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Assessment of Traditional Communication Strategies Used among Yam Farmers In Gboko Local Government Area of Benue State, Nigeria

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Abstract

The study was on *the assessment of traditional communication strategies used among Yam farmers in the Gboko Local Government Area of Benue State, Nigeria*. The population of the study comprised all yam farmers in the study area. Primary data were obtained through the administration of structured questionnaires to 100 respondents selected using a stratified and multistage sampling technique. Data collected were analysed using descriptive and inferential statistics such as percentages, means, and binary logistic regression. The results showed that the majority (53%) of the respondents were male, while 47% were female. Most (48%) were within the active age range of 21–35 years, and 58% were married. Findings revealed that the major traditional communication strategies used by yam farmers included family heads ($\bar{x} = 4.7$), market square announcements ($\bar{x} = 4.5$), town criers ($\bar{x} = 4.4$), village meetings ($\bar{x} = 4.3$), and community elders ($\bar{x} = 4.1$). These channels were rated as the most effective means of disseminating agricultural information among farmers due to their accessibility, cultural relevance, and trustworthiness. The extent of the utilisation of traditional communication strategies was high, indicating that these methods remain vital in rural agricultural communication. However, challenges encountered included delay in information dissemination (97.0%), noise or distraction during communication (97.0%), misinterpretation of messages (88.0%), language barriers (84.0%), and exclusion of women and youths (74.0%). The binary logistic regression analysis revealed that variables such as sex ($p = 0.018$), education ($p = 0.012$), farm size ($p = 0.024$), and contact with extension agents ($p = 0.031$) significantly influenced the effectiveness of traditional communication strategies. It was concluded that traditional communication remains an essential and trusted medium for agricultural information dissemination among yam farmers in Gboko, though limited by timeliness, inclusiveness, and feedback challenges. The study recommended strengthening the capacities of traditional communicators, integrating indigenous methods with modern communication technologies, improving extension coverage, and ensuring inclusivity by addressing gender and youth participation gaps to enhance effective agricultural communication and productivity.

Keywords: Assessment, Traditional, Communication, Strategies, Yam Farmers

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INTRODUCTION

Agriculture plays a vital role in the economic development of Nigeria, contributing significantly to employment, food security, and rural livelihoods. Yam (*Dioscorea* spp.) is one of the major staple crops in Nigeria, particularly in Benue State, which is widely known as the “Food Basket of the Nation” due to its vast agricultural production (FAO, 2021). Communication plays an essential role in agricultural development, particularly in rural communities where access to formal education and modern technology Agricultural development relies heavily on communication, especially

in rural communities with limited access to formal education and modern technology.

Historically, traditional communication strategies have served as the primary means through which farming knowledge is generated, stored, and transmitted across generations. In many parts of Nigeria, particularly in Benue State, indigenous communication methods remain the most trusted and widely accepted channels for disseminating agricultural knowledge (Afolayan, 2018). However, agricultural productivity However, both natural factors and the effectiveness of information dissemination



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influence agricultural productivity. Not only by natural factors but also by the effectiveness of information dissemination. Farmers require timely and accurate information on best farming practices, weather conditions, pest control, and market trends to make informed decisions (Ajani and Agwu, 2012).

'Traditional' communication strategies refer to indigenous methods of passing information among people within a community. These include oral storytelling, town criers, folk songs, face-to-face interactions, market gatherings, cooperative societies, and cultural festivals (Wilson, 2007). In Gboko Local Government Area (LGA), these traditional communication channels have been integral to the transmission of agricultural knowledge, particularly among yam farmers. Farmers rely on these informal communication networks to exchange information on planting seasons, disease management, fertiliser application, and harvesting techniques (Ojebuyi and Salawu, 2020).

Among various agricultural sectors, yam farming remains a crucial component of the local economy in Gboko Local Government Area, supporting thousands of smallholder farmers. However, the success of yam production largely depends on the effective dissemination of agricultural information and knowledge sharing among farmers. Traditional communication strategies have historically played a pivotal role in ensuring that farmers acquire relevant farming techniques, market opportunities, and weather predictions. These strategies are particularly significant in rural areas, where access to modern communication technologies such as the internet and mobile phones remains limited (Aker, 2011).

