



Rural Farmers' Perception of Radio Agripreneurial Programmes in Ogun State, Nigeria

ADEMOLU IREBAMI SOYINKA
McPherson University, Ajebo, Ogun State, Nigeria

MUFUTAU OLANREWAJU BIOBAKU, AKANNI AKINTUNDE
Lagos State University, Ojo, Lagos State, Nigeria

Abstract. Radio intensifies its crucial role in sparking interest and giving rural farmers a deep understanding of agricultural issues, but few existing bodies of research in Nigeria has yet to clearly assess the extent radio agricultural programmes have prioritised issues rural farmers are desirous and the reasons for the transmission of radio agricultural programmes. Hence this study attempted to assess the perception of radio agripreneurial programmes in sparking agripreneurship interests among rural farm settlers in Ogun State, Nigeria. Guided by the Perception Theory, this study adopted a descriptive research design, relying on both quantitative and qualitative data from questionnaires and interviewers' guide to elicit response from 299 farm operators from Ogun State farm settlements and two producers of agricultural programmes in the State. It found that radio agricultural programmes did not prioritise issues desired by farmers such as funding, marketing, mechanized farming methods and access to agricultural implements, rather it placed emphasis on seedlings and food production. The study recommended that radio agricultural programmes producers embark on extensive research on pertinent agricultural issues that will cater to the agripreneurial needs of the rural farmers which is achievable through engaging experts to handle the production and presentation of agripreneurial programmes on radio.

Keywords: Agripreneurship, Agricultural Programmes, Farmers, Perception, Producers, Radio, Rural Farmers

1. Introduction

Effective agricultural communication is central to development and the level of success in the agricultural sector is often influenced by the extent to which farmers have their agricultural information needs met (Sandeep, 2021). Undoubtedly, radio broadcasting plays a key role in providing farmers and other agripreneurs with information on crop production techniques, pest and disease management, marketing and distribution, agriculture innovation, pricing, access to agricultural inputs, government policies and even funding opportunities (Oladele & Nthama, 2024; Soyinka & Alawode, 2025).

Agriculture, having contributed about 19.63% of Nigeria's Gross Domestic Product (GDP) in the first quarter (Q1) of 2023 with the largest contribution coming from crop production (NBS, 2023), continues to receive attention with intensified advocacy efforts from various stakeholders including the mass media because of its significance to human livelihood (FAO, 2024), as it has been found to provide sustained income for Nigerians. To sustain the income and solve the food scarcity issues, Nigerians have adopted agripreneurship as the new way of getting additional income (Abdul-Rahman & Abdulai, 2022).

Agripreneurship which is a fusion of agriculture and entrepreneurship, has become an avenue for wealth creation as it offers several agribusiness opportunities not limited to crop cultivation and animal husbandry. It has become a self-sustaining, community-oriented, directly marketed farming business that involves not

necessarily farmers but individuals who are passionate about agriculture, creativity, determination, and a willingness to take risks to succeed and expand their businesses (Soyinka & Alawode, 2025).

Prior the COVID-19 pandemic that originated in the Chinese province of Wuhan (Olajide, Adesina, Soyinka & Tejuoso, 2020), agripreneurship advocacy gained minimal attention on radio (Adio, Abu, Yusuf & Nansoh, 2016) especially in Ogun State, Southwest Nigeria (Soyinka & Alawode, 2025). However, in the peak of the pandemic, there was increased advocacy on radio for Nigerians to engage in agripreneurship towards boosting self-sufficiency in food production. The ubiquity of radio broadcasting had made the Ogun State government leverage on the wide reach and agricultural programmes of a few privately-owned broadcast stations and the state-owned stations – such as “*Agbe afokosoro*” on *OGBC 90.5FM* and “*Agbelere*” on *FAMILY 88.5FM* to encourage rural famers to embrace agripreneurship for self-sufficiency, income generation and equally boost food production, because it is believed that radio intensifies sparks interest and gives rural farmers a deep understanding of agricultural issues (Sanni,

