

*Full Length Research Paper*

# Review of the Challenges Influencing Annual Organization of Kambuwa Agricultural Show

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**The study reviewed the challenges to organizing annual agricultural shows in Kambuwa Village area of Ngaski Local Government area, Kebbi State Nigeria. Specifically, it ascertained the roles of agencies such as ATASP-1, ICRISAT, Kebbi State Government, Kebbi ministry of agriculture involved in organizing agricultural shows; ascertained the procedures in organizing agricultural shows by the stakeholders concerned; identified factors militating against the organization of agricultural shows in Kambuwa Village; and identified strategies required for improving the organization of agricultural shows. The study concluded by making recommendations on ways to strengthen the annual show so as to promote State and National Interest on the programme**

**Keywords:** Challenges, Influencing, Kambuwa, Agricultural Show, Organization

## INTRODUCTION

Agricultural show is a public event exhibiting equipment, animals, sports and recreation associated with agriculture and animal husbandry. It is the display of the achievement of agricultural production and science. Van (2018) stated that in socialist countries, agricultural show serves the interest of the whole state and all the people. Their purpose is to accelerate the development of agriculture in the technical, technological and organizational aspects on the basis of introducing the

achievements of agricultural science and progressive practice into farm production. In capitalist states, agricultural shows pursue primarily commercial purposes and are at the same time referred to as fairs.

Lacy (2012) defined agricultural show as an event held for presenting and viewing of exhibits. Depending on the theme of the show, the exhibits may be agricultural, commercial, industrial, or artistic. Some agricultural shows are called expositions or exhibitions.

Small shows last just a few days and involve exhibitors and visitors from a local area, while large shows run for months. They attract exhibitors and visitors from a large number of nations. Agricultural show is a major industry in the United States and Canada. More than 3,200 shows are held annually in the two countries, and they earn more than \$1.7 billion for the areas in which they are held (FAO, 2012).

An agricultural show is one of the powerful communication techniques that is used to convey information to some persons or group of persons. For an agricultural show to communicate effectively, the exhibitor must know the target audience and must choose the medium or channel most likely to convey information to the audience. The success of an agricultural show is judged by the extent to which it informs, educates and explains methods and motivates the target audiences (Okereke, 2012). The target audiences are usually farmers, extension workers and persons engaged in the agricultural industry. Since there is a mixed audience in any show, intended meanings can usually be conveyed by the use of simple communication techniques.

Agricultural shows hold contests for the best breeds of crops, livestock, poultry, local crafts, farm machinery and other farm products. Most agricultural shows organize competitions for various home prepared foods, cultural groups etc. Agencies and Companies exhibit and demonstrate agricultural machinery and other equipment. Farm youth groups and adult organizations also participate (Ifenkwe, 2015). Agricultural shows can be divided into three general categories, primarily based on their size. The categories are; national shows, regional and state shows. National and state shows normally last for two to three days and are operated by government with permanent staff. States come together to organize regional shows. In other words, regional shows comprise many states. However, in recent years, a number of state agricultural shows are organized by non-profit organizations (Ngoka, 2013).

The evolution of agricultural show in Kambuwa Village Area of Ngaski Local Government Kebbi State is intertwined with her political history. By 2018, Kambuwa village began organizing agricultural shows and runs on annual basis till today. The partnership of Kambuwa Agricultural show with ATASP-1 and ICRISAT in recent times which had agricultural extension and crop research promotion as its cardinal principles contributed positively in ensuring the success of the programme through the provision of agro-inputs such as Fertilizers (Urea and NPK), improved varieties of crops such as sorghum, maize, cowpea etc. The role played by these two agencies in organization and ensuring the success of Kambuwa agricultural show was paramount.

## CONCEPTS OF AGRICULTURAL SHOW

An agricultural show is a public event showcasing the equipment, animals, sports and recreation associated with agriculture and animal husbandry. It is a public event that shows new or high quality examples of farming, skills, farm equipment, animals, and crops among others. The largest comprise a livestock show (an event or display in which breeding stock is exhibited). It could also comprise a trade fair, competitions, and entertainment. The work and practices of farmers, cowboys and zoologists may be displayed. Agricultural shows are an important part of cultural life in small country towns, and act as popular event in larger towns and cities. Agricultural shows are farmer-oriented agricultural extension outreach programmes (Ifenkwe, 2015).