The relevance of traditional communication strategies in agriculture cannot be overemphasised, particularly in rural areas where low literacy levels and inadequate technological infrastructure hinder the adoption of modern communication methods (Aker, 2011). Traditional channels provide a sense of community, trust, and cultural identity, making them an accessible and efficient means of agricultural information dissemination (Afolayan, 2018). Effective communication of agricultural information is a critical determinant of farmers' productivity, decision-making, and overall agricultural development (Swanson and Rajalahti, 2010).

Despite the widespread use of traditional communication strategies, several challenges persist in ensuring efficient knowledge transfer among yam farmers. Firstly, traditional communication methods tend to be localised

and limited in reach, often restricting access to a broader spectrum of agricultural information (Ajani and Agwu, 2012). For example, information shared through town criers or farmer groups is typically confined to specific communities, thereby excluding other farmers who may benefit from the knowledge (Aker, 2011). Additionally, traditional media are often not systematically structured, making it difficult to verify the accuracy and timeliness of the information disseminated (Anderson and Feder, 2007).

Several studies have explored the role of agricultural communication strategies in rural communities. Wilson (2007) examined the importance of traditional media in knowledge dissemination, while Aker (2011) focused on mobile-based agricultural extension services and their impact on farmers. Similarly, Ojebuyi and Salawu (2020) investigated indigenous communication systems and their role in rural agriculture, but these studies did not specifically assess how effective traditional communication strategies are among yam farmers in Gboko LGA. The absence of comprehensive studies on traditional communication strategies in Gboko LGA presents a significant research gap. There is a need to evaluate how yam farmers utilise traditional communication channels, whether these methods are still effective, and what improvements could be made to enhance agricultural knowledge dissemination (Swanson and Rajalahti, 2010). It is against this background that this study seeks to answer the following research questions.

Objectives of the Study

The broad objective of this study is to assess the traditional communication strategies used among yam farmers in Gboko Local Government Area of Benue State, Nigeria. The specific objectives are to

- i. Describe the socio-economic characteristics of respondents in the study area.
- ii. Identify the type of traditional communication strategies used by yam farmers in the study area.
- iii. determine the effectiveness of traditional communication methods in facilitating the exchange of yam farming knowledge among farmers;
- iv. identify the factors influencing the choice of communication strategies among yam farmers; and
- v. ascertain the challenges faced by yam farmers in the use of traditional communication strategies.



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MATERIALS AND METHODS

This study was conducted in the Gboko Local Government Area of Benue State. It has a landmass of an area of 1,835 km² and a density of 196.9 inh./km² with a population of 361,325 people, according to the National Population Commission's census of 2006. It is bounded by Tarka Local Government on the north, Ushongo Local Government to the south, Buruku Local Government on the east, and Gwer on the west. It lies between latitudes 7°05'–7°31'N and longitudes 9°13'–9°35'E in the savannah region of Nigeria with typical savannah vegetation and climate. The Gboko local government area is in Benue State, North Central Nigeria, and has its headquarters in the town of Gboko.

The study population involves all yam farmers in the Gboko Local Government Area of Benue State. The study

made use of a stratified and multi-stage sampling procedure. Firstly, four council wards were purposively selected from the study area based on their level of yam production, which was identified during the survey. The council wards were Gboko East, Igyorov, Mbaanku and Gboko South. On each council ward, one village community was selected purposively. The reason for the selection is based on the fact that there are more yam farmers in the study area compared to other wards, which mainly focus their agricultural activities on cassava production and tomato cultivation. The selection of yam farmers in each of the 4 communities was carried out in this order. 28 farmers in Gboko East were selected, 23 in Igyorov, 25 in Mbaanku and 24 in Gboko South, making a total of 100 respondents who were used as the sample size for the study. The sample selection is shown in Table 1 below

Table 1: Sample Size Selection Plan

Council Ward	Sample Frame	Sample Size (10%)
Gboko East	279	27.9
Igyorov	231	23.1
Mbaanku	249	24.9
Gboko South	241	24.1
Total	1000	100

Data for this study were collected from primary sources. Data were collected using a structured questionnaire, based on specific objectives. The questionnaire comprises five (5) sections. Section A covered information on the socio-economic characteristics of the respondents; section B covered the types of economic characteristics of the respondents; section C covered the type of traditional communication strategies used by respondents; section D covered the effectiveness of traditional communication methods in facilitating the exchange of yam farming knowledge among respondents; section E covered the factors influencing the choice of communication strategies among yam farmers; and section F covered the type of traditional communication strategies used by respondents; section C covered the effectiveness of traditional communication methods in facilitating the

exchange of yam farming knowledge among respondents; section D covered the factors influencing the choice of communication strategies among yam farmers; and section E covered the challenges faced by yam farmers in the use of traditional communication strategies.