2013; Mtega, 2018; Yahaya, Adamson & Kareem, 2018; Yusuf, 2020; Sinha & Hazra, 2021). However, there are concerns that the few available programmes are limited in scope as they only place emphasis on land preparation, crops harvesting and organic farming while relatively less attention is paid to agripreneurship and other issues that meets the needs and interest of the farmers (Banmeke & Adeogun, 2013; Haruna, 2013; Yakubu, Musa, Muhammad, et al., 2022; Ifabiyi, Komolafe & Banjoko, 2022; Soyinka & Alawode, 2025). Moreover, the existing body of knowledge (e.g Sanni, 2013; Adebayo, Agboola, Majebi, Adekunle & Adekola, 2020; Yusuf, 2020; Issa, 2021) failed to elicit the opinion of radio programme producers on the dearth of agripreneurial programmes on radio and the reasons the agricultural-based programmes have failed to adequately meet the information needs of the rural farmers. Hence, the researchers attempted to assess the perception of radio agripreneurial programmes in sparking agripreneurship interests among rural farm settlers in Ogun State, Nigeria. The study location is Ogun State because of its arable land and one of Nigeria’s investment destinations that houses eight government rural farm settlements.

S/N	Senatorial Districts	Farm Settlement	Location
1.	Ogun Central	Ajegunle farm settlement Coker farm settlement Ilewo-Orile farm settlement	Mile 6, Odeda LGA Ifo, Ifo LGA Abeokuta North, LGA
2.	Ogun East	Ibiade farm settlement Ikenne farm settlement Ago-Iwoye farm settlement	Ogun Waterside LGA Ikenne LGA Ago-Iwoye, Ijebu North LGA
3.	Ogun West	Ado-Odo farm settlement Sawonjo farm settlement	Ado-Odo Ota LGA Igbogila, Yewa North LGA

Table 1 showing Farm Settlements and location in Ogun State

1.1 Research Questions

This study is guided by the following research questions:

- What agripreneurship issues do Ogun State Rural Farm settlement operators want producers of agripreneurial programmes to prioritise on radio stations in Ogun State?
- What are the reasons for the transmission of agripreneurial programmes on the selected radio stations in Ogun State?
- What is the perception of Ogun State Rural Farm Settlement Operators about the efficacy of agripreneurial programmes on the radio stations?

1.2 Significance of the study

This study is significant as it will help fill gaps in media content as producers will find it useful

in improving their contents. It will also ensure that the information needs of rural farmers are met holistically. Also, the government gets the opportunity with the findings to address issues that cater agripreneurial needs of rural farmers.

2. Literature Review

2.1 Radio broadcasting and Agricultural Development in Nigeria

Radio’s element of immediacy has continually made it a choice medium of communication in the rural areas, and particularly rural farmers, because it requires no formal education for it to be understood as it affords the multiplicity of languages, thus making farmers determine and listen to their desired agricultural contents. Moreover, the portability and intimacy radio offers farers puts in a position to easily persuade and motivate them to take action on the information that may be beneficial to their

agricultural businesses (Odigie, 2020). Chinda, SalamatuShuwa and Yagana (2019) argued that effective agricultural practice is information-sensitive hence, radio is crucial in helping farmers exploit opportunities timely, aid their decision-making and adoption of agricultural innovation (Yahaya, Adamson & Kareem, 2018). Moreover, it is also significant in setting an agenda for public discourse (Ibraheem, Ogwezzy-Ndisika, & Tejumaye, 2015; Colley & Moore, 2023), on agricultural policies and practices that help farmers maximise returns on their trade as well as improve their welfare and boost their productivity. With 48 per cent of Nigeria's population being smallholder farmers cultivating less than two hectares of land, there is a need for a reliance on appropriate information to meet about 90 per cent of the national agricultural output (AFDB, 2023).

Overtime, radio's advantages of affordability and interactivity have significantly enhanced factuality and interpretation of agricultural issues and this is because the agriculture sector has attracted media attention over the years because of its huge contribution to food sufficiency and supply of raw materials to industries. Without a doubt, agriculture has been the backbone of Nigeria's economy (Tersoo, 2018), contributing roughly 36.4 percent of the country's workforce and over 22 per cent of the GDP as of the first quarter of 2022. According to Tersoo (2018), between 2010 and 2017, agriculture contributed an average of 3.7 billion naira yearly to the economy, or around 40% of GDP, just as there has been couple of interventions by previous administrations to increase the sector's contributions (Obiora, 2014) such as the Green Revolution (GR), the Agricultural Development Programme (ADP), the Agricultural Transformation Programme (ATA), which was introduced in 2012 under former President Goodluck Jonathan, and, most recently, the Anchor Borrowers' Programme (ABP), that was introduced by former President Muhammadu Buhari in 2015. Initiatives such as the ABP where about 220 billion naira is disbursed as loans to farmers with offer of linkages between anchor companies and farmers has consistently received the support of government but limited attention from the mass media. Despite these policies, agriculture seemingly has not got the much-needed acceptability and mileage in promoting self-sufficiency and food security in Nigeria – and the mass media has been fingered to have played a huge role in the problem for doing far less in creating the required consistent awareness for the agricultural policies.

