, due to illiteracy levels. Radio is a driving force of change among the masses and has significantly played the role of a change agent in the agricultural sector. Most Kenyans, especially in remote parts of the country, consume radio for news and information. Those who are illiterate find it convenient to hear and listen to radio that airs in their own most common local language.

By fostering a sense of community ownership and involvement, these stations allow locals to participate in problems that affect their lives, such as the adoption of climate-smart agricultural practices like conservation agriculture (Hafida et al., 2018). Community radio can be a vital information source to help farmers and rural communities utilise climate smart technology solutions for higher agricultural output. For instance, low-cost conservation farming practices like minimum tillage and cover crops can enable communities to monitor and manage their own productivity (Honda, 2021).

The three guiding concepts of conservation agriculture, a low-input method, are crop rotation, minimising soil disturbance, and maintaining a soil cover by mulching with crop leftovers or planting cover crops. The method has a number of advantages, including soil and water conservation (Mubiru et al. 2017), long-term labour reduction, higher yields, and lessening the effects of climate change variability (such as droughts and floods) (Hobbs et al. 2008). Long-term soil degradation is also addressed by conservation agriculture, which boosts food production while protecting natural resources and improving biodiversity conservation and benefits that are crucial in developing nations (FAO 2015; Corbeels et al. 2015). It would be relatively simple to switch from conventional agriculture to conservation agriculture based on this evidence and approved benefits, but this is not the case on other continents, such as Africa, where it has been used for nearly forty years (Friedrich et al. 2012, Giller et al. 2009).

Farmers have been successfully encouraged to adopt better agricultural techniques using radio campaign that use participatory methodologies. Involving farmers in campaign development increased the adoption rates of featured practices, according to Farm Radio International research conducted in five African nations, including Malawi and Uganda. Adoption rates were 39% in settings with active engagement and 21% in those without (Marube, 2017).

Numerous studies have shown how successful radio is at spreading agricultural knowledge. For instance, Olaniyi (2019) discovered that in southwestern Nigeria, radio programs greatly increased farmers' awareness of and adoption of cutting-edge maize farming practices. Similarly, Okunlola, Akinwalere, and Omotayo (2022) noted that agricultural extension officers and rural farmers in northern Nigeria were able to bridge the knowledge gap through interactive radio programs.

According to Pavarala et al. (2022), experts in communication and development contend that radio is the most effective means of eradicating poverty and empowering rural communities. The findings of studies on radio communication in agriculture are common in underdeveloped countries. The majority of these research show that farmers receive messages from agricultural extension with varying degrees of comprehension and behavioural shifts. Although the majority of this research do not claim to have verified the distribution method, these results demonstrate the basic ideas of diffusion theory (Mohammed, 2022). Despite numerous advantages of community radio on adoption of agricultural technologies, adoption of conservation agriculture in Siaya County still remains low. Therefore, this paper analysed the influence community radio -based extension services on adoption of conservation agriculture in Siaya County, Kenya.

## 2. LITERATURE REVIEW

A study on farmers' exposure to agricultural radio programs and subsequent adoption of farming technologies in Kaduna and Kano States was carried out by Haruna and Ibrahim (2024). The main objective was to assess how farmers in these areas absorb agricultural technologies and information that are broadcast on particular AM and FM radio stations. In order to collect information on farmers' opinions regarding agricultural radio programs and their influence on farming methods, the study used a quantitative survey methodology, using questionnaires. With a mean score of 4.02, the results show that respondents actively listen to agricultural radio programs and recognise their significance in promoting the adoption of new farming ideas and techniques. Additionally, with a mean score of 3.97, respondents stated that they learnt a lot about new agricultural advancements from radio. The frequency of listening to agricultural radio programs, which had a mean value of 3.90, lends more credence to this. The study comes to the conclusion that radio is a useful additional medium for spreading agricultural information, especially in light of Nigeria's rising ratio of farmers to extension agents and the scarcity of extension personnel.

Nthama and Oladele (2024) examined the effects of radio-based extension services on farmers' adoption of organo-mineral fertilizer, biofertilizer, and manure in Lesotho using a sample of 1659 farmers extracted from the 2019/ 2020 agricultural production survey database Bureau of Statistics (BOS). The findings show that, despite the multimedia approach to agricultural communication, radio still has a significant impact on adoption behaviour and the spread of agricultural knowledge. The adoption of sustainable agricultural practices in response to climate change adaptation strategies was greatly impacted by all radio-based information kinds and technologies. Even while the use of radio has been promising, interactive radio programming has little effect on the adoption and accuracy of most agricultural practices, despite providing feedback and having a beneficial impact on technological awareness.