RESULTS AND DISCUSSION

Socio-economic Characteristics of the Respondents

The result of the analysis on the socio-economic characteristics of the respondents is presented in Table 2. Findings from the study revealed that a slightly higher proportion (53%) of the respondents were male, while 47% were female. This implies that men were



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more involved in yam production in the study area compared to women. This finding aligns with the observation of Chikezie (2012), who noted that males tend to dominate farming activities because they are more energetic and readily available for physically demanding agricultural work.

The age distribution of the respondents shows that a majority (48%) were within the age range of 21–35 years, followed by 38% who were between 36 and 50 years, with a mean age of 37 years. This suggests that most respondents were within their economically active and productive age category, which is favourable for effective farm work and participation in traditional communication systems in the community. This finding agrees with Adeogun et al. (2010), who emphasised that younger and middle-aged farmers are more likely to adopt new information pathways and actively participate in agricultural activities because they are flexible and open to innovation.

Further results revealed that most of the respondents were married (58%), while 36% were single, and only 3% each were widowers or divorced. This indicates that yam farming in the area is dominated by individuals with stable family structures, which may influence farming decisions and enhance household-based information sharing. Similar findings Akinbile (2013) reported similar results, affirming by Nwaru (2011), who observed that married farmers tend to have access to more household labour and social support, which strengthens their participation in agricultural communication networks.

With respect to occupation, the majority (88%) of the respondents identified farming as their primary occupation, while 6% each were civil servants or engaged in fishing. This indicates that yam production is a major livelihood activity for most farmers in the study area. This high level of involvement suggests reliance on farming income and a strong likelihood of participating in community agricultural communication systems. This observation agrees with Ekwere and Edem (2014), who noted that full-time farmers are more likely to engage in information-sharing platforms within rural communities.

The findings on household size show that a majority

(59%) had between 3 and 7 persons per household, with a mean household size of 6. This implies that most respondents had moderately large households, which may positively contribute to farm labour availability and internal information exchange. Similar results were reported by Akinbile (2013), who affirmed that larger households provide essential labour resources and facilitate interpersonal communication on farming matters.

In terms of annual income, a large proportion (83%) of the respondents earned ₦500,000 or below per year, with a mean income of ₦402,680. This indicates that most yam farmers operate at a small-scale or subsistence level. Low income may limit their access to modern communication tools, thereby increasing reliance on traditional communication strategies such as community meetings, town criers, and interpersonal networks. This finding supports the position of Okoro and Agwu (2016), who stated that low-income farmers often depend heavily on low-cost traditional communication channels.

The analysis of farm size shows that most respondents (78%) had farms measuring 5 hectares or less, with a mean farm size of 6 hectares. This indicates that yam production in the area is predominantly small-scale. Small farmholders are known to depend more on communal support and traditional communication systems for agricultural information. This finding agrees with the submission of Ezeh (2015), who noted that smallholder farmers rely heavily on community-based information sources.

Finally, the findings on farming experience show that a significant proportion (46%) had between 6 and 11 years of farming experience, followed by 40% with 5 years or less, giving a mean farming experience of 8 years. This indicates that many of the respondents have moderate experience in yam production, which may influence their openness to traditional communication methods passed down through generations. This is consistent with the report of Oladoja (2012), who stated that farmers with longer farming experience often have stronger ties to indigenous communication systems and community knowledge networks.