3. Agripreneurship and Radio Agripreneurial Programmes

Radio agripreneurial programmes are often perceived as a valuable source of information by farmers (Nathaniel, Okome & Okumagba, 2019; Danjuma, Agir, Zubairu, & Agya, 2021) because of the timely updates it provides on farming practices, market trends among others, but sometimes the effectiveness of the programmes is dependent on factors like content relevance, language used, broadcast timing, and farmer engagement approaches (Tegene, Wims, Abo, & Gebeyehu, 2023; Adeyeye, Salawu & Adesina, 2024). Kedir (2020) had noted that good broadcast programming entails or involves articulately and strategically selecting result-oriented programmes with clear purposes and appropriately scheduling it in a good time to meet the expectations of target radio or television audience. The end goal of every good radio agripreneurial programme should be to monitor trends and developments in the agriculture sector with a view to arousing creativity and inquisitiveness in the agripreneurs or farmers, as well as encourage hard work, self-reliance, productivity and consumption of local products to promote self-sufficiency.

Realization of the aforementioned notwithstanding, agripreneurship remains atop the agricultural programme of every government administration in Nigeria – be it at the federal, state or local level due to its significance in uplifting the economy of a nation (Issa & Abah, 2017; Jimoh & Ogunsanwo, 2018; Kedir, 2020). Agripreneurship entails the production, processing and distribution of farm produce towards an end goal of subsistence, earning revenue or both (Soola & Alawode, 2007). However, the lackluster attitude of the Nigerian government towards agripreneurship is evident in its annual budget outlook, as it budgeted 291.4 billion naira to agriculture in year 2022 – representing about 1.5 per cent of the annual budget compared to other African Nations such as Ethiopia and Ghana who has had their economy take a positive leap after devoting 9.4 per cent and 4.9 per cent of their annual budget to agriculture. For instance, Ethiopia devoted a chunk of the agricultural sector budget to making agricultural markets more accessible, research and adequate information on agricultural techniques and methods as well as the transportation infrastructure of farm produce (Jayne, Fox, Fuglie, & Adelaja, 2020). It is noteworthy that the emergence of an information and knowledge-based society is

quite significant in the pursuance of a meaningful development, hence different radio programme producers come up with agribusiness programmes or initiatives that if not properly communicated to the farmers and other key stakeholders may stall every effort at a successful food sufficiency, income generation and overall economic growth. The essence of creating agricultural broadcast programmes on radio is to gain wealth of knowledge and ideas, create opportunity for the establishment of key partnership and opportunities to reach wider consumers and experts in the agricultural sector. Adekoya and Badiru (2012) alludes that radio plays an integral role in reaching a diverse audience especially as it relates to agripreneurial information for farmers in Nigeria's Southwestern States. Therefore, to further develop and strengthen the relevance of radio in disseminating agricultural information, scholars (Odigie, 2020; Yusuf, 2020; Soyinka & Alawode, 2025) emphasized the need for a participatory agripreneurial content creation that benefits local farmers who are desirous of improving their agribusiness productivity.

4. Theoretical Review

There are theories that underpin perception of radio agripreneurial programmes in enhancing agripreneurial interests. Worthy of mention is the Perception Theory which explains the desire of mass communicators for their audiences to pay attention to the messages, learn the contents of the messages, and make appropriate changes in attitudes or beliefs, or produce the desired behavioural responses. Propounded by Berelson and Steiner in 1964, the Perception Theory helps explain how people interpret information which affects how they communicate. The theory assumes that perception is a complex process by which people select, organize, and interpret sensory stimulation into a meaningful and coherent picture of the world (Anaeto, Onabajo & Osifeso, 2012).

Critics believe the theory exaggerates the extent to which people actively filter information to align with their existing views and neglecting the influence their society, cultural norms and other power dynamics may have on their interpretation of issues, thus potentially creating biased perceptions even when exposed to media contents (Ikems, 2020).