Mtega (2018) investigated Tanzanian farmers' usage of television and radio as agricultural knowledge sources. The study sought to determine the main agricultural knowledge sources that farmers use, evaluate radio and television's potential for agricultural information dissemination, assess their accessibility and usage, look at factors that affect their accessibility, and suggest ways to increase their reach. From nine villages in the Morogoro Region, 314 farmers were chosen at random to take part in the study. According to the results, radio and television were two of the seven main ways that farmers learnt about agriculture. Compared to television, radio was more widely available and owned by more farmers. Furthermore, the majority of farmers who depended on these media for agricultural information preferred to watch television broadcasts and listen to radio shows in the evening or at night. Access to radio and TV sets, gender-based labour divides,

language obstacles, the quantity of agricultural programs broadcast, and knowledge of program schedules were some of the factors that affected the use of radio and television for agricultural education. The study suggested that radio and television stations adapt their programming to the unique demands of farmers and guarantee the prompt distribution of pertinent agricultural information in order to improve farmers' access to agricultural knowledge.

Using data from the Rural Agricultural Livelihood Survey (RALS) from 2004 and 2008, Arslan et al. (2014) examined the adoption of minimum soil disturbance and crop rotation and discovered that extension services, rainfall variability, agroecology, and socioeconomic factors influence these practices. According to other research, employing CA helps farmers both technically by boosting output (Abdulai, 2017) and environmentally by lessening the impact of excess nitrogen on the ecosystem (Abdulai and Abdulai, 2017). Education, institutional support, and agroecological location all have an impact on CA uptake and intensity in Zimbabwe (Mazvimavi and Twomlow, 2009).

### Diffusion of Innovation Theory

Diffusion of innovations hypothesis was first put forth by Rogers in the early 1960s, is defined as the process by which an innovation spreads over time among members of a particular community through certain channels (Baumann, 2008). A novel concept, product, method, or practice is referred to as "innovation," whereas the process of disseminating such an idea within a target group is referred to as "diffusion." Diffusion, according to Rogers (2003), is a social form of communication since the messages are intended to spread new ideas, lessen uncertainty, offer knowledge, and encourage social change. People transition from a conventional lifestyle to a more sophisticated, technologically advanced, and quickly evolving way of living as a result of this social shift (Baumann, 2003).

The innovation that is spread over time and among members of a particular social system via a channel is one of the fundamental components of the diffusion process. An adopter must go through the awareness or knowledge stage, persuasion stage, choice stage, implementation stage, and confirmation stage in order to validate the innovation (Rogers, 2003). The innovation's features, such as its relative advantage, compatibility, complexity, and possibility for experimentation and observation, all influence whether it is accepted or rejected. Additionally, there are five types of adopters: innovators, early adopters, early majority, late majority, and late adopters, also known as laggards. This study aims to investigate Siaya County farmers' awareness and adoption of conservation agricultural advances through community radio in Siaya County, Kenya. This only addresses a portion of this theory's innovative decision-making process.

## 3. METHODOLOGY

Qualitative research approach was conducted to collect textual data from the respondents. A case study design was used to analysed the influence community radio -based extension services on adoption of conservation agriculture in Siaya County, Kenya. Siaya County is one of the six counties in Nyanza region. Siaya county experience low productivity and this are caused by a lack of irrigated land, the breakdown of the agricultural extension services system, and the persistence of subpar farming methods. Additionally, the region is still a net importer of completed goods despite efforts to incorporate value addition into the industry, especially for cash crops (Council of Governors, 2017).

The target population for this study included; Community radio stations, community radio station agricultural radio presenters, farmers listening to the community radio stations, County Agricultural extension officers and organizations that champion conservation agriculture in Siaya County. According to Communication of Kenya (CAK, 2025), in Siaya County, there are 6 community radio stations; Kababa radio, Dada radio, Lwasi radio, Tembea community broadcast services, Mikayi Radio and the Samaritan radio. The study sampled Tembea Radio based on the number of agricultural activities it has in a week.

From the target population, the researcher used purposive sampling to sample farmers. Through purposive sampling, listener club was identified and through their chairperson, farmers who listen to agricultural programs were identified.