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Table 2: Socio-economic Characteristic of Respondents (n=100)

Socio-economic Characteristics	Frequency	Percentage (%)	Mean
Sex of respondents			
Female	47	47.0	
Male	53	53.0	
Age (years)			
≤20	3	3.0	37
21–35	48	48.0	
36–50	38	38.0	
>51	11	11.0	
Marital status			
Married	58	58.0	
Single	36	36.0	
Divorced	3	3.0	
Widower	3	3.0	
Occupation			
Farming	88	88.0	
Civil servant	6	6.0	
Fishing	6	6.0	
Household size (persons)			
≤2	3	3.0	7
3–7	59	59.0	
8–12	35	35.0	
>13	3	3.0	
Annual income (Naira)			
≤500,000	83	83.0	402,680
500,001–1,333,333	14	14.0	
>2,166,666	3	3.0	
Farm size (Hectares)			
≤5.0	78	78.0	6
6.0–16.67	14	14.0	
16.68–28.33	5	5.0	
>28.34	3	3.0	
Farming experience			
≤5	40	40.0	8
6–11.67	46	46.0	
11.68–18.33	10	9.8	
>18.34	9	9.0	

Sources: (Field Survey 2025)



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Types of Traditional Communication Strategies used by Yam Farmers

The results presented in Table 3 show the types of traditional communication strategies commonly used by yam farmers in the study area. The findings revealed that the most frequently used strategies include family heads (94.0%), market square announcements (93.0%), personal visits (91.0%), and community elders (91.0%). Other highly utilised channels were town criers (90.0%), village meetings (90.0%), and traditional festivals (90.0%). Similarly, age-grade meetings (88.0%) and group discussions (84.0%) were also widely adopted, indicating that yam farmers depend largely on community-based and socially embedded communication systems.

The result implies that traditional communication among yam farmers is strongly rooted in collective social

structures, particularly those involving respected authorities such as family heads and community elders. This aligns with the socio-cultural orientation of rural communities, where decisions on farming activities often rely on trusted communal figures.

This finding is consistent with earlier studies such as Agbamu (2006) and Adebayo & Adesope (2007), which emphasised that traditional communication channels remain relevant in rural Africa due to their cultural acceptability, community trust, and accessibility. Similarly, Nwodu (2015) reported that traditional media such as town criers, festivals, and group meetings play a crucial role in agricultural communication, particularly where modern communication facilities are limited

Table 3: Types of Traditional Communication Strategies used by Yam Farmers

Traditional Communication Strategies	Frequency	Percentage (%)
Town crier	90	8.3
Market square announcements	93	8.6
Village meetings	90	8.3
Age-grade group meetings	88	8.1
Religious gatherings	56	5.2
Funeral announcements	40	3.7
Marriage ceremonies	57	5.3
Personal visits	91	8.4
Traditional festivals	90	8.3
Community elders	91	8.4
Family heads	94	8.7
Group discussions	84	7.7
Cultural songs or drama	79	7.3
Others (specify)	41	3.8

*Multiple responses recorded

Sources: (Field Survey 2025)

Effectiveness of Traditional Communication Strategies

The results in Table 4 present the perceived effectiveness of traditional communication strategies used by yam farmers in the study area. The findings show

that most respondents rated traditional communication methods as effective. Most respondents generally rated traditional communication methods as effective,



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according to the findings. Most respondents generally rated traditional communication methods as effective. The most effective channels include market square announcements (97.0%), family heads (91.0%), town criers (91.0%), village meetings (91.0%), and traditional festivals (91.0%). These were followed closely by community elders (88.0%), cultural songs/drama (85.0%), group discussions (81.0%), and personal visits (74.0%). These high effectiveness ratings indicate that farmers strongly trust and respond to traditional, community-based sources of information.

The implication of the findings is that strategies rooted in communal authority and collective gatherings remain the backbone of agricultural information dissemination among yam farmers. The high effectiveness of market square announcements and town criers suggests that public information platforms continue to command attention and credibility.

These findings align with earlier studies such as Agbamu (2006) and Nwodu (2015), who observed that indigenous communication systems remain highly effective in rural

settings because they rely on trusted community members and culturally accepted channels. The effectiveness of village meetings, cultural performances, and group discussions corroborates the argument by Adebayo and Adesope (2007) that participatory communication enhances farmers' comprehension and adoption of farm practices.

On the other hand, certain strategies such as age-grade meetings (42.0% effective), religious gatherings (40.0% effective), funeral announcements (37.0% effective), and marriage ceremonies (46.0% effective) recorded lower effectiveness ratings. This suggests that not all social gatherings serve as efficient channels for agricultural communication, possibly because such events focus more on social or religious obligations than on information exchange. This observation aligns with the view of Orewere (1991), who argued that not all traditional forums are equally effective for agricultural extension due to competing purposes and limitations in message control.