The theory summarily argues that the people are not passive recipients of information but instead select information that aligns with their existing

beliefs and values, potentially ignoring unwanted information. Ofcourse, this may be based on the people's prior experiences and understanding. In this study, rural farmers may choose to listen to a particular radio agricultural programme because he perceives the information source as credible. For instance, a rural farmer may decide to listen to "*Agbe Afokosoro*" on OGBC 90.5FM because of perceived credibility and expertise of the programme sponsors providing information about genetically modified food production, feed processing, animal nutrients, etc. Similarly, a rural farmer may also choose to ignore a radio agricultural programme if he finds such programme unappealing to his business and/or if the presenter/producer of such programme emphasizes an aspect of agriculture which he knows so well especially in communities that is solely agrarian. Furthermore, to this is language barrier and inconsistency of such programme in bringing to the fore the core issues the farmers want to have deep knowledge in.

5. Extant Research on perception of radio agripreneurial programmes

There are a handful of research efforts on farmers' perception of radio agricultural programmes and this study reviews few of them. Rimi, Akpoko and Abdullahi (2015) examined sources of agricultural information used by cowpea farmers in Rimi Local Government Area of Katsina State and it was discovered that most of the time, information was gotten from fellow farmers owing up to 40 percent, while radio took up 30 percent, and only 10 percent of farmers acquired information from extension workers. This result showed that the farmers do not perceive radio as credible in providing the needed information compared to their compatriots. It was therefore recommended that agricultural information from extension agents should be made more readily available and used to assist farmers towards improving crop production in this area. Yahaya, Adamson and Kareem (2018) assessed the coverage of agricultural programmes in broadcast stations in Oyo State. Survey was used as the research method, while questionnaire was used to elicit responses from 60 respondents. The study showed that 55.6 percent of the stations that broadcast agricultural programmes had low broadcast of agricultural programmes. The type of programmes broadcast by the stations was usually influenced by sponsorship and this significantly affected the broadcasting of agricultural programmes by broadcast stations.

The study recommends that organizations with passion for agricultural programmes be encouraged with sponsorships and other incentives for more coverage by broadcast stations. Adequate reasons were not given on why there is low broadcast of agricultural programmes on the broadcast stations. To this end, efforts should be made in further studies on reasons for the low broadcast of agricultural programmes since it is effective in reaching a much larger audience and has the tendency to generate more revenue to the broadcast stations and boost investment in the sector. Furthermore, A study on access to agricultural information by maize farmers in Aiyedire Local Government Area, Osun State, Nigeria" conducted by Adebayo, Olorunfemi, and Odedoyin (2018) sought to ascertain maize farmers' access to agricultural information, assess their level of access, and pinpoint the sources from which they may obtain it. The survey method was utilised in the study and 105 respondents were randomly selected using a structured questionnaire. According to the study, farmers had limited access to knowledge on mechanised methods of harvesting corn, but they did have access to information about better kinds of maize. Nonetheless, the study suggests that extension agencies give current information about new and enhanced technical implements like tractors for maize farmers. Regardless of the findings of the study, the researchers only mentioned that the farmers had limited knowledge of mechanised methods of harvesting maize but silent on the media or information platforms that were consulted by the farmers for knowledge. Further studies might need to identify the information platforms that are most preferred by the farmers for agricultural information.

Adio, Abu, Yusuf and Nansoh (2016) investigated the use of agricultural information sources and services by farmers for improve productivity in Kwara state, Nigeria. Among others, the researchers adopted the survey method, while questionnaire and interviews were used to elicit responses from 447 respondents. The study among others found that the farmers predominantly got their agricultural information from relations and colleagues on areas that included crop and animal production; pests, diseases and weed control; fishing; disaster control and mitigation, fertilizer procurement and application; post-harvest technology; sourcing for labour; agricultural credit; etc. The study recommends the training of extension workers the use of information communication technology as well as the provision of agricultural extension services to