According to Agricultural Census by KilimoSTAT, (2019) there are 197,783 farming households in Siaya County. From the population, 12 farmers were sampled from the listening club for two focus group discussion. Therefore, 12 farmers were sampled for the study. Two ward agricultural officers were sampled from the wards where the radio station was located. Two experts championing conservation agriculture in Siaya County were also sampled and 3 radio presenters airing and creating agricultural content in the community radio stations were also sampled for this study. Therefore, a total of 7 respondents were sampled as key informants while 12 respondents were sampled for two focused group discussions.

The interview guide was used to collect data from agricultural programs presenter from each community radio station, Agricultural County officials from each county and organizations that champions conservation agriculture in each county. While focus group discussion was conducted to collect data from farmers. The analysis procedure includes interpreting qualitative data from open-ended questions and interviews (Creswell, 2009). Qualitative data from focus group discussion guides and in-depth interviews with key informants were analysed using thematic analysis. Theme analysis is one of the most used methods for analysing qualitative data, according to Jwan and Ong'ondo (2011). It is a method for identifying, evaluating, and summarising patterns (themes) that show up in data (Braun & Clarke, 2006). Based on the objectives and research questions, thematic analysis organised and described the data.

## 4. DISCUSSION

From the interview with Tembea radio; journalists, experts in conservation agriculture, ward agricultural officer and focus group discussion with Siaya County farmers on the impact of the conservation agricultural programs aired at community radio on the adoption and practice of conservation agriculture, the following themes emerged; Agricultural Extension Programs aired at the community radio; extension services on conservation agriculture, Extension services adopted by farmers.

### Agricultural Extension Programs at Mikayi fm and Tembea Fm Community Radio

Tembea Fm in Siaya County has got one agricultural program that runs every Saturday from 4pm -8pm every week. Tembea Fm creates its agricultural radio programs based on the audience need and also depending on the season of farming. There programs also involve going to the field to record documentaries by farmers. This was confirmed the journalist during the interview and the farmers during focus group discussion. One of the farmers confirmed that his story has been aired in Tembea Fm and the story was recorded in the field by Tembea Fm journalist.

I create my programs based on activities that our farmers are engaged in or the cultivation they are engaged in, through this is when we prepare our programs based on their needs. I usually go to the field and meet farmers involved in different kinds of agriculture doing different techniques that are worth airing then we record and air them. (Tembea Radio Journalist)

Some of our programs we record in the field. We go and get to know what they are doing so far in the field after recording, we play the recording in the studio then we bring in expert to discuss the recording from the farmer in the field. (Tembea Radio Journalist)

I was once featured in their stories. The journalist come to my farm and recorded my farming on how I am preparing and using organic manure. Later on, the story was aired in Tembea radio and I was happy as majority of farmers were able to learn. (Farmer).

## Extension services on Conservation Agriculture aired in Mikayi Fm and Tembea Fm Community Radio Station.

### Minimum Tillage

Tembea radio Fm has discussions on minimum tillage, this was confirmed by the expert promoting conservation agriculture in Siaya County who said that they have been to the radio station to discuss minimum tillage on how farmers can minimize tilling of their land and use of technologies that are friendly to the soil. The expert also explained that in the program they have been able to educate farmers how minimum tillage is done, various types of minimum tillage that farmers can apply and benefits of minimum tillage to the farmer.

This was supported by farmers during focus group discussions where they explained that they are practicing minimum tillage, a practice they learned from the organization and also from Tembea Fm. The journalist also said they have been hosting the organization to the studio to talk about conservation agriculture in the studio.

We have had such discussion. Farmers have realized that continuous use of tractors or excess tillage has destroyed the soil so they are going back to the old techniques such as minimum tillage that promote a lot of hand use. So far, most farmers are welcoming it. (Tembea Journalist).

I have visited the studio many times to discuss conservation agriculture principles that include minimum tillage where we talked about benefits of minimum tillage and how farmers can carry out minimum tillage. (Conservation agriculture Expert)

I have a lot from the radio and also from the organization who taught us how we can plant without ploughing our land. I no longer pay tractor to till my land as I apply what we were taught and therefore I am able to cut cost on production in my farm. (Farmer)

### Crop Rotation

Agricultural presenter at Tembea Fm said that they invited expert who talked about principles of conservation and crop rotation was among the topics though it has not pick so much in the area as farmers still cultivate maize only without rotating. According to the expert, they have educated farmers using Tembea Fm on how farmers can practice crop rotation and the benefits of crop rotation. The practice was also confirmed by farmers who are already practicing crop rotation. They said they have been guided by the organization and through radio Tembea Fm on how they are supposed to rotate their crops to be able to control weeds, pest and diseases and also to balance nutrients in the soil.