Avery (2016) reported that early agricultural shows served as an educational forum, a meeting ground for farmers and ranchers to exhibit their crops and animals and learn of new and innovative agricultural practices and technologies. While agricultural shows continue to provide educational venues for agricultural producers, they are increasingly focusing on a larger public segment through educational and entertainment programs directed to non-agricultural producers. Today, agricultural shows are recognized as a traditional and respectable segment ... of the events and attractions industry.

## ROLES OF AGENCIES SUCH AS ATASP-1 AND ICRISAT IN ORGANIZING AND ENSURING THE SUCCESS OF KAMBUWA AGRICULTURAL SHOW

Agricultural Transformation Agenda Support Programme Phase-1(ATASP-1) and its counterpart ICRISAT played a very significant role in ensuring the success of kambuwa annual agricultural show. The two agencies jointly provided Agric inputs like farm machinery such as crusher, agro-allied inputs such as fertilizers and improved varieties of different kinds of crops such as sorghum, maize, millet, cowpea cassava. Osioma et al, (2019) reported that organizing is the process of bringing together both human and physical resources to accomplish organizational objectives. It is the process of designing and maintaining an intentional structure of roles and positions, which makes it possible for people to work effectively towards the accomplishment of set objectives.

Organizing a successful agricultural show demands collaboration and participation of scientists, agricultural firms, mass media, farmers, farm organizations, schools, ministries of agriculture and education, and the general public (Ifenkwe, 2015). The

forum provides an opportunity for all those engaged directly or indirectly in agricultural production or related activities to showcase agricultural raw materials, as well as products of agro-allied industries and to interact to exchange ideas and information for the overall improvement of the agricultural sector. Some of these are active participants (teachers), while others join only as observers and learners.

Federal Government of Nigeria (2008) reported that the organization and coordination of agricultural shows at the national and state levels depend on the government parastatal or agency involved. At the national level, personnel of the federal ministry of agriculture, All –Farmers Association of Nigeria (AFAN) and other Non-Governmental Organizations (NGO's) carry out the operations of the project while at the state level, personnel of the state ministries of agriculture and Agricultural Development Projects (ADP's) carry out the work of the project. Thus, full responsibility and implementation of agricultural shows rest with Nigerian institutions and Nigerian personnel under various committees.

Organizing successful agricultural shows at the Village level, certain essential features and operational modalities such as timing of the agricultural show, formation of planning and or organizing committee, sponsorship of the show, accessible roads and mounting of exhibits and exhibition stand need to be given adequate attention. At the show, genuine farmers are expected to showcase their best produce items usually on display according to commodity groupings.

One of the most critical components in the planning and organization of agricultural shows is adequate publicity before, during and after the shows. This is essential to sensitize and mobilize the people as well as publicize activities of the shows. Media coverage may include television (TV), radio and newspapers, publication of fliers, programme brochure, speeches etc are important in ensuring success of the shows. However, the scope and depth of any agricultural show depends on availability of funds. The central planning committee works out approximate cost estimate for sponsorship by the organizer of the shows which might be village head of a community, local or state government as the case may be.

### **PROCEDURES IN ORGANIZING AGRICULTURAL SHOWS**

According to Lacy (2012) a typical agricultural show will possess certain general features such as sponsorship, organizing committees, preparation of guidelines, venue, publicity, setting up of exhibits, registration of participants, judging of exhibits.

### **Pre-show Activities**

- **Soliciting for Sponsorship**

Sponsorship entails payment, in cash or kind, for organizing agricultural show either for pecuniary or non-pecuniary interest or advantage. Donations, in cash or kind, can be used as prizes for excellent performance. Generated cash can be used to procure tangible goods, print certificates for participants or erect exhibition structures.

- **Preparation of Participation Guidelines**

Preparation and release of detailed guidelines for agricultural shows are the responsibility of the organizing committee. The guidelines should contain the date, time and venue, names of organizers and sponsors as well as rules and regulations for the participation. It should also specify categories of exhibits, judging criteria, names of coordinators and other logistic details. The rules and regulations should be explicit on the number of entries permitted per participant, the constitution of an exhibit, mode of delivery and recovery of exhibits, award of prizes, as well as procedure for protest, where necessary. Timely release of the document which should be packaged to create aesthetic impression to guarantee adequate preparation and enhance the success of the show (Iwueke, 2017).