the local government areas for effective agricultural productivity. Although the study revealed that the media played a little role in dissemination of agricultural information, it however did not elicit responses from the farmers on why there is so much reliance on families and relatives as it relates to agricultural information. As much as it is possible for certain individuals to possess some level of knowledge in farming, it is imperative not to also know that the mass media has an advantage over every form of communication because of its ubiquity, therefore the only that the efficacy of the mass media in disseminating agriculture information could be ascertained through knowing the reasons the farmers opted for family/relatives as their source of information as against radio. Antwi, Tham-Agyekum, Aidoo, Boansi and Okorley (2022) in their study on patronage of farm radio as an agricultural knowledge source for farmers from Ghana showed that the farmers heavily listened to the agricultural radio programmes but they did not use the knowledge they learned from them. The decision of the farmers not to apply the agricultural information they got from the radio agricultural programme may be due to the paucity of quality programming on agripreneurship as supported in a study by Soyinka and Alawode (2025) who elicited responses from 299 farm settlement operators when interrogating the role radio agricultural programmes in innovation adoption among rural farmers in Ogun State. The researchers further found that aside non-usage of radio agricultural programmes for innovative agricultural practices by the farmers, the agripreneurial radio programmes were monolithic failing to encourage the participation of farmers.

6. Research Methodology

The mixed methods research design was employed for this study because of its strength of combining both quantitative and qualitative data (Creswell, 2012 p.535). The combination of quantitative data gotten through content analysis and qualitative data gotten from key informant interview (KII) is aimed at enhancing the validity and reliability of the findings.

For the quantitative data, three farm settlements were randomly selected from each zone using the simple random sampling technique which provides equal chance for a settlement to be chosen to represent the population (Creswell, 2012; p.143). Consequently, Coker, Sawonjo and Ago-Iwoye

Farm settlements were randomly picked, representing Ogun Central, Ogun West and Ogun East Senatorial Districts. Data from the Ministry of Agriculture showed there were 143 farmers at Coker, 85 at Sawonjo, and 71 at Ago-Iwoye. Therefore, the study population was 299. The researcher adopted study population as sample size because of its small size, and judging by the limited resources available and limitations to methodology. Scholars (Creswell 2012, p.382; Jean-Frédéric, Christian & Ece-Özlem, 2021, p.250) suggest that a study’s population could suffice as sample size if it is small so as to permit conclusions to be drawn about the entire population. The criteria for selecting the farm settlement operators included literacy in English and/or Yoruba language, listenership of the selected radio agricultural programmes, and must be a farm settlement operator in Ogun State for at least three years.

In the same vein, qualitative data was gotten via Key Informant Interview (KII) with producers of the two agricultural programmes

and six farm settlement operators – who are majorly farm association executives (two each from the three rural farm settlement). The criteria for selecting them were that they must have been a farm settlement operator in the State for at least five years and must be a listener of either of the two programmes. The interview session was recorded and the researchers transcribed the interview excerpts manually and verbatim to ensure that every word was captured. After transcription, the researchers categorized the interviewees’ responses under key themes which were then discussed using thematic analysis.

6.1 Research Ethics

Ethical consideration is vital in this study, therefore informed consent was obtained from all respondents before data collection and utmost confidentiality was maintained with an assurance that information ferret from them is solely for academic purpose.

7. Result and findings

After distributing the questionnaires and analyzing the responses, the findings are presented and discussed.

Preferred Radio Station	Frequency	Percentage (%)
OGBC 90.5 FM	185	65.4
Both Radio Stations	72	25.4
FAMILY 88.5FM	26	9.2
Total	283	100
Agripreneurial Programme Listenership		
Agbe Afokosoro	156	55.1
Agbelere	58	20.5
Both Programmes	51	18.0
None	18	6.4
Total	283	100

Table 2 showing agripreneurial programme reception on radio

Table 2 reveals that OGBC 90.5FM’s agripreneurial programme “*Agbe Afokosoro*” had more listenership than “*Agbelere*” on Family 88.5FM, while 18 percent listen to both programmes. This may be unconnected to the fact that OGBC 90.5FM is a government-owned station and as such credibility and professionalism of the presenters or the issues dissected may have been a determinant of the high listenership. Moreover, the broadcast timing of Agbe Afokosoro which is 8:45pm – 9pm – a time farm operators would have retired back to their various shelters may have also contributed to it.

Research Question 1: What agripreneurship issues do rural farmers want producers of agripreneurial programmes to prioritise on radio?

After eliciting responses from the rural farmers, they submitted that issues of marketing/distribution, funding, procurement of agricultural implements, mechanised farming and security/protection of farmlands should be prioritised.