Crop rotation is there but it has not picked so much as most farmers are not welcoming it. Most farmers still believe in maize only cultivation and they don't believe in other crops therefore they don't practice crop rotation. (Tembea radio Journalist)

By alternating crops with varied nutrient needs, such as nitrogen-fixing legumes followed by nutrient-hungry cereals, farmers can prevent nutrient depletion and the build-up of soilborne pests and diseases. (Conservation agriculture Expert)

I have been practicing crop rotation in my farm, Tembea Fm has been educating me on reason I should do crop rotation and how types of crops that I should rotate. (Famer)

### Cover Cropping.

According to the agricultural officer, there is need to educate farmers on cover cropping and its benefits. Agricultural radio presenter at Tembea Fm said they have been promoting Mucuna in the radio station as one of the cover crops proven by researcher. Farmers also explained that they have benefitted from the cover cropping topics in the radio as they have been able to learn on Mucuna and its benefits as a cove crop. The expert on conservation agriculture also said that they have been promoting Mucuna and other cover crops using the radio and farmers has been making orders for Mucuna seeds through their radio show.

In the area I am in, a number of research has been done and they have come up with cover crop known as Mucuna, it's a cover crop that is like beans but when planted it covers the whole area and also has the ability to kill weeds like striga. (Tembea radio Journalist)

In agriculture, Mucuna (velvet bean) is a highly effective legume cover crop known for its rapid growth, nitrogen fixation, and ability to suppress weeds and improve soil structure. As a green manure, it enhances soil fertility, increases water retention, and provides organic matter, benefiting subsequent crops like maize. Mucuna also offers economic benefits as a high-protein fodder for livestock and a source of income from seeds, and its allelopathic properties provide a sustainable, eco-friendly alternative to synthetic herbicides. (Conservation Agriculture Expert).

I ordered my Mucuna from radio show where I learned about its importance as a cover crop. I have been using it for long and it has been beneficial to me. It's also a fodder for my livestock. (Farmer).

### Conservation Agricultural Extension services adopted by farmers.

Radio presenter at Tembea Fm noted that majority of farmers has adopted conservation agriculture based on the information they receive in Tembea Fm based on conservation agriculture. According to him, the organization promoting conservation agriculture in Siaya County started with one ward but through radio, the practice has spread to most wards in Ugunja Sub-County, Siaya County as farmers from other wards also tune to Tembea Fm and order cover cropping crop seeds like Mucuna.

This was also confirmed by the farmers during focus group discussion as one of them said that he has been following the agricultural program at Tembea Fm and that's where he learned the use of Mucuna which he has been using as a cover crop. According to the expert promoting conservation agriculture, he said radio Tembea Fm has made their work easy as farmers who follows their program has adopted conservation agriculture and he has met farmers who are not beneficiary to their program courtesy of him being hosted at Tembea Fm. While for the ward agricultural officer, he noted that adoption of conservation agriculture is still low in the county and action should be taken so that more farmers can be reached.

I have met a number of farmers especially on the cover crop known as Mucuna, a number of farmers had this through radio, it was introduced in one ward but through radio, it has spread to other wards as more farmers were calling and wanted to know how its grown and how it works as cover crop. (Tembea radio Journalist)

In Siaya County, adoption of conservation agriculture is still slow not to the expected standards. (Ward Agriculture Officer)

I do follow program on conservation agriculture at Tembea Fm and I have learnt a lot from the program. The use of Mucuna and the minimum tillage and I also ask question on areas that are not clear for me though they should also expand the program to our ward. (Farmer)

Tembea Fm has made our work easy as we are able to meet non beneficiaries of the project and majority of them has adopted the practices as I have been able to visit their farms. Most of them got my contacts from the radio program and they appreciate our program. (Conservation Agriculture expert).