- **Organizing Committee and Coordinators**

There is need for a broad-based committee involving all stakeholders, who will work out details and assign duties to sub-committees (finance, protocol and publicity, transportation and logistics, accommodation, security etc). The coordinators of the various programs and their assistants should be clearly spelt out in the guidelines, with details of their roles and contact particulars.

### **Securing and Preparing the Venue**

Agricultural shows should be held in venues with ample space and good terrain. The venues must be made easily accessible. All the paths lanes and tracks should be neatly laid out, cleared and cleaned. Ngoka (2013) explained that part of the arrangement for an agricultural show involves erection of booths, canopies, pavilion and other aspects of pedestal arrangement. To prevent visitors from coming too close to the exhibits, it is advisable to put light fences with stakes or ropes in order to maintain a proper distance between the visitors and the exhibits. It is best to organize agricultural shows

in the dry season. The attendant increase in human and vehicular traffic during such activities will lead to a messy environment if it is organized during the rainy season.

- **Procurement of Prizes**

Prizes must be procured in advance. Prizes come in form of cash, awards, certificates, books, farm inputs or sponsorship to higher competitions. Sometimes, participants who come first, second and third in each category are awarded prizes while others receive certificates of participation. Award of prizes come as part of the closing ceremony except in events where there are protests from one or more participants. Such protests are usually made in writing and delivered to the Coordinator before the end of the show. Reward to farmers and other participants motivate them to improve on their performance as was seen during the kambuwa annual agricultural show. Furthermore, certificates won by farmers at these shows strengthen their credibility when such farmers apply for loans and other forms of assistance from government.

- **Publicity**

The need for wide publicity for agricultural shows cannot be over-emphasized because it increases the level of participation. Government and privately owned print and electronic media should be used for publicity even as the show is going on. In addition, posters and handbills should be circulated with details of events provided to guide the participants.

- **Setting up of Exhibits**

The venue of the show should be made accessible to participants a day or two to the event to enable them identify allocated space for their products and to deliver and display the more durable exhibits. Jones and Garforth (2017) explained that organizers should therefore, make arrangements to secure such exhibits. Fruits, vegetables and other perishables that need to retain their natural colour, firmness, vigor and aroma should be displayed close to the time of judgment to avoid desiccation and to enable them retain much of the valuable qualities.

- **Packaging of Exhibits**

Iwueke (2017) reported that exhibits may not portray the desired message unless they are properly packaged using communication techniques that quickly appeal to the sense of the sight. Colours have meanings and connotations, and so should be selected based on

the mood or interest to be portrayed. This attribute was efficiently observed during Kambuwa agricultural show

## **AGRICULTURAL SHOW DAY/REGISTRATION OF PARTICIPANTS**

Jones (2016) reported that it is important to keep a record of all participants including their institutional affiliation and contact addresses. A record of such participants may be necessary for purposes of follow-up contacts to either show appreciation, request for or supply inputs and information.

### **Opening Ceremony**

The kambuwa agricultural show involved a greater number of personalities like the secretary to the state government, State member representing Ngaski local government, chairmen of Ngaski and Yauri local governments, Councilors and many more important dignitaries, some of which were not present during the first day. A separate programme is usually prepared for the opening ceremony which features such activities as opening prayers and remarks, welcome and keynote address(s) (which was presented by erudite personalities like Prof Saadu Umar, Secretary to Kebbi State Government, Member representing Ngaski Local Government at the State assembly etc,) announcements and official declaration marking the commencement of the programme or show which was declared by the secretary to the state government Babale Umar.

### **Judging of Exhibits**

Judges are provided with different criteria for assessing each category of exhibits, and these are used to identify the entries. Participants are not expected to be present as the judges move round to perform their duties of scoring the entries. Their names or identities must not be found on the exhibits either. Participants are not to remove or alter any part of exhibit while the judging of exhibits is in progress until the end of the show. The decision of the judges concerning the relative merits of the exhibits shall be final. However the organizing committee reserves the rights to review and decide on any point in dispute. Akor and Ene (2015) opined that judges should, therefore, be persons who are well-educated and experienced in the field of agriculture, and men of integrity who are capable of giving an unbiased opinion on the quality or value of the exhibits.