A respondent emphasized that radio stations should de-emphasize information on seedlings but rather focus on ways to get mechanised farming inputs/equipment. He added that: We also want them (radio stations) to prioritize the provision of other farming inputs because in 2021 when the Manufacturers Association of Nigeria (MAN) gave us bags of fertilizers, they gave it to us at 14 thousand naira but this year we were given at over 20 thousand naira – thus making it unaffordable. I must add that anything

that is affordable is not for farmers anymore in this country including ordinary chemical. The least price of chemicals now 4,500 naira – so tell me how will Agriculture improve? The government knows about all these challenges, unless they want to deny.

Another respondent submitted:

There is no single tractor from the government in this farm settlement. We only have access to tractors through certain NGOs who assist because the government allows Public-Private Partnership (PPP) in the State. In 2018, the Bank of Industry (BOI) borrowed our association 500 million naira which was used to purchase 50 tractors and at that time each tractor cost 10.5 million naira unlike now that one tractor is sold for 28 million naira, thus making it unaffordable for us. Similarly, I think the bank should compel the government to set something aside for this purpose since they also are making profits from the agriculture business because farmers approach them for capital.

This result aligns with the findings of Odigie (2020) who noted radio agricultural information should focus on how farmers can access modern tools of agriculture that will increase their productivity. Indeed, agricultural programmes should be centred on the end users, that is, the farmers as the programmes are primarily meant for them. This can be done by consulting the agripreneurs from the conceptualization stage through all the stages of the programme production, thus making the farmers active participants than mere listeners, thus agreeing with the findings of Schillings, Bennett and Rose (2023).

Furthermore, the dilapidating state of storage facilities at the farm settlements also negatively impacts the success of agripreneurship among the rural farmers. While they commended neighbouring southwest states like Lagos, the farmers berated agripreneurial programme producers on radio stations for failing to propel the Ogun State government to fix the storage facilities at the farm settlement to boost their marketing and distribution. A respondent said: Let me give you an instance, if you are a farmer maybe a fish farmer or poultry farmer, you are not thinking of how to stock or sell, your thinking is on just rearing and let it be a quality one because other people are coming to check the quality of your meat, the texture and every other thing. After that, the government will come and take it over just like up-takes and thereafter give you two options either to sell to the public or you sell to the government. If you sell to the public, you will sell at the rate that the government will sell to the public which is

lesser... Hence you will prefer to sell to the government. What I'm saying is that if we can sell our products easily, it will be better.

The aforementioned finding is consistent with the study of Ibrahim (2022) who revealed that the mass media is not doing enough in terms of providing information on marketing and storage facilities. It was linked to lack of content, low literacy level and inability of farmers to access information from the mass media. In corroborating the views of Ibrahim (2020) was why (Nabusoba, 2014; Olugbenga & Owolabi, 2014; Soyinka & Alawode, 2025) noted that the issues of farmers are best addressed when the agricultural programmes are participatory in nature, that is involving the farmers from content design to presentation.

Research Question 2: What are the reasons for the transmission of agricultural programmes on the selected radio stations?

The producers of the agripreneurial programmes were interrogated on reasons for the transmission of agricultural programmes and they highlighted capacity building, climate change issues and food insecurity as their reasons for designing agripreneurial contents on radio. One of the producers noted that the vacuum created by the incessant security challenges in the agribusiness sector can be filled if relevant stakeholders are made to realise its negative effect on the sector. He added:

For instance, in the southwestern part of Nigeria, insecurity has always been a challenge to agricultural practice because many people are scared of going to the farms because of encroachment by herdsmen. As at now, the country currently has over 34 million hectares of arable land that is good for agriculture but only 6.5 million hectares of the land is been cultivated. Therefore, the particular gap we are trying to fill with *Agbe Afokosoro* is to encourage people to venture into agripreneurship whereby in every community we would have a potential farmer because the more farmer we have, the more food production we are going to get and more secured our food sector will be.

Furthermore, another producer posited that much is left to be desired of Nigeria's effort in addressing issues of climate change, hence the radio station took it upon itself to begin advocacy programmes in addressing it, adding that radio agricultural programmes would continue to emphasize on the importance of tree

planting and the dangers of deforestation among others. He added:

The main purpose for starting the programme ‘Agbelere’ on FAMILY FM was because of issues of global warming and climate change. Back in 2015 when the station was established, we took it upon ourselves as our Corporate Social Responsibility (CSR) to enlighten people on the reason we have to go ‘Green’ and that was part of the reason we started the programme. We talk generally about the importance of planting of trees particularly cash crops and food crops and animal husbandry.