Table 4: Effectiveness of Traditional Communication Strategies (n=100)

Traditional Communication Strategies	Not Effective, n (%)	Effective, n (%)
Town crier	9 (9.0)	91 (91.0)
Market square announcements	3 (3.0)	97 (97.0)
Village meetings	9 (9.0)	91 (91.0)
Age-grade group meetings	58 (58.0)	42 (42.0)
Religious gatherings	60 (60.0)	40 (40.0)
Funeral announcements	63 (63.0)	37 (37.0)
Marriage ceremonies	54 (54.0)	46 (46.0)
Personal visits	26 (26.0)	74 (74.0)
Traditional festivals	9 (9.0)	91 (91.0)
Community elders	12 (12.0)	88 (88.0)
Family heads	9 (9.0)	91 (91.0)
Group discussions	19 (19.0)	81 (81.0)
Cultural songs or drama	15 (15.0)	85 (85.0)
Others (specify)	39 (39.0)	61 (61.0)

*Multiple responses recorded

*

Figures in parentheses are percentages

Sources: (Field Survey 2025)



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Factors Influencing the Choice of Communication Strategies

The results presented in Table 5 show the major factors influencing the choice of communication strategies among yam farmers in the study area. The findings reveal that trust in the information source (94.0%) is the most influential factor, followed closely by cultural beliefs (90.0%), proximity to the source (88.0%), availability of the communication medium (88.0%), type of farming information (87.0%), and accessibility (85.0%). Other important factors include language of communication (82.0%), gender roles (81.0%), and cost-effectiveness (78.0%). These findings indicate that farmers prioritise communication strategies that are credible, culturally acceptable, easily accessible, and suitable for the type of agricultural information they require.

The prominence of trust in the source suggests that yam farmers rely heavily on communication channels that they perceive as reliable and consistent. This corroborates findings from Agbamu (2006) and Nwodu (2015), who emphasised that traditional communication

systems thrive because they align with community norms, are physically close to farmers, and are widely available across rural settings. Furthermore, the high relevance of the type of farming information (87.0%) and accessibility (85.0%) suggests that farmers select communication strategies based on how well the channel matches the nature of the information being disseminated. This observation is consistent with Adebayo and Adesope (2007), who argued that the suitability of a communication strategy depends on its ability to provide clarity, relevance, and timely delivery of messages.

On the other hand, factors such as education level (49.0%), social networks (40.0%), age of the farmer (33.0%), and gender roles (81.0%) had comparatively lower influence, though they still play meaningful roles in shaping communication preferences. The low influence of age and education suggests that traditional communication strategies are culturally inclusive and appeal to all categories of farmers, regardless of demographic differences.

Table 5: Factors Influencing the Choice of Communication Strategies (n=100)

Influencing Factors	Frequency	Percentage (%)
Proximity to source	88	8.4
Cultural beliefs	90	8.6
Cost-effectiveness	78	7.5
Accessibility	85	8.1
Language of communication	82	7.9
Influence of elders	72	6.9
Social networks	40	3.8
Age of the farmer	33	3.2
Education level	49	4.7
Type of farming information	87	8.3
Gender roles	81	7.8
Trust in source	94	9.0
Availability of medium	88	8.4
Frequency of message delivery	76	7.3

*Multiple responses recorded
 Figures in parentheses are percentages
Sources: (Field Survey 2025)

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Challenges Faced in using Traditional Communication Strategies

The results presented in Table 6 highlight the major challenges encountered by yam farmers in the use of traditional communication strategies. The findings show that the most prominent challenges include delay in information dissemination (97.0%) and noise or distraction during communication (97.0%). Misinterpretation of messages (88.0%), low attendance at gatherings (84.0%), language barriers (84.0%), and geographical distance (78.0%) followed. by misinterpretation of messages (88.0%), low attendance at gatherings (84.0%), language barriers (84.0%), and geographical distance (78.0%). Other notable challenges include bias from information sources (76.0%), exclusion of women and youths (74.0%), inaccessibility of town criers (73.0%), and high dependency on oral transmission (72.0%). These results indicate that while traditional communication strategies are widely used and trusted, they still suffer significant limitations that can affect the accuracy, speed, and inclusiveness of agricultural information sharing.