### Discussion

Tembea radio Fm has agricultural extension program that runs every Saturday for four hour every week. Creation of the program involves the producer visiting the farmers and recording the program in the farm together with the farmer. When airing the program, the radio presenter invites experts from the extension field and also from the expert on conservation agriculture. The findings shows that Tembea radio has Agricultural extension programs where they involve farmers, extension officers and also experts on conservation agriculture. These results are consistent with Hafida et al., (2018) who also found out that community radio foster a sense of community ownership and involvement, community radio stations allow locals to participate in problems that affect their lives, such as the adoption of climate-smart agricultural practices

The purpose of this study was to gain a better understanding on the role of community radio on the adoption of conservation agriculture. The study findings highlight that Tembea Fm community radio has been successfully used communicate conservation agriculture principles such as minimum tillage, crop rotation and cover cropping. Through extension agricultural

programs that runs for four hours every week, Tembea radio is able to diffuse the conservation agriculture innovations though visiting farmers doing conservation agriculture, records their stories and air it in the studio and invite experts to explain the concept and farmers to ask questions. This creates the knowledge to the farmers, the expert and the journalist explain why they need to adopt conservation agriculture and the principles of conservation agriculture. The pattern of the results is consistent with the innovation diffusion theory which explain that, an adopter must go through the awareness or knowledge stage, persuasion stage, choice stage, implementation stage, and confirmation stage in order to validate the innovation (Rogers, 2003).

The three guiding principles of conservation agriculture are; crop rotation, cover cropping and minimum tillage. According to Mubiru et al. (2017) conservation agriculture has a number of advantages, including soil and water conservation, long-term labour reduction, higher yields, and lessening the effects of climate change variability. Despite the numerous advantages of conservation, it's interesting that majority of the farmers are still not adopting conservation agriculture as the ward agriculture officer said that the adoption rate is low and there is need for the utilization of community radio to ensure everybody understand conservation agriculture. From the results, cover cropping crops such as Mucuna dominated the discussion. Majority of the farmers were buying the Mucuna seeds, a plant that is used for cover cropping. Minimum tillage was not highly practiced as the same to crop rotation.

Diffusion of innovations explains that the innovation's features, such as its relative advantage, compatibility, complexity, and possibility for experimentation and observation, all influence whether it is accepted or rejected (Rodgers, 2003). Therefore, majority of the famer adopt Mucuna based on the experimentation and observation explained by farmers during the radio program at Tembea radio where recorded programs are played to farmers to explain their experience in use of conservation agriculture technologies. This has made farmers to adopt the technology of use of Mucuna as cover cropping.

Studies on the adoption of conservation agriculture has pointed out limited extension services as one of the hinderance on the adoption of conservation agriculture. Arslan et al. (2014) examined the adoption of minimum soil disturbance and crop rotation and discovered that extension services, rainfall variability, agroecology, and socioeconomic factors influence these practices. In Kenya, it is challenging to reach many farmers because the public frontline extension worker to farmer ratio is approximately 1:1000 as opposed to the ideal level of 1:400 (Kenya Agricultural Sector Extension Policy (KASEP), 2023). Therefore, there is need for the department of agriculture through extension officers to use community radio stations within their counties to widen their reach to farmers. This will ensure more diffusion of the knowledge and adoption of the conservation agriculture innovations by farmers across.

### Conclusion and Recommendation

The results of this research provide supporting evidence that community radio can be used to influence farmers to adopt conservation agriculture principles. The findings show that, despite the multimedia approach to agricultural communication, radio still has a significant impact on adoption behaviour and the spread of agricultural knowledge. Information packaging, format of the program and experts invited in the studio influence the adoption of conservation agriculture. The present research, therefore, contributes to a growing body of evidence suggesting that Community radio can be a vital information source to help farmers and rural communities utilise climate smart technology solutions for higher agricultural output. For instance, low-cost conservation farming practices like minimum tillage and cover crops can enable communities to monitor and manage their own productivity (Honda, 2021).

As highlighted in the diffusion innovation theory, McQuail (2005) noted that Rogers and Shoemaker (1973) proposed four steps in a later reformulation of the theory to describe the information flow of the diffusion: knowledge (in which the person is made aware of the presence of the invention in order to comprehend how it works); persuasion (the person develops a positive or negative attitude towards the innovation); decision (the person takes actions that result in a choice to accept or reject the innovation); and confirmation (the person looks for support for the innovation choice they have made, but if they are presented to contradicting information about the innovation, they may change their mind) (McQuail and Windahl, 1993, p. 74). All this requires a lot of process for the farmer to adopt therefore, there is need for community radio stations to increase the time and days allocation to agriculture and also make it like a syllabus where farmers learn step by step as this will provide them with enough knowledge to allow them understand to be able to make decision, confirm from farmers who have implemented and finally be able to implement.

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