It is obvious that the reasons for the transmission of the agricultural programmes are

far from agripreneurship despite the Southwest’s region strong agricultural potential and entrepreneurial culture. This imbalance can be attributed to the limited skill, understanding and specialization of the producers and presenters may have been a factor to this. This is corroborated by Yahaya (2002) and Adeyeye et al., (2025) who alluded that the sponsorship structure of the agricultural programme. For instance, the agripreneurship focus of a programme may dwindle if the programme sponsors places emphasis on food production and input distribution than other areas of agriculture such as agro-processing, branding and marketing, agritech solutions and finance.

Research Question 3: What is the perception of Ogun State Rural Farm Settlement Operators about the efficacy of agripreneurial programmes on the radio stations?

Statement	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total
Listening to the radio agripreneurial programmes helped my food production effort	5 1.8%	193 68.2%	22 7.8%	23 8.1%	40 14.1%	283 100%
Listening to the agripreneurial programmes helped me with information about climate change and development of greenhouse concept	5 1.8%	30 10.6%	12 4.2%	150 53.0%	86 30.4%	283 100%
Listening to the agripreneurial programmes helped me with information about feed processing and animal nutrients	0 0.0%	43 15.2%	12 4.2%	59 20.8%	169 59.7%	283 100%
Listening to the agripreneurial programmes helped me with information about packaging and marketing of my agro-produce	18 6.4%	22 7.8%	27 9.5%	68 24.0%	148 52.2%	283 100%
The agripreneurial programmes addresses specific innovative practices such as mechanised farming procedures	0 0.0%	45 15.9%	5 1.8%	41 14.5%	192 67.8%	283 100%

Table 3 showing the perception of farmers about the agripreneurial programmes

Table 3 shows farmers’ perception of farmers about the agripreneurial programmes. Majority of the rural farmers (70.0%) perceived the radio agricultural programmes as instrumental to food production effort, while on the contrary (83.4%) noted that the radio programmes failed to help with information about climate change. Furthermore, majority (80.5%) perceived the radio agricultural programmes as not efficient in providing information about feed processing and animal nutrients. This can be attributed to limited knowledge of the issue by the producers as corroborated by Adeyeye et al., (2025). Hence, Soyinka and Alawode (2025) emphasized regular review programme contents and accommodation of regular expert perspectives, such as Agricultural Researchers and Farm extension workers, on agricultural programmes to drive innovation and boost entrepreneurial confidence in the agribusiness sector. The result indicates that the radio

agripreneurial programmes had little or no effect on the perceived outcomes of the rural farmers. Of course, this may likely be attributed to the delivery of the presenters/producers, thus attesting to the submissions of Atser et al. (2023) who posits that the channel of information delivery wields so much power on the persuasive nature of a programme.

8. Contribution to knowledge

While reviewed extant literature have established that radio is not sufficient in convincing farmers to embrace agripreneurship, this study thus advances knowledge by confirming agripreneurial programmes will be beneficial to rural farmers if it is not left for the radio stations or sponsors who often times determine the issues to be dissected or covered. Summarily, the researchers also contributed to knowledge by knowing radio producer’s

reasons for the transmission of radio agricultural programmes on their radio stations.

9. Conclusion and Recommendations

Radio agricultural programmes would foster a healthy business competitiveness, reduced cost of operation and overall agribusiness expansion for rural farmers if steps are taken to review the programme content to make it more audience-centric and engaging. Farmers perceived that the agripreneurial radio programmes had no significant positive outcome on their productivity and innovation thus limiting the agripreneurial competitive edge. Therefore, this study recommends that radio agripreneurial programmes producers embark on extensive research to bring to fore the agripreneurial needs of the rural farmers, noting that it should align with current trends in the agricultural sector, so as to further drive agripreneurship.

Conclusively, producers should from the onset be clear about the focus of their programmes/contents – since most radio stations focus on agriculture as a whole rather than agripreneurship. Moreover, radio stations should consider personnel expertise in engaging personnel meant to handle agripreneurial issues for effective communication to farmers.

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