### Post-Show Activities

Participants collect their exhibits at the end of the show. This is followed by dismantling of the pavilion and booths. Participants are at liberty to donate the exhibits to the organizers, preserve them for future contests, or sell them to the general public (Okereke, 2012).

### Appreciation

It is important for organizers of agricultural shows to write to show appreciation to people they consider have made useful contributions toward a successful hosting of an agricultural show. These include the participants, sponsors and judges. Interviewing these participants will equip the organizing committee to host such events in future (Lakwo, 2018).

### Evaluation

It is usually desirable to put up a report on the organization and implementation of agricultural shows from the entries made at the show ground and other observations. Ajayi (2006) supported this view as he reported that such reports will guide future performances and provide a bench mark for future evaluations.

### IMPORTANCE OF AGRICULTURAL SHOW

Agrarian studies indicate that agricultural productivity can be increased, and food supply and demand balance maintained in Nigeria through a number of ways; regular input supply and mechanization; rural infrastructural transformation; adoption of agri-business approach; social, ecological and institutional transformation; and favourable and stable agricultural policies (Mijindadi, 2012). Agricultural productivity can be increased through information and communication technologies (ICT) revolution; integrated Soil fertility management Agricultural shows facilitate the process of agricultural modernization because they promote awareness, participation and motivation of farmers towards self-sufficiency in food production and therefore, enhance farmers' education (knowledge and skills). Ifenkwe (2015) supported this view and stated that although the system gives beneficiaries at different levels the opportunity to improve on their basic skills and knowledge, agricultural shows provide fora for further interaction by stakeholders in the educational and agricultural sectors.

Organizing farmers' field days, agricultural shows, field trips, workshops and conferences, farmers and extension agents alike will be more likely to change

their behaviour if they discover for themselves that the knowledge and insight gained from past experiences are no longer adequate to deal with current problems of agriculture. The extension administrator should therefore, organize different avenues through which extension personnel and farmers can interact and gain more knowledge on new development around the world.

Agricultural shows provide opportunity to display and disseminate improved agricultural innovation. This is with a view to encourage participants, mostly farmers, who have not been doing well to emulate their more successful counterparts and to motivate progressive farmers to further excel. Onuchie (2008) reported that a successful show is one that educates and motivates participants to adopt agricultural innovations. Widespread adoption of good agronomic and animal husbandry practices will lead to enhanced productivity at the household level and ultimately overall improvement of food security of the nation.

Agricultural shows as major thrust of Agricultural Transformation Action Plan (ATAP) would serve as a solid base for the expected regeneration of the nation's economy in line with the objectives enunciated in vision 20:2020 and the Millennium Development Goals (MDG's). The National Agricultural Foundation of Nigeria (NAFN), a non-governmental organization which has been hosting national agricultural shows will promote value addition to the nation's agricultural products and improve marketing outlets for profitable agricultural businesses. They will also attract global interest and investment for the development of Nigeria's agricultural potential and opportunities ([www.nationalagricfoundationof.nig.](http://www.nationalagricfoundationof.nig.)).

Food and Agricultural Organization (2012) stated that, agricultural shows provide a unique opportunity for participants to establish business contacts and relationships and also promote agricultural investment on a sustainable basis. A World Bank study in 2010 indicated that the South of England Show in Ardingly is a diverse event that showcases agricultural and rural activities highlighting the importance of the countryside and giving children, youth and adults alike the opportunity to learn about and take part in these activities. The South of England Show also offers a regional food and wine pavilion with cookery demonstrations and the food and farming campaign that intends to help people learn about the origins of their food. The show has a variety of areas and activities, including an agricultural machinery display, a livestock show, equestrian events, an ecology village, crafts, shopping, performances by bands such as the royal signals band and much more. <http://www.ntradeshows.com/south-england-show>.