The finding that misinterpretation of messages affects 88.0% of respondents further emphasises the challenges of oral communication. This supports the argument by Nwodu (2015) and Agbamu (2006) that oral channels, though culturally embedded, often lack precision and structured feedback, resulting in inconsistent or

misunderstood information. The significant level of lack of message consistency (81.0%) aligns with this pattern, showing that the absence of standardised messaging contributes to information gaps among farmers.

Challenges related to inclusion, such as the exclusion of women and youths (74.0%) and language barriers (84.0%), such as the exclusion of women and youths (74.0%) and language barriers (84.0%) reveal structural limitations within traditional communication systems. This observation is supported by Adebayo and Adesope (2007), who noted that traditional communication often reflects hierarchical and cultural norms that may restrict participation by women or younger farmers. The issue of geographical distance (78.0%): Farmers living far from village centres or markets may experience delays in receiving updates. This issue is compounded by the inaccessibility of town criers (73.0%), suggesting that not all farmers reside within easy range of traditional messengers, further affecting the timeliness and completeness of information dissemination. Moreover, the reliance on oral transmission (72.0%) underscores the vulnerability of traditional communication to loss of detail and distortion. The lack of feedback mechanisms (58.0%) reinforces this challenge, as farmers may not have structured opportunities to seek clarification or verify information.

Table 6: Challenges Faced in using Traditional Communication Strategies (n=100)

Challenges	Frequency	Percentage (%)
Misinterpretation of messages	88	88.0
Delay in information dissemination	97	97.0
Lack of message consistency	81	81.0
Low attendance at gatherings	84	84.0
Language barrier	84	84.0
Poor timing of announcements	53	53.0
Inaccessibility of town criers	73	73.0
Bias from information sources	76	76.0
Cultural limitations	59	59.0
Exclusion of women/youths	74	74.0
Lack of feedback mechanisms	58	58.0
Geographical distance	78	78.0
Noise and distraction during communication	97	97.0
High dependency on oral transmission	72	72.0

*Multiple responses recorded Figures in parentheses are percentages

Sources: (Field Survey 2025)



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CONCLUSION

Based on the findings, it was concluded that traditional communication strategies remain the primary and trusted means by which yam farmers in the study area obtain and share agricultural information. Family heads, market-square announcements, town criers, village meetings and community elders were identified as the most frequently used and most effective channels, reflecting the deep socio-cultural embeddedness of these methods.

Respondents in the study area were predominantly productive adults, mostly married, largely engaged in full-time farming, and had predominantly small farm sizes and low annual incomes. This finding helps explain both the continued reliance on traditional channels and the constraints they face. Traditional systems score highly on trust and cultural acceptability but perform less well on timeliness, inclusiveness, and technical accuracy. The choice of communication strategy is driven principally by trust in the source, cultural fit, proximity and availability of the medium, and the type of farming information required.

Taken together, these findings indicate that strengthening yam farmers' access to agricultural information will require a dual approach: protect and build on the strengths of trusted traditional systems, and introduce complementary measures that address the major weaknesses (timeliness, accuracy, inclusiveness, feedback and reach).

The following recommendations are made to improve the use of traditional communication strategies for accessing agricultural information for yam farmers in the study area:

i. Strengthen and train traditional information actors.

Organise regular capacity-building workshops for family heads, town criers, market leaders, and community elders so they can communicate technical messages accurately, use simple documentation aids (bulletins, pictorial flyers), and adopt standardised messaging formats.

ii. Improve timeliness through hybrid channels.

Encourage a mixed approach that links traditional channels with faster, low-cost technologies (SMS bulletins, community radio announcements, and notice boards at markets and information hubs) to reduce delays in dissemination.

iii. Expand and equip extension services.

Increase the number and outreach of trained agricultural extension officers, ensuring they collaborate with community leaders and deliver periodic village-level demonstrations and follow-up visits.

iv. Create local information hubs and documentation.

Establish small local information centres or digital hubs (in markets or community schools) where written, audio, and pictorial materials are available in local languages to reduce misinterpretation and enhance retention.

v. Promote inclusiveness and gender/youth participation.

Implement community sensitisation programmes and schedule information events at times and places that facilitate participation by women and youth. Support women- and youth-focused farmer groups and peer-learning sessions.

vi. Policy and stakeholder coordination.

Encourage local governments and agricultural agencies to adopt policies that recognise, support, and fund hybrid communication strategies that leverage trusted traditional channels while modernising delivery and reach.

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