The communiqué issued at the end of the all Nigeria Food and Agricultural show (ANIFAS 2002)

revealed some of the benefits of organizing agricultural shows which may include:

- i. Direct linkages with international organizations for aids and grants;
- ii. Better knowledge of improved farming techniques, plants and livestock from other parts of the world;
- iii. Free revolving loans to farmers from the best local government council by the Bank of Agriculture (BOA);
- iv. Thirty percent (30%) reduction in cost of agricultural equipment at the fair;and
- v. Provision of agricultural consulting services to all participants by some foreign technical partners (News Agency of Nigeria NAN Features, 2011).

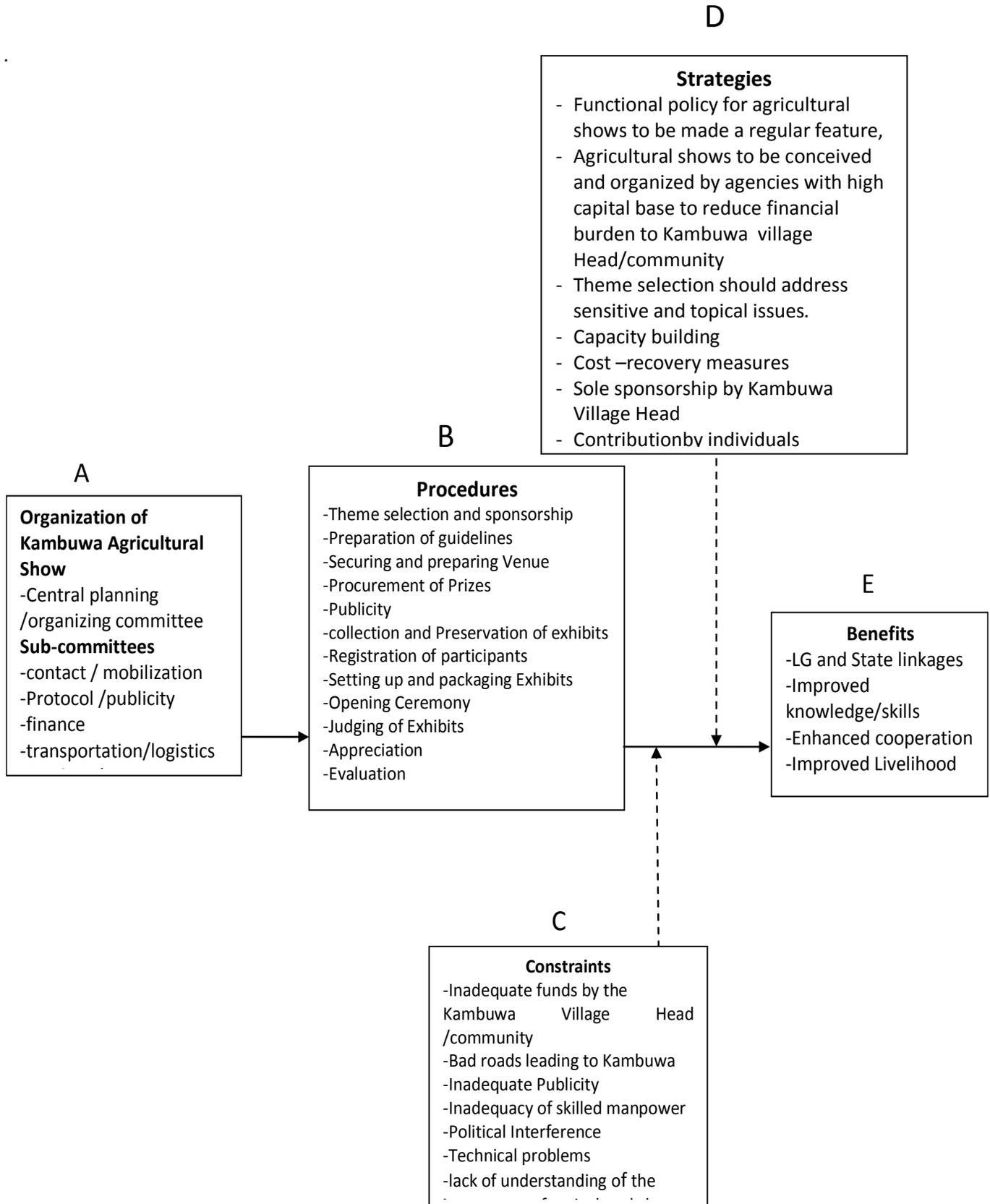
Donation of prizes to outstanding exhibits/exhibitors could be sourced from the private sector to supplement individual organizers or government efforts (Ifenkwe, 2015).

### **CONSTRAINTS TO ORGANIZATION OF AGRICULTURAL SHOWS**

Constraints according to Jun (2019) are the limits imposed on a decision – maker or organization in trying to choose an optimum strategy. These limitations are a very important factor to be considered in extension organization and administration. Government efforts to manage and administer agricultural shows are constrained by lack of funds, inconsistency in government policy and weak pressure group. Other constraints which also affect particularly the effective participation of women farmers according to Akarue, (2011) include high cost of farm inputs, late delivery of farm inputs especially fertilizer, lack of adequate education, lack of good storage facilities for farm produce and lack of proper training in modern farming methods/techniques. Extension agents, who should be at the fore front of such programmes, are not adequately educated in their professional line. They have a sub-university qualification which is not very suitable for extension service.

### **STRATEGIES FOR IMPROVING ORGANIZATION OF AGRICULTURAL SHOWS**

Sponsorship of the Kambuwa Village agricultural show should go beyond the sole dependence on the village Head and his Community but should include the local government and State Government alike. Also agro-allied companies, private individuals and other stakeholders should be included. If properly promoted, and harnessed, accruing funds, from private donors could reduce the burden of sponsorship by Village head or government. Enyinnia et al, (2017) reported that agencies responsible for organizing agricultural shows ought to adopt cost saving measures such as streamlining the size of the central organizing committee, sponsorship of farmers to be borne by local governments and farmers commodity associations etc.



## CONCLUSION

The review can be concluded the most important procedures in organizing agricultural show are securing venue for the show and adequate publicity. Securing venue for the show is necessary because the nature of the venue selected can determine attendance. Top on the list of rewards to be given to participants of agricultural shows should be farm inputs such as improved varieties of guinea corn, maize, cassava, millet etc. Rewards to farmers and other participants in form of cash or farm inputs motivate them to improve on their performance. Medium of communication to inform farmers about organization of agricultural show should be through their leaders, radio, TV Letters etc. TV has the ability to shape values, attitudes and perception of rural people both positively and negatively. In support of this, though TV is not generally available for Kambuwa rural people and is not used as a major source of providing information for rural farmers in the Village, it is becoming a necessary reality in most developing countries like Nigeria. Radio is the most powerful and yet cheapest mass medium for reaching large numbers of people even in isolated and remote areas. Television should therefore be used to educate rural farmers about agricultural shows since agricultural shows involve behavioral change and positive perception. The major constraints to organization of agricultural show in Kambuwa were: lack of funds, Poor roads leading to Kambuwa, lack of incentives and absence of political will by Kebbi State government. Government efforts to manage and administer agricultural shows are constrained by lack of funds, inconsistency in government policy, weak pressure group, etc.

## RECOMMENDATIONS

The following recommendations were drawn on ways to strengthen agricultural show in Kambuwa village

1. Government should construct grain market in order to strengthen marketing of produce in the village
2. Avoidance of wanton felling down of tree in order to protect the land from been exposed to agents of wind and water erosion
3. The review unveiled that there was shortage in the number of personnel engaged in the organization and administration of agricultural shows in Kambuwa. To achieve effectiveness, there is need for recruitment of adequate and well trained staff for regular hosting of agricultural shows in the village.
4. Adequate, timely and complimentary funding should be made by Kebbi State Government so as to enable Kambuwa Village Head/community to properly plan and organize agricultural shows.

5. Provision of incentives to farmers in form of cash prizes, honours, farm inputs and study tours so as to encourage them pick interest in agricultural shows.

6. Encourage private sector participation, especially large corporate organizations to be more involved in the organization of agricultural shows in partnership with Kambuwa Village Head/Community, relevant government agencies like ATASP-1 and local neighboring communities.

7. Organize farmers into viable associations to ensure their active participation in the organization of agricultural shows. These associations when properly formed can also play important role in policy advocacy.

8. Promotion of best practices such as securing ample space, captivating theme selection, adequate publicity etc when considering idea to subsequently organize agricultural shows in Kambuwa village